

Communications

Objectives	Key results
<p><u>Objective 1:</u> Improve user experiences through easier access to information and tools</p>	

<p>Staff Portal as key informational hubs</p>	<p>Develop resource library listing for the Wellness Centre, and</p> <p>Rework copy and organization to easier, more approachable options.</p> <p>2.2 Staff portal development: collaborate with TIS to improve the Staff Portal.</p> <p>2.3 Ongoing updates for key sections (registration, capital projects, parent resources).</p>
<p><u>Objective 3:</u> Support school-based</p> <p>timely, meaningful, accessible and transparent</p>	<p>3.1 Support more regular updates to school sites, through Comms assistant.</p> <p>3.2 Regular website maintenance.</p> <p>3.3 Standardize tools to make updates easier, including:</p> <ul style="list-style-type: none"> working with tools Continue to build out site capacity Provide more tools on the staff portal to make it easier for schools to update websites.
<p><u>Objective 4:</u> Measure Success</p>	<p>4.1 Track year-over-year qualitative and quantitative engagement:</p> <ul style="list-style-type: none"> Website page views Bounce rates, and Social media followers, views and engagement rates. <p>4.2 Use qualitative feedback where appropriate to measure success and modify strategies, including collection of data from a Communications Survey.</p>