

Ends 4

Maximize the engagement of families and the community through effective communication and outreach



4.1 Ensure all stakeholders have access to relevant information and resources pertinent to student success and wellbeing



INFORMATION AND RESOURCES

- Websites
 - Existing site is updated with Parent Resources and ESS section
 - WordPress – Website Design/Developer
 - Principal consultations and content
- Communications
 - COVID-19 Communication plan – multiple channels, timely, focused
 - 140 specific, planned, family communications August-April
 - 150+ media requests August-April

Date	Object	Key Message	Vehicle	Channel
January 21, 2021	EECD Curriculum updates-high school	Message to High School families	Email	School messenger
January 26, 2021	Return to Orange	Message to Families	Email, website	School messenger, social media
January 26, 2021	Info – Symptoms and Attendance			Social media
January 26, 2021	Info- Symptoms and Attendance II		Graphic	Social media
January 27, 2021	Clarification – outbreak communication	PES Families	Email	School messenger
January 27, 2021	Kick to K video		Website update	Website, social media
January 28, 2021	Dates change reminder	Message to Families	Email	School messenger, social media
January 28, 2021	French Language program	Info /Video	Website update	Website, social media
January 29, 2021	French Language program meeting invite/letter	Message to Gr K & 5 families, by Ed Centre		School messenger, social media
February 8, 2021	Confirmed case at SSHS		Email to SSHS families	School messenger
February 10, 2021	Blended Learning Expectations	Message to high school families		School messenger, social media
February 18, 2021	High School graduation expectations	Message to Grade 12 families		School messenger
March 07, 2021	Return to Yellow	Message to Families	Email	School messenger, social media
March 17, 2021	Reminder- Calendar Change	Message to Families	Email	School messenger, social media
March 19, 2021	Full Return for High School	Message to High School families	Email, website	School messenger, social media
March 21, 2021	High School Vaccination Clinics SSEC	Message to SSEC families	Email to SSEC families	School messenger, social media
March 22, 2021	High School Vaccination Clinics HEC	Message to HEC families	Email to HEC families	School messenger, social media

DISTRICT MESSAGING

Jan. 25	<i>Information Morning - Saint John -: ASD-5 responds to parents concerns</i>	CBC Info Morning		https://www.cbc.ca/listen/live-radio/1-28/clip/15820559
Jan 25	<i>Bus Driver Awarded</i>	Brunswick News	Dwain Lyttle	
Jan 28	<i>Excellence awards winners</i>	Brunswick News		
Feb 1	<i>ASD-5 seeing need increase for mental health supports</i>	CBC Info AM	Peter Smith	https://www.cbc.ca/listen/live-radio/1-28/clip/15822220
Feb 26	<i>Grade 2 students making connections with New Brunswick seniors thanks to pen pal project</i>	CTV	PES	https://atlantic.ctvnews.ca/grade-2-students-making-connections-with-new-brunswick-seniors-thanks-to-pen-pal-project-1.5324701
March 11	<i>"Bag Ban passes"</i>	Brunswick News	Hampton High Students	
March 23	<i>Information Morning - Saint John: Schools in southern New Brunswick close for immunization blitz of high school staff</i>	CBC Info morning	Interview- ZW	https://www.cbc.ca/listen/live-radio/1-28/clip/15832917
March 26	<i>Extraordinary in every way – SJHS student wins prestigious \$100K Scholarship</i>	Brunswick News	Patricia Gallagher	
April 06	<i>Districts Prepare Buses, Schools For Return Of High School Students</i>	Acadia Broadcasting	Interview - ZW	https://www.thewave.ca/2021/04/06/districts-prepare-buses-schools-for-return-of-high-school-students/
April 12	<i>High schools return full-time learning on hold</i>	CBC Info Morning	Interview ZW	https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15836469-high-schools-return-full-time-learning-hold
April 12	<i>New Brunswick teachers union says province should stick with hybrid high school</i>	Global	Interview ZW	https://globalnews.ca/news/7753499/n-b-teachers-union-hybrid-high-school/
May 4	<i>ASD-5 superintendent speaks to policy of retaining or promoting students</i>	CBC Info Morning	Interview ZW	https://www.cbc.ca/listen/live-radio/1-28/clip/15840989

PLANNED MEDIA

Date 2021	<u>NAME:</u>	OUTLET	CONTACT	EMAIL	DEADLINE	REQUEST
April 1		BN	859-4977	jeff.frost@bc.ca	4pm	Psychologist vacancies
April 1		Acadia	(506) 343-2543	anna@afm.ca	n/a	Bus Scheduling during pandemic
April 4		BN	506-377-4903	john.ward@bc.ca	n/a	COVID- Loch Lomond School
April 5		BN	506-343-2054	andy.mclough@bc.ca	n/a	COVID- Loch Lomond School
April 6		CTV	(506) 333-9183	sharon@bc.ca	n/a	COVID- Loch Lomond School
April 7		CBC	506-650-3127	jean.merrett@bc.ca		Return to School – ZW Interview
April 12		Global	874-2459	jean.fortin@bc.ca	4pm	Return to School – ZW Interview
April 12		BN		jean.fortin@bc.ca	4pm	Return to Full time- High School Hampton High
April 14		BN		jean.fortin@bc.ca	n/a	Anti-Racism Committee
April 15		BN		jean.fortin@bc.ca	4pm	Return to Full time- High School
April 18		BN		jean.fortin@bc.ca	n/a	Breakfast Programs
April 20		BN	859-4977	jeff.frost@bc.ca	4:30	Psychologist Hiring
April 22		BN	859-4977	jeff.frost@bc.ca	4:30	Psychologist Hiring Follow up
April 23		BN		jean.fortin@bc.ca	3pm	Hampton High – NB Power award
April 29		CBC	506-451-4015	jean.fortin@bc.ca	Friday @ 2pm	French immersion Barnhill
April 30		CTV	902-499-9866		Friday @ 4	Reach for the Top win
April 30		BN	506-238-1255	jean.fortin@bc.ca		SSHS mental health
May 3		CBC	506-650-3127	jean.merrett@bc.ca		Retention policy
May 3		CBC	(506) 451-4149	elizabeth.fraser@bc.ca		Retention Policy
May 4		BN		jean.fortin@bc.ca	4:30pm	Operational Plan Belleisle Community Pool
May 4		BN		jean.fortin@bc.ca	Thurs., 12pm	Essential Skills Pathway program - SRHS

MEDIA REQUESTS

4.2 Maintain existing partnerships and engagement with outside organizations



Social
Worker

WHEN I
GROW UP...



Veterinarian



Veterinarian



Doctor



Veterinarian



Teacher



Police
Officer

PALS AND COMMUNITY PARTNERSHIPS DURING COVID-19

Everything our partners do is in partnership with ASD-S, supporting our educators and school staff in their important work with the students and families.

- Partners
- Nutrition Programs
- Special Initiatives
- Giving Back
- Programming
- KOTG

PALS AND COMMUNITY PARTNERSHIPS DURING COVID-19

Saint John Education Centre

- Bayview School
- Beaconsfield Middle School
- Centennial School
- Forest Hills School
- Fundy Shores School
- Glen Falls School
- Grand Bay Primary School
- Hazen-White/St. Francis School
- Harbour View High School
- Inglewood School
- Island View School
- Lakewood Heights School
- Loch Lomond School
- M. Gerald Teed School
- Millidgeville School
- Prince Charles School
- Princess Elizabeth School
- St. John the Baptist/King Edward
- St. Malachy's Memorial High
- Saint John High School
- Saint Rose School
- Seaside Park Elementary School
- Westfield School

PALS AND COMMUNITY PARTNERSHIPS DURING COVID-19

Hampton Education Centre

- Belleisle Regional High School
- Belleisle Elementary
- Hampton Middle School
- Sussex Elementary

St. Stephen Education Centre

- Black's Harbour School
- Fundy Middle and High School
- Milltown Elementary School
- St. George Elementary School
- St. Stephen Elementary School

PALS and Community Partners

- Achieve Literacy
- Advantage Auto Glass
- Advocate Printing
- Al Gagnon Photography
- Amalgamated Transit Union
- Anglophone South School District
- APEGNB
- Atlantic Super Stores
- Atlantic Towing
- BASE Engineering
- Bay Ferries
- Bayview Credit Union
- BCAPI
- Beats and Bytes
- Bee Me Kidz
- BellAliant
- Best Buy
- Big Brothers Big Sisters
- Boys & Girls Club
- Breakfast Clubs of Canada
- Breakfast for Learning
- Brunswick Pipeline/ Emera
- CAA
- Calvary Temple Church
- Camp Glenburn
- Canadian Military
- Canadian Tire Jumpstart
- Canaport LNG
- Carleton Kirk United Church
- CBCL
- CFM
- The Chamber, Saint John Region
- Chandler Sales
- Chateau de Champlain
- City of Saint John
- City of Saint John Leisure Services
- City of Saint John, Office of the Common Clerk
- Cleves Source for Sports
- Coast Tire
- Cooke Aquaculture
- Co-op Stores
- Costco

PALS and Community Partners

- Courtney Bay Tenants Association
- Credit Counselling Services
- DealerMine
- Delta Saint John and McCor Management
- DFS Inc. Architecture & Design
- Dillon Consulting
- DMK Marine
- Dominos Pizza
- Downey Ford
- Duke Creative Collective
- Dunham's Run
- Dykeman Hardware
- East Side Food Bank
- Elementary Literacy Inc. (Elf)
- Elections NB
- Emera
- Ernie's Landscaping
- Evergreen Creations
- Exit Realty
- FERO
- Fluor
- Friendly's and Pizza Shack North
- Fundy Bay 50+ Club
- Fundy Bay Sand and Gravel
- Fundy Engineering
- GNB
- Golden Gloves Boxing
- Grand Bay Baptist Church
- Grand Bay Church of the Resurrection
- Grand Bay-Westfield Guardian Drugs
- Grand Bay-Westfield Home Hardware
- Grand Bay-Westfield Medicine Shoppe Pharmacy
- Grand Bay-Westfield Sobeys
- Gulf Operators
- Gunter Business Machines
- Hatheway Pavilion at Lily Lake
- Hickey Brothers

PALS and Community Partners

- Hillcrest Baptist Church
- HMCS Fredericton
- Hooper Studios
- Horizon Health Network
- HRDC
- Hughes Surveys
- Imperial Theatre
- Indigo
- Industrial Security Limited
- INK Graphics
- Inner City Youth Ministry
- Innovatia
- Inside Out Nature Centre
- InterAction School of Performing Arts
- Investors Group
- IODE
- Irving Equipment
- Irving Nature Park
- Irving Oil
- Irving Paper
- Irving Pulp & Paper
- Irving Shipbuilding
- Irving Tissue
- Irving Wallboard
- J. D. Irving, Limited
- JDI Sussex Woodlands
- J.T.R.
- Keel Construction
- Kelly Services
- Kennebec Manor
- Kent Building Supplies
- Kent Line Agency
- Key Industries
- King's Church
- Kingsway Care Centre
- Kiwanis Clubs
- KPMG
- Knights of Columbus
- Kustom Auto Sound & Accessories
- Lake Utopia Paper
- Lawson & Creamer

PALS and Community Partners

- The Learning Partnership
- Lions Clubs Greater Saint John
- Living SJ
- Loch Lomond Villa
- Mariner Partners
- Master Promotions
- McAllister Place
- McInnes Cooper
- MC Ventilation
- Michaels
- Midland Transport
- Mitchell McConnell Insurance
- Morris Music
- NBCC
- NB Insurance Board
- NB Museum
- NB Southern Railway
- Nick Nicole Community Centre
- ONE Change
- Parkland Saint John
- Pathways to Education
- PC Children's Charity
- Plasticraft
- Point Lepreau Generating Station
- Port Saint John
- Portland United Church
- P.R.O. Kids
- Promise Partnership
- PRUDE
- QM Construction
- RBC Branches
- RiverCross Church
- Robertson Construction
- Rockwood Park
- Rothesay Netherwood School
- Rotary Club
- Royal Canadian Legion
- Royal Hair Design
- Royal Kennebecasis Yacht Club
- RST Sunbury
- Saint John Airport

PALS and Community Partners

- Saint John Astronomy Club
- Saint John Carpentry Centre
- Saint John City Market
- Saint John City Transit
- Saint John Community Centres
- Saint John Cricket Club
- Saint John Energy
- Saint John Fire Department
- Saint John Milk Fund
- Saint John Neighbourhood Associations
- Saint John Police Department
- Saint John Riptide
- Saint John Sea Dogs
- Saint John Tools Library
- Saint John Water
- Salesforce
- Salvation Army
- Saputo
- Scotiabank Branches
- Select Printing
- Shelby Gallant
- Shimpokai Judo
- Shining Horizons
- ShurFit Automotive
- Sistema NB
- Sisters of Charity
- SJ Community Loan Fund
- SJ Community Newspaper
- Sobey's Stores
- Stantec
- Staples
- Starkey's Garage
- St. Joachim's and St. Ann's Church
- St. Luke's Church
- St. Pius X Church
- Steve Zaat Music
- Stewart McKelvey
- Stew's Cleaning Services
- Studio Dance School
- T4G
- T. D. Waterhouse

PALS and Community Partners

- T. S. Simms
- Tabufile
- TD Station
- Teed Saunders Doyle
- Teen Resource Centre
- Telegraph Journal/ Brunswick News
- Thandi's Restaurant
- Thistle-St. Andrew's Curling Club
- Timber & Steel Furniture
- Titus Bakery
- Tony Battiliano Basketball School
- Town of Grand Bay-Westfield
- Trinity Church
- Tropical Shipping
- Turnbull Home
- UNB Saint John
- United Church Ministries
- United Way
- Universal Truck and Trailer
- Vito's
- WalMart
- Wengaro
- West Side Business Association
- Wyndham Hotels and Resorts
- Xerox
- YMCA of Greater Saint John
- Y Service Club
- Youth Enhancement Program Inc