

2024-27 Education Plan Engagement & Communication Plan



Calgary Board
of Education

dialogue)))

Date: Dec. 5, 2023

1. CONTEXT

The CBE Education Plan spans a three-year period of time and demonstrates how the organization supports our ultimate goal of student success. It also:

- addresses the five key areas of responsibility for school boards identified within the Alberta Education Assurance Framework – student growth and achievement, teaching and leading, learning supports, governance and local and societal context
- reflects the CBE values - students come first, learning is our central purpose and public education serves the common good
- aligns with Board priorities of student success – achievement, equity and well-being

It is important to consider the perspectives and experiences of CBE community members in developing the Education Plan for the following reasons:

- Demonstrates the CBE's commitment to involve people in decisions that affect them and aligns with the Dialogue Framework.
- Recognizes the important role we all play in supporting the Board of Trustees' priorities for student success.
- Increases awareness of the factors, processes and legislation that guide education planning at the CBE.
- Helps build understanding of the interconnected nature of system education planning and education planning that is done at a school level.
- Builds confidence in the work that is being done to help CBE students achieve success in their learning.
- Aligns with expectations identified in the Alberta Education Assurance Framework.

While gathering input and feedback on the Education Plan is important on an ongoing basis, it is especially important at the outset of developing a new plan for the identified three-year timeframe. As the 2024-27 plan will be new, it will be important to gather a significant amount of input and feedback during the 2023-24 school year. In subsequent years of the Plan, feedback will also be gathered but the strategies used may be reduced.

2. PURPOSE: WHAT IS TO BE DECIDED?

By May 2024, the CBE will finalize the 2024-27 CBE Education Plan and present for approval to the Board of Trustees. This plan will be informed by student results data, Alberta Education requirements and input provided by CBE community members and partners in the 2023-24 school year. The plan will later be updated in the spring of 2025 and 2026.

3. DECISION MAKER

The superintendents of School Improvement will lead the development of the plan and determine how input from CBE community members and partners is incorporated. Superintendents' Team will then provide feedback on the draft plan before it is approved by the CBE Board of Trustees.

4. ENGAGEMENT PLANNING TEAM

The planning team will be responsible to develop and execute this engagement and communication plan, and it includes the following members:

- Superintendents of School Improvement
- Chief Communications Officer
- Education Director, Research & Strategy
- Education Director, Area 4, Core Curriculum/Assessment K-12
- Education Director, Area 1, Teaching & Learning with Technology
- Manager, Community Engagement
- Community Engagement Advisor

5. IN SCOPE OF ENGAGEMENT

The input that is gathered may inform the goals, outcomes and actions within the 2024-27 Education Plan that is finalized in May 2024.

6. OUT OF SCOPE/GIVENS

Participants are not able to influence the following through this engagement process:

- Government legislation and regulations that guide education planning for Alberta school districts
- Government of Alberta curriculum and funding
- CBE policies and administrative regulations
- CBE school calendars
- Staffing decisions at CBE schools
- Education Plan Frameworks: literacy, mathematics, Indigenous education and student well-being

7. AFFECTED GROUPS

The following groups will have an opportunity to share their perspectives through this engagement process, as they are affected by this decision:

- CBE students
- CBE parents and guardians
- CBE staff
- CBE union and association leaders
- Staff and leaders at Alberta post-secondary institutions
- Alberta business and community leaders
- Citizens of Calgary

The work the Calgary Board of Education does has a far-reaching impact in the Calgary community and beyond. Students, staff, parents, post-secondary institutions, businesses, partners, community groups and all Calgarians are affected by the priorities,

strategies and goals we set in our education planning. Balancing the views and perspectives across these groups will require some careful consideration.

8. ENGAGEMENT & COMMUNICATION STRATEGIES

The following strategies will guide this engagement process:

- Share information about this engagement initiative through multiple CBE communication channels (CBE and school websites, social media, email messages, etc.).
- Provide in-person and online opportunities for input and feedback.
- CBE staff engagement will include different opportunities for those who work directly with students on their learning and the educational leaders who support that work compared to other CBE staff.
- Seek feedback on engagement plans from principal association executive members and union representatives prior to commencing active engagement.
- Trustees participate in engagement sessions and discussions to listen to what participants have to say.
- Seek input and feedback from members of system advisory groups (i.e. Chief's Student Advisory Council, Elder Advisory Council members)

9. ENGAGEMENT & COMMUNICATION OBJECTIVES

Communication Objective #1: To inform and communicate about the opportunities available for affected groups to share their perspectives on aspects of the 2024-27 Education Plan.

Outcome: Participants understand how to provide input on the decision, as well as the scope of their influence.

Outcome: Participants can have their questions answered about education planning at the CBE.

Outputs: Communication and messaging provided at engagement sessions and on the CBE website, social media, direct emails and other communications.

Engagement Objective #1: To gather input to help inform the development of the 2024-27 Education Plan.

Outcome: Participants say they have been listened to and engaged meaningfully in the engagement process.

Outcome: Input from affected groups is considered in the development of the Education Plan.

Outputs: Records of input and feedback gathered through engagement activities.

Communication Objective #2: To inform and communicate about the factors that must be considered in strategic education planning at the CBE.

Outcome: Participants understand all of the factors that are considered in education planning at the CBE.

Outcome: Participants understand how education planning at the system level and the school level influence one another.

Outputs: Communication and messaging provided at engagement sessions and on the CBE website, social media, direct emails and other communications.

Engagement Objective #2: To gather input from representatives of affected groups on the engagement process design.

Outcome: There is a high level of participation in the engagement opportunities provided.

Outcome: The engagement opportunities reflect what works well for the affected groups.

Outputs: Records of input and feedback provided in discussions with representatives of affected groups.

Communication Objective #3: To inform and communicate with affected groups about how their participation influenced the decision.

Outcome: The majority of members in the affected groups support the decision.

Outcome: The majority of members in the affected groups can see that their input influenced the decision.

Outputs: Communication summarizing how input influenced decision-making.

10. ENGAGEMENT & COMMUNICATION TIMELINE

| Date | Key Actions |
|---------------|--|
| Nov. 17, 2023 | <ul style="list-style-type: none"> Communicate with staff about plans to gather input to inform 2024-27 Education Plan |
| Dec. 4, 2023 | <ul style="list-style-type: none"> Communicate with parents/guardians and the public about plans to gather input to inform 2024-27 Education Plan |
| Dec. 11, 2023 | <ul style="list-style-type: none"> Staff survey open until Feb. 9, 2024 |
| Jan. 10, 2024 | <ul style="list-style-type: none"> Survey for parents/guardians and the public open until Jan. 31, 2024 |
| Jan. 11, 2024 | <ul style="list-style-type: none"> Staff engagement session (school-based and Area staff) |
| Jan. 15, 2024 | <ul style="list-style-type: none"> Survey for post-secondary, business and community leaders open until Feb. 19. Engagement session for post-secondary, business and community leaders |
| Jan. 17, 2024 | <ul style="list-style-type: none"> Engagement session for CBE leaders at the system leadership meeting |
| Jan. 18, 2024 | <ul style="list-style-type: none"> Staff engagement session (school-based and Area staff) |
| Jan. 22, 2024 | <ul style="list-style-type: none"> Staff engagement session (service unit staff) |
| Jan. 23, 2024 | <ul style="list-style-type: none"> Engagement session for parents/guardians and the public |
| Jan. 29, 2024 | <ul style="list-style-type: none"> Staff engagement session (service unit staff) |
| Feb. 2, 2024 | <ul style="list-style-type: none"> Engagement session for post-secondary, business and community leaders |
| Feb. 5, 2024 | <ul style="list-style-type: none"> Staff engagement session (school-based and Area staff) |
| Feb. 7, 2024 | <ul style="list-style-type: none"> Staff engagement session (school-based and Area staff) |
| Feb. 22, 2024 | <ul style="list-style-type: none"> Engagement session with school council leaders at COSC meeting |
| May 2024 | <ul style="list-style-type: none"> Board of Trustees approves the Education Plan; Education Plan is shared publicly along with engagement results and how input was incorporated within the plan. |

11. MEASUREMENT & EVALUATION

We will determine the success of this engagement initiative by the feedback provided from participants, including session evaluations.