

2018-19 Budget Communications



NANAIMO LADYSMITH
PUBLIC SCHOOLS

Dale Burgos

Executive Director – Communications,
Privacy & Community Engagement

February 28, 2018

Background

2017-18 Budget – The ‘Ask’

- ▶ Community engagement/Advertising
- ▶ Enhanced online presence
- ▶ PD and Travel



Background

2017-18 Budget – What we accomplished

- ▶ Community engagement/Advertising
 - ▶ Thoughtexchange
 - ▶ School Messenger
 - ▶ Radio/Social Media Ads
 - ▶ Enhanced live streaming
 - ▶ Powtoons
 - ▶ School stories



Background

2017-18 Budget – What we accomplished

- ▶ Enhanced online presence
 - ▶ Updated district site
 - ▶ New school sites
 - ▶ Instagram
 - ▶ Mobile app



Background

2017-18 Budget – What we accomplished

- ▶ PD and Travel
 - ▶ CACE Conference – Edmonton
 - ▶ CPRS – Charlottetown
 - ▶ Social Media Training – Victoria
 - ▶ BCECN – Victoria/Vancouver



Highlights – Executive Director

- ▶ Almost 100 mentions in the news
 - ▶ February 28, 2017 – February 28, 2018
- ▶ Hometown Hockey
- ▶ Strategic Plan
- ▶ Transportation Policy/AP
- ▶ Privacy
 - ▶ FOI/advisor to schools
- ▶ Framework for Enhancing Student Learning
- ▶ 2020 Vision
- ▶ School Messenger
- ▶ Thoughtexchange
- ▶ Department restructure





Highlights – Executive Assistant

- ▶ 1,600 kms
 - ▶ January 2017 – January 2018
 - ▶ Visits to nearly all elementary and all secondary
- ▶ Canada 150 Flag
- ▶ Push for Change
 - ▶ CCSS/JB/Fairview/Park Ave/Brechin/Georgia
- ▶ Website support
 - ▶ Schools/sexual health/social justice/portals
- ▶ Department support
 - ▶ HR/Central Reg/LS/Early Years/Ab Ed
- ▶ Social media admin



Highlights – Executive Assistant



Highlights – Executive Assistant



Highlights – Multimedia Designer/Specialist

- ▶ Top requests
 - ▶ Brochures
 - ▶ Newsletters
 - ▶ Website
 - ▶ Video promo
 - ▶ Poster or flyer
 - ▶ Event branding



Highlights – Multimedia Designer/Specialist



Highlights – Multimedia Designer/Specialist

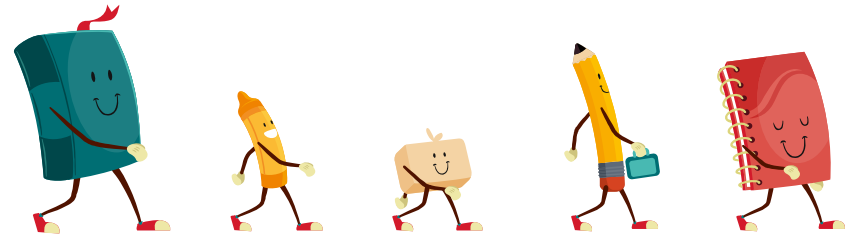


Highlights – Multimedia Designer/Specialist



Website

12 month review

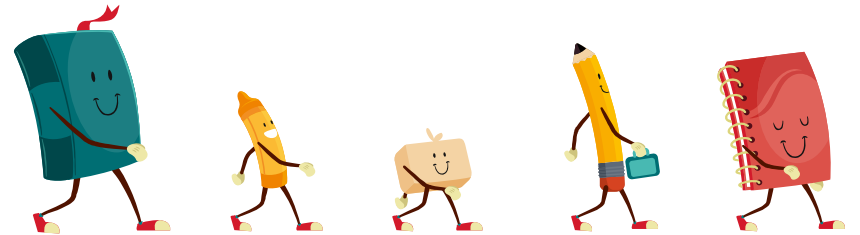


- ▶ 1,365,769 page views
- ▶ 211,186 users (199,769 new users)
 - ▶ Canada
 - ▶ USA
 - ▶ China/Germany/Russia/Brazil/Mexico/Japan/UK/South Korea
- ▶ Demographics
 - ▶ 35-44/25-34/45-54/18-24/55-64/65+



Facebook

Highlights

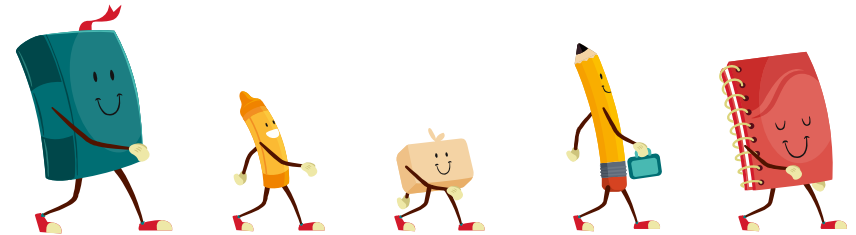


- ▶ Over 300,000 total impressions (28 day period – Oct 29, 2017)
- ▶ Top posts
 - ▶ Park Ave threat – 19.9K impressions
 - ▶ Heavy Metal Rocks – 14.9K impressions
 - ▶ Cougar sighting near Coal Tye – 14.8K impressions
 - ▶ Artificial turf installation – 12.7K impressions
- ▶ 28 day summary
 - ▶ 14,134 reached



Twitter

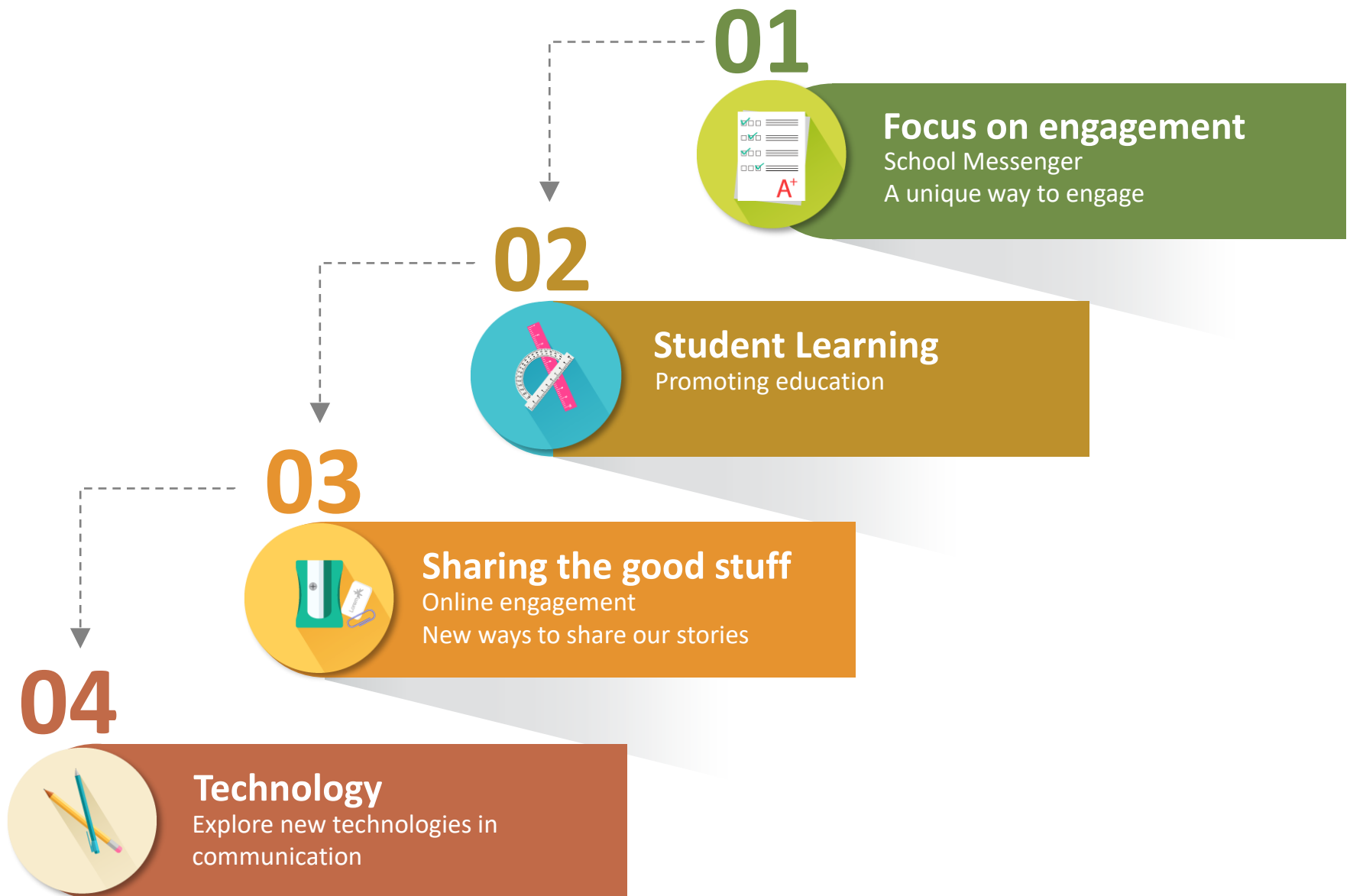
February 2017-2018



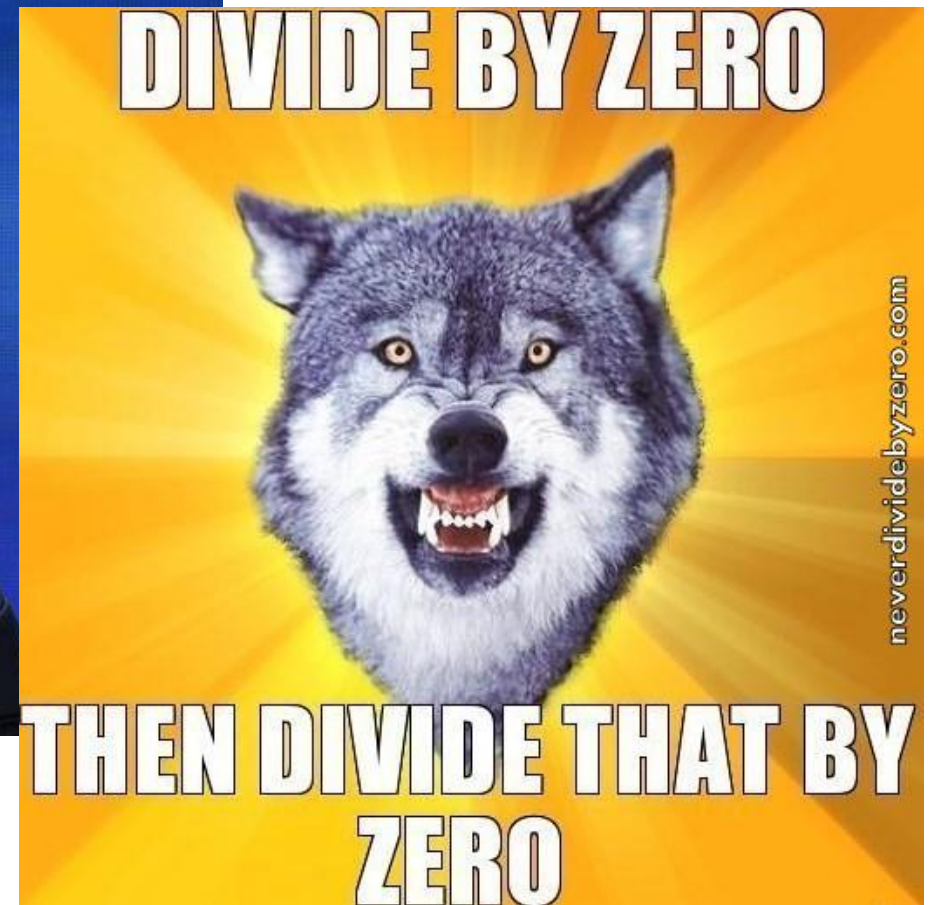
- ▶ 1,088,500 impressions
- ▶ 62,636 profile visits
- ▶ 3,243 followers
- ▶ Top Tweets
 - ▶ Hold and Secure at multiple schools (January)
 - ▶ Hold and Secure – Frank J. Ney and Hammond Bay (December)
 - ▶ Snow! (February 2017)



► Next Steps



2018-19 Budget – The ‘Ask’





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THANK YOU

