

Communications Plan

2026/2027

...where children are cherished and achieve their potential



Holy Spirit
CATHOLIC SCHOOL DIVISION

Executive Summary

This 2026–2027 Communications Plan outlines our approach to strengthening internal and external communication as a meaningful way of sharing and celebrating our Catholic faith. At the heart of this work are the people who make up our school division – their stories, experiences, accomplishments, and the moments that bring us together as a faith-filled community.

Through our communications, we want to invite others into the stories and memories that are being created across our division every day. From moments of faith and service to student achievements, meaningful relationships, and everyday acts of kindness, these stories reflect who we are and what we value.

Our goal is to celebrate our Catholic faith, increase visibility, strengthen our reputation, and ensure that the unique stories and successes of all schools are shared equitably throughout the division. By strengthening our connections with students, staff, parents, and the wider community, we hope to create communications that feel personal, relatable, and reflective of the people and experiences that make our division a special place to learn, grow, and belong.

This plan outlines our objectives, target audiences, key messages, communication channels, and measures of success for the coming year.

Goals and Objectives

To effectively engage our community, strengthen connections, and showcase our division's values, our communication strategy focuses on four key objectives:

- **Equitable Representation:** We are committed to highlighting stories, achievements, and news from all of our schools, ensuring balanced coverage across our website, social media, and division-wide promotional materials.
- **Relationship Building:** We aim to foster trust and collaboration across our

community by providing transparent and consistent messaging to parents, meaningful engagement with staff, cultivating a strong sense of belonging for students, and maintaining positive relationships with media and community partners.

- **Enhanced Visibility:** By applying consistent division branding across all materials and regularly publishing dynamic news articles and social media updates, we work to build a recognizable and cohesive presence online.
- **Alignment with Strategic Priorities:** Communication content directly aligns with and advances at least one of the board's four strategic priorities.



Strategic Board Priorities:

- **Strengthening our Catholic Faith:** We are first and foremost a Catholic school division. Our values are rooted in a Catholic worldview and commitment to faith.
- **Living Truth and Reconciliation:** Prioritizing the successes within our First Nations, Métis and Inuit student communities will deepen our understanding of our collective responsibilities as Treaty People.
- **Belonging in Our Diverse Community:** We will promote and celebrate all cultures and ethnicities, assisting students in navigating various pathways of support.
- **Learning through Quality Teaching:** All schools will have equal opportunity to promote collaborative teaching efforts and student growth.

Target Audiences

Internal Audiences:

- All Employees
- Parents
- Students
- Trustees

External Audiences:

- Wider Community of:
 - Lethbridge
 - Coaldale
 - Taber
 - Bow Island
 - Pincher Creek
 - Picture Butte
- Media & Press
- Public Officials
- ACSTA, HS4 Catholic Regulatory Bodies, Calgary Diocese, and division parishes



Communication Channels and Tactics

Internal Channels:

- **Division-Wide Emails:** For major announcements and updates.
- **SchoolMessenger:** A central hub for messaging important updates to parents.



External Channels:

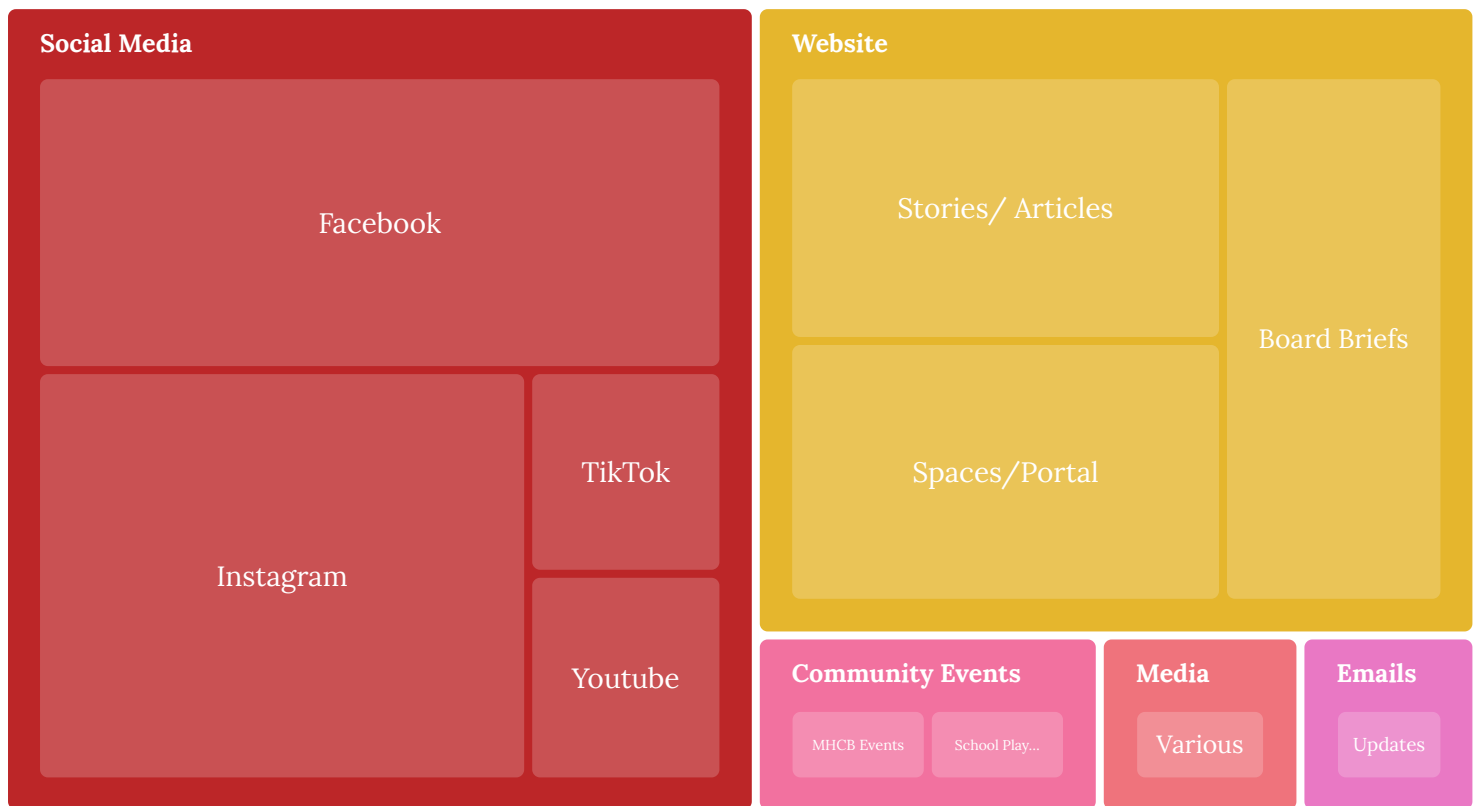
- **Website:** Official source for divisional stories.
- **Social Media (Facebook, Instagram, etc.):** For brand building, engagement, and news dissemination.
- **Press Releases:** For significant announcements and media outreach.
- **Board Briefs and Town Hall:** For Q&A sessions and strategic updates.
- **Events:** For networking and messaging throughout the division.
- **Public Relations Efforts:** Proactive media engagement and crisis communication.

Measurement and Evaluation

Success will be measured through a combination of quantitative and qualitative metrics:

- **Social Media Analytics:** To gauge understanding, engagement, and satisfaction.
- **Website Analytics:** Tracking traffic, engagement, and conversion rates.
- **Social Media Metrics:** Monitoring reach, engagement, follower growth, and sentiment.
- **Email Open Rate:** Tracking parent engagement.
- **Feedback Forms:** Gathering input on specific communication campaigns.

Communications Plan by Platform



The following are key initiatives planned for the 2026-2027 period:

- **Website Plan:**
 - Division News Section
 - School Highlights
 - Faith & Parish Stories
 - Strategic Priorities:
 - Staff/Teacher Updates
- **Social Media Plan:**
 - **Students:**
 - Celebrating achievements
 - Highlighting events, extracurriculars, opportunities
 - **Parents/Guardians:**
 - News updates, program information, MHCB event info
 - Celebrations of student learning and community belonging
 - Clear, concise “need-to-know” information (registrations, calendars, policies)
 - **Staff/Teachers:**
 - Sharing success stories, awards, and best practices
 - Promoting division initiatives
 - Recognizing staff contributions

- **Parish & Faith Partners:**
 - Liturgical events, Masses, faith celebrations
 - Stories of service and partnerships with schools
- **Broader Community:**
 - Strategic priorities and division identity
 - Diversity, reconciliation, and faith-based stories
 - Division updates/news stories and media releases

Conclusion

The Holy Spirit Catholic School Division Communications Plan for 2026/2027 is more than a schedule of tasks; it is a living, breathing document designed to evolve alongside the ever-changing landscape of technology and the unique needs of our audiences. By grounding every initiative—from social media reels to community engagement booths—in our four Board Priorities, we ensure that our division's story is told with purpose and consistency.

Ensuring Collective Success

The success of this plan is a shared responsibility. It requires a collaborative effort between the Communications Coordinator, Division Leadership, and school-based staff to ensure that our achievements are published and our messages reach every corner of southern Alberta. To move from a reactive model to one of proactive innovation, we will utilize "summer stillness" and dedicated planning periods to create high-quality, systemic templates that allow for more creative storytelling.

Commitment to Engagement

Our strategic shift toward active, engaging community marketing—rather than purely promotional messaging—reflects our desire to be a present and participating member of our diverse community.

By staying true to this strategic vision, the Holy Spirit Catholic School Division will continue to foster an environment "...where children are cherished and achieve their potential". Through timely, innovative, accurate, and inspiring communication, we will continue to celebrate the stories that make our division a leader in Catholic education.



**ONE DIVISION.
17 SCHOOLS.
FOUR PRIORITIES.
ONE SHARED STORY.**