



NANAIMO LADYSMITH
PUBLIC SCHOOLS

2017-18 Budget Presentation Communications Office

February 22, 2017

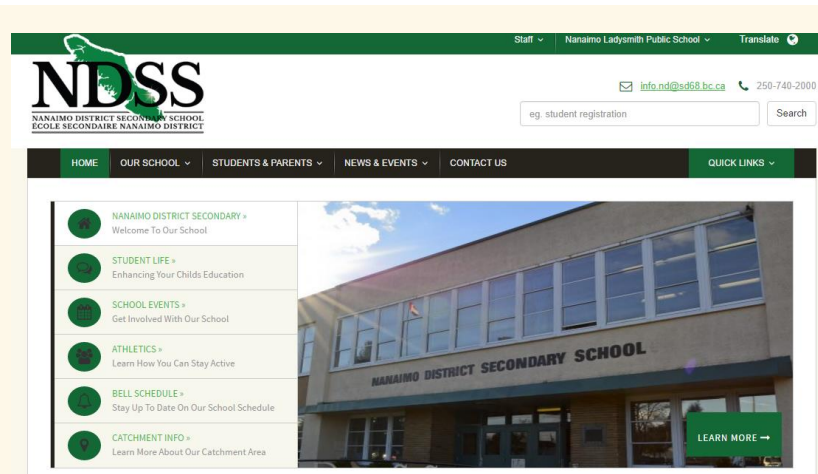
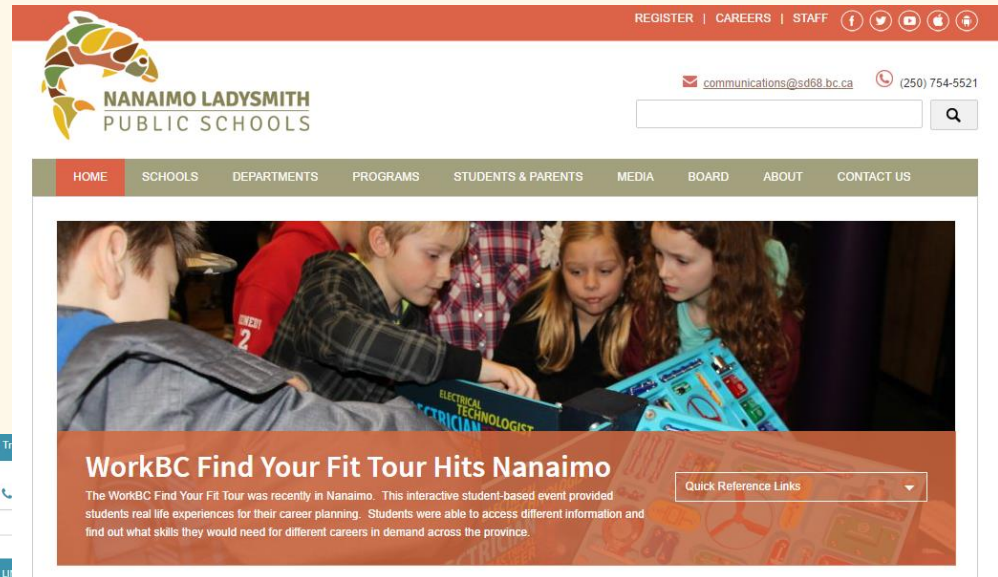
Success For All

Strategic Direction

- ▶ Department restructuring
 - ▶ Executive Assistant
 - ▶ Multimedia Designer/Specialist

Strategic Direction

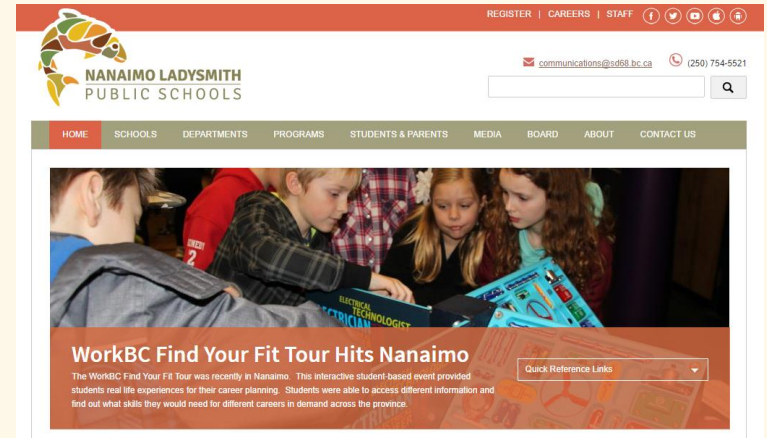
- Website
 - District
 - Schools



Strategic Direction

Website Analytics

- 28 day summary
- 275,980 page views
- Top ranked pages
 - Welcome
 - Staff
 - Calendar



Strategic Direction

▀ Social Media



Strategic Direction



- ▶ Facebook Analytics
 - ▶ 28 day summary
 - ▶ 4,341 page views
 - ▶ 35,149 saw posts
 - ▶ 21,891 engaged

Strategic Direction



- ▶ Twitter Analytics
 - ▶ 28 day summary:
 - ▶ 41 Tweets (avg. 9,098 impressions)
 - ▶ 373,000 impressions
 - ▶ 32,500 profile visits
 - ▶ 361 new followers

Strategic Direction

- Marketing/PR/Advertising
 - Print



**GROW YOUR
CAREER WITH US!**



Nanaimo Ladysmith Public Schools accepts ongoing applications for a wide range of positions, from certified teachers to skilled tradespeople and managers. We are actively hiring French teachers, education assistants, teachers teaching on call and student support specialists.



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Success for All



Strategic Direction

- ▶ Marketing/PR/Advertising
 - ▶ Radio
 - ▶ Kindergarten Registration 
 - ▶ NLPS Awareness Campaign 



Strategic Direction

Next Steps

- ▶ Multi-platform communications
- ▶ Strategic planning software
- ▶ Enhanced live streaming

Strategic Direction

- ▶ Nanaimo Ladysmith Schools Foundation
- ▶ Privacy
- ▶ Policy/Administrative Procedures
- ▶ Engagement
 - ▶ Plan, Design and Implement
 - ▶ CACE/NSPRA/IAP2/CPRS

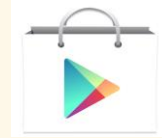
Strategic Direction

The Future of Engagement What Does it Look Like?

- ▶ Community Engagement
 - ▶ Annual process in the district
 - ▶ Integral process which includes students, staff, community partners and the public
 - ▶ Eg. 2020 Vision: A Three Year Plan
 - ▶ A new way to engage – Wait and see!

Strategic Direction

- ▶ New mobile app



- ▶ Social media interaction/advertising



- ▶ New communications tools

- ▶ PR and Awareness campaign



