



Your Children Our Students The Future

Learning | Environment | Engagement

# 2013-2014 Annual Report

Ian MacRae | Director of Education



Lakehead  
Public  
Schools

Your Children Our Students The Future  
[www.lakeheadschoos.ca](http://www.lakeheadschoos.ca)

Lakehead District School Board



## Learning | Environment | Engagement

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# Mission, Vision & Values

The Lakehead District School Board's mission, vision, and values were developed in collaboration with our valued stakeholders both inside our organization and within the broader community. Our mission, vision, and values shape all of our actions and decisions across the school system.

Our 2012-2015 multi-year strategic plan is a roadmap for achieving our vision, while staying true to our mission and values.

## Our Mission

Lakehead Public Schools is committed to the success of every student.

## Our Vision

Your Children Our Students The Future

## Our Values

Integrity  
Acceptance  
Responsibility  
Empathy  
Respect



# Every Student Every Day

Ian MacRae | Director of Education



*Lakehead Public Schools is committed to the success of every student. With this report, we provide strong evidence of this commitment and demonstrate that our uncompromising focus is on student well-being and achievement. Our students, our community's children, have been and continue to be at the heart of all that we do.*

In January 2014, Lakehead District School Board approved a Strategic Plan outlining the major areas of emphasis: Learning, Environment, and Engagement, the foundation of all school-based actions supporting student success. The Strategic Plan ensures that we are student-focused while being fiscally responsible.

Senior Administration is responsible for aligning the goals and key actions of the Operational Plan with the objectives identified in the major areas of emphasis. By law, the Lakehead District School Board must annually review the Strategic Plan with the Director of Education. This Annual Report describes school-based initiatives that have contributed to student success and have demonstrated our strategic responsibilities.

I thank the Chair and Trustees of the Lakehead District School Board for their unwavering commitment to ensuring that all decisions made by the Board are premised on student well-being and achievement. By engaging in the development of a Strategic Plan that establishes a firm and clear direction while being responsive to the needs of our organization, Lakehead District School Board sets high expectations for us in that all our actions must be in the best interests of our students.

## Deborah Massaro | Chair

### *Student achievement is the foundation for the outstanding work that occurs within the Lakehead District School Board!*

As the Chair of the Lakehead District School Board, I am extremely proud of the state of the art programming provided to our students from Junior Kindergarten to Grade 12. Lakehead Public Schools, elementary and secondary, offer a comprehensive range of excellent programs and services, enabling each and every one of our students to thrive and succeed.

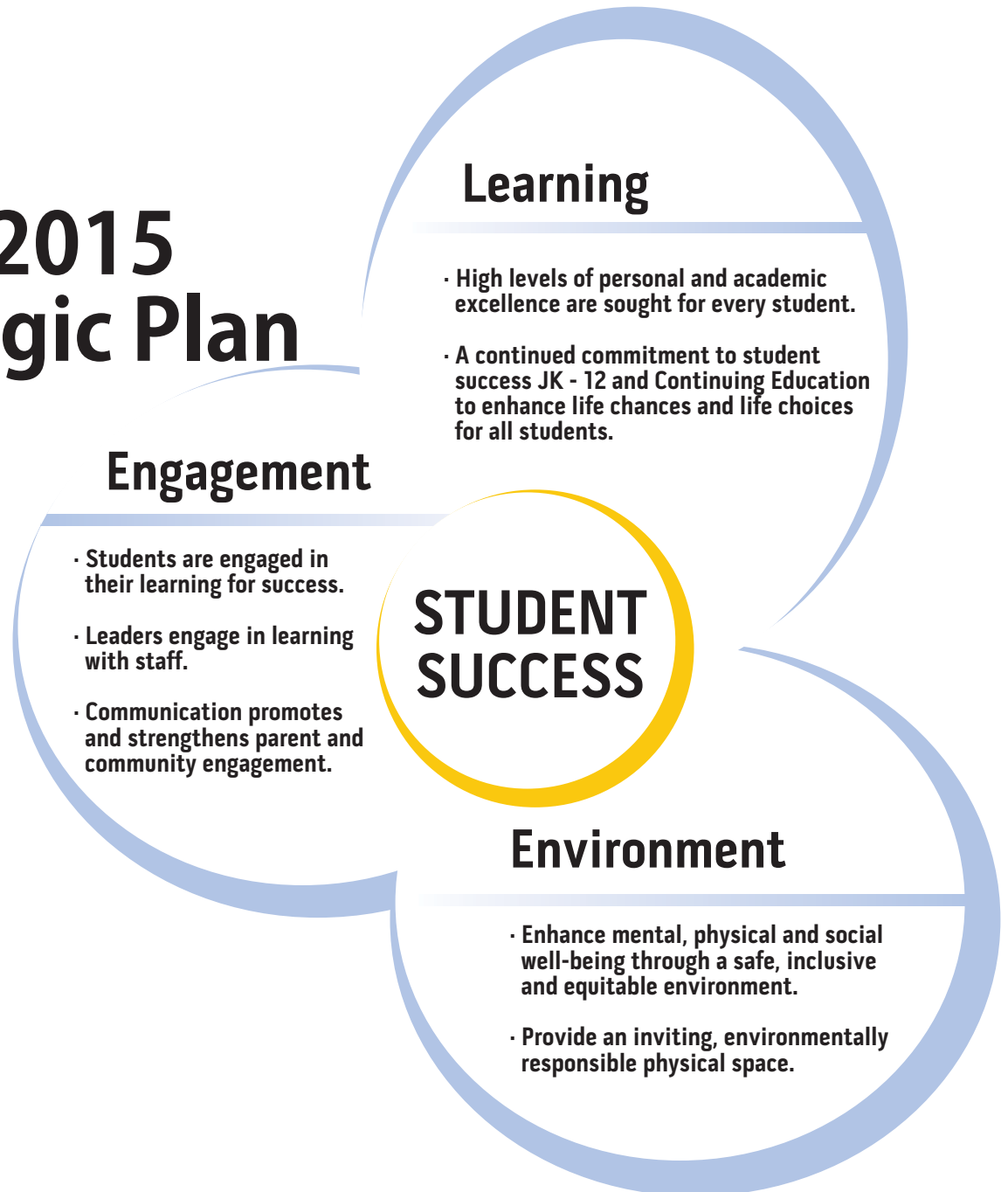
The Strategic Plan of the Lakehead District School Board is the driving force behind all of our endeavours leading to student success. The Strategic Plan clearly sets the stage for the range of student-focused actions taking place in our schools and our communities. At Lakehead Public Schools, we address the unique and varied needs of our students through the Plan's major areas of emphasis of Learning, Environment, and Engagement.

The staff of Lakehead District School Board is at the heart of our focus on students and their success. Education is about people working for students, and in all of our schools, we have the people who ensure that the needs of students are their number one concern.

Every year, our students provide evidence that they are among the best and brightest in the province. At Lakehead Public Schools, we embrace and celebrate their successful accomplishments, publicly and with great enthusiasm. Our students demonstrate success in many ways, and we are confident knowing that they will continue to find success upon graduation within the workplace, through apprenticeships, and at colleges and universities.



# 2012-2015 Strategic Plan



**Building an equitable and inclusive  
community together.**

# Lakehead Public Schools

## Profile

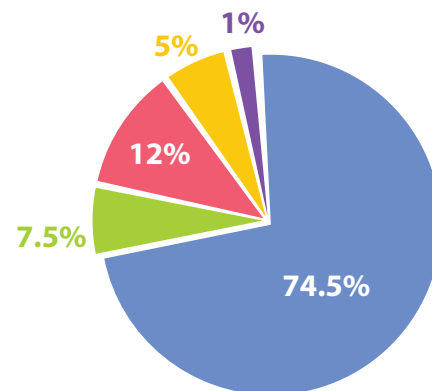
<b>Students</b>	<b>9,795</b>
<b>Elementary Schools</b>	<b>25</b>
<b>Secondary Schools</b>	<b>4</b>
<b>Adult Education Centre</b>	<b>1</b>
<b>Employees (All)</b>	<b>2,432</b>
<b>Elementary Teachers</b> (Including Occasional Teachers)	<b>672</b>
<b>Secondary Teachers</b> (Including Occasional Teachers)	<b>447</b>
<b>Continuing Education Teachers</b>	<b>23</b>
<b>Principals</b>	<b>27</b>
<b>Senior Administration</b>	<b>4</b>
<b>Director of Education</b>	<b>1</b>
<b>Trustees</b>	<b>8</b>
<b>Student Trustee</b>	<b>1</b>

*All members of the Lakehead Public Schools community contribute to the success of our organization and ultimately to the success of our most important priority – our students.*

Lakehead Public Schools educates, encourages, and supports all students to develop a passion for learning, set high personal standards, and become active community members. Every student is provided with equal opportunities to learn in safe schools with many learning choices and innovative programming. We offer consistent high quality core programming from Junior Kindergarten through to Grade 12. Comprehensive adult education is available for students over the age of 18. At Lakehead Public Schools, we work with parents, community partners, and employees to make good things happen for our students inside and outside of the classroom.

Lakehead Public Schools is the largest public board in Northwestern Ontario serving students in the District of Thunder Bay, Armstrong, and Collins. We provide distance and online educational opportunities for students and staff throughout the region.

### 2013-2014 Operating Budget



- Instruction
- Continuing Education
- Transportation
- School Facilities
- Central Administration





*Improving student learning is the focus at Lakehead Public Schools. A wide variety of opportunities to enhance the learning of students are key priorities. These range from Full-Time Kindergarten for our earliest learners, summer programs for enhanced support to a focus on Math, and the inclusion of information technology for all. Lakehead Public Schools supports the learning of all students.*

*Safe schools, anti-bullying, character education, strength-based approach to learning, restorative practices, and school climate surveys provide the foundational support that is key to fostering resilience and cultivating student success.*

# Learning

## Strategic Priority 1

### General Objectives

**High levels of personal and academic excellence are sought for every student.**

**A continued commitment to student success JK - 12 and Continuing Education to enhance life chances and life choices for all students.**



# Learning

## Strategic Priority 1

### General Objectives

**High levels of personal and academic excellence are sought for every student.**

**A continued commitment to student success JK - 12 and Continuing Education to enhance life chances and life choices for all students.**

**Goal 1  
Schools will analyze data to set goals that focus on improving student achievement in writing, reading, or mathematics.**

### Key Actions

#### Assessment for Learning K-12

All professional learning at Lakehead Public Schools includes a focus on planning to collect and provide feedback at all stages of learning. With a focus on this process during the planning stage, teachers and students are clearly focused on the learning goals and success criteria co-constructed with students. Technology now provides teachers and students opportunities to work together to collect, document, and respond to student thinking in the moment – placing students' current thinking at the centre of all teaching and learning.

#### Student Learning in Mathematics K-12

Mathematics education is a key focus at Lakehead Public Schools. Improving mathematics learning, in response to identified student needs, drives all professional learning. As a result, math education in our schools continues to focus on supporting students of all ages to think, wonder, and explore key mathematical ideas while ensuring that students move forward with a solid foundation of math fundamentals. With these skills in place, students are challenged to pose and solve problems about their world outside the classroom and to craft arguments and defend their thinking – important skills beyond graduation.



#### Full-Time Kindergarten

Lakehead Public Schools began offering Full Day Kindergarten (FDK) in all Kindergarten classrooms in September 2013. We continue to see how a full day of learning earlier in life can help improve a child's reading, writing, and math skills, and provide a strong foundation for future learning. It also makes the transition to Grade 1 easier for parents and children. The FDK program is a play-based learning program where learning is based on student interests and student learning is extended through questioning and thinking.

#### Elementary Summer Learning Programs

The intent of the Summer Literacy, Numeracy, and First Nations, Métis, and Inuit (FNMI) Programs is to address the issues brought on by summer literacy and mathematics loss. The camp style programs are activity based and engaging. Although all of the programs support literacy or numeracy, the FNMI program supports literacy learning and provides activities that support Aboriginal culture, art, and history, and involve Aboriginal leaders and elders. The programs provide opportunities for parents to become engaged on a daily basis with their child's learning. Through qualified teachers, the students participating in any of the three programs reinforce skills that they have developed during the school year.

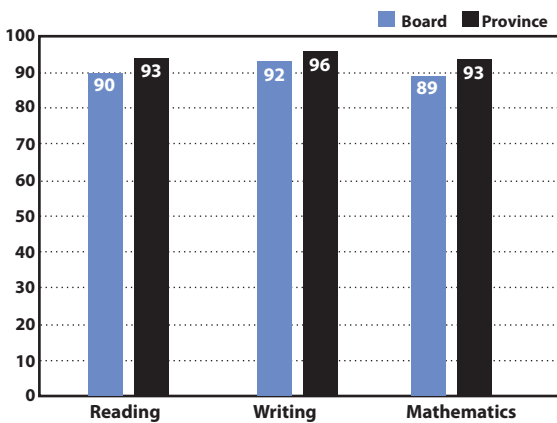
## Secondary Summer C.L.A.S.S

Our summer Centre for Learning and Student Success (C.L.A.S.S) provides opportunities for Grades 9-12 secondary students to recover unsuccessful credits and earn one of three dual credits over the summer through an innovative partnership with Confederation College and the School-College-Work Initiative. Summer C.L.A.S.S. is held on campus at Confederation College and lets students experience learning in a college setting while earning credits to support graduation.

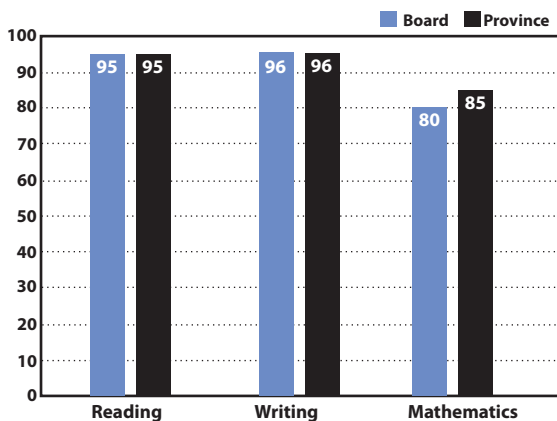
## EQAO Performance

We use EQAO and other school and classroom data to monitor our progress to ensure student success. Detailed graphs are provided here.

Primary Assessment Results: Board vs Province  
Percentage of Students Performing at Levels 2, 3, and 4



Junior Assessment Results: Board vs Province  
Percentage of Students Performing at Levels 2, 3, and 4



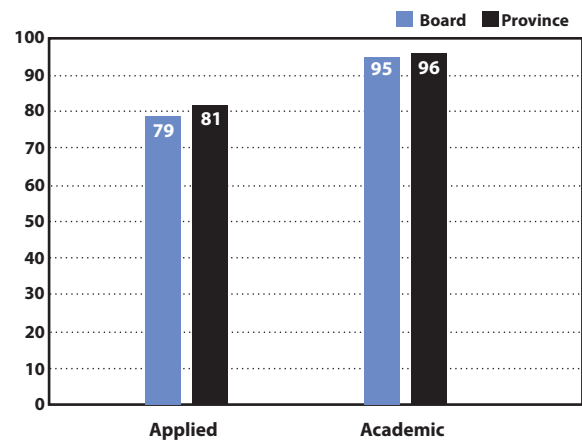
## K-12

Strategies for these improvements have included:

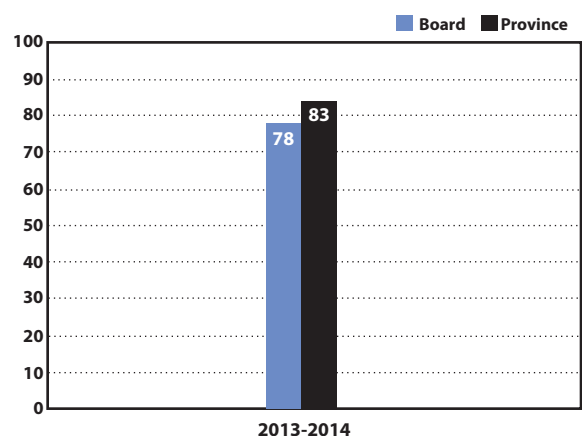
- literacy and numeracy coaching and interventions in all schools to support individual student learning needs;
- all schools focusing on closing the gap for students not currently achieving at grade level; and
- focused Board and School Improvement Planning.

2013-2014 Provincial and Board results that include achievement at levels 2, 3, and 4, indicate that Lakehead District School Board either exceeds or is approaching provincial results.

Grade 9 Mathematics Board vs Province  
Percentage of Students Performing at Levels 2, 3, and 4



Ontario Secondary School Literacy Test (OSSLT)  
Success Rates for Fully Participating First-Time Eligible Students



## Goal 2

### Lakehead Adult Education Centre (LAEC) will increase the number of continuing education graduates and increase lesson completion rates.

#### Key Actions

##### Student Success

Five 'in class' credit sessions were scheduled and implemented offering key senior level prerequisites for graduation. This year, the LAEC had an increase of 98% in the number of graduates. In total, 237 Adult and Continuing Education students earned their OSSD by August 2014. Curriculum development priorities for college level English and Math courses were identified by the development of a comprehensive eight-year Potential Lesson Gain Index. Non-Credit Literacy and Numeracy support was implemented in a secondary alternative program to support students at risk working on Grade 9 and 10 credits.

##### Instructional Leadership

With the support of the Ministry of Education, hybrid learning models were developed using technology and implemented in college stream senior level math and science. Focused pedagogical support, face-to-face, and mediated by technology, was piloted for students attempting to complete e-learning course work.

##### Increasing Use of Social Media/Technology

Adult and Continuing Education, in alignment with the Board's social media strategy, will continue to leverage its presence through social media to communicate as well as share information and success stories with students, partners, and the greater community. With the support of the Ministry of Education, the modernization of LAEC's existing e-Learning and Self Study program will continue to expand through the online delivery of secondary credit courses throughout the region.



## Goal 3

### Enhanced curriculum programming will be provided through the use of technology. Elementary and secondary teachers will increase their integration and use of technology in daily instruction.

#### Key Actions

##### Building a 21st Century System

The Information Technology (IT) Committee continues to meet regularly to monitor the implementation of their multi-year IT Plan. Its mandate includes infrastructure such as computers, connectivity, software, business solutions, and teacher development. The committee works closely with other Board departments and areas such as Program and Special Education. As part of its communication strategy, the IT Committee regularly provides a newsletter update to all employees on its activities.

Information Technology (IT) representatives continue to lead and assist staff in the move to 21st century teaching technologies, emphasizing communication, collaboration, creativity, problem solving, critical thinking, and digital literacy. All schools have identified an Information Technology representative to liaise with school and central staff to support student success, identify areas of need, work collaboratively to find solutions, and highlight opportunities in the area of IT.



## Supporting 21st Century Schools

We continue to see changes in the way students and teachers use technology to support learning in our classrooms. Wireless internet access is now available in all of our secondary and elementary schools. As our students continue to bring their personal devices to school, our staff will ensure that effective digital teaching strategies and best practices are maximized to ensure the devices support student learning and achievement.

## 21st Century Classrooms

All classrooms from Grades 1-8 have received an interactive whiteboard with a dedicated workstation. Our secondary school classrooms are equipped with SMART boards or an LCD projector and speakers. iPads and laptops are also accessible to support learning at the student desk. To support the best use of integrating and maximizing the benefits of all of these resources, our Program Department continues to deliver targeted training in the areas of online digital resources, Web 2.0 tools, blended learning, SMART technology, and assistive technology to support classroom instruction.

## 21st Century Teaching

The Inspire Laptop Program continues to provide teachers and administrators with the opportunity to obtain a Board laptop for professional use both at home and at school. Eligible staff complete eight of the identified professional development sessions to receive their device. Topics include: The 21st Century Learner, Assistive Technology, Classroom Websites, Descriptive Feedback in a Digital World, Digital Citizenship, Digital Numeracy, Introduction to SmartBoard, Web 2.0, and the BYOD Classroom.

## Assistive Technology

There is an ongoing focus on the use of assistive technology to provide enhanced opportunity and success for students with special education needs. Staff has been dedicated to ongoing support and training.



# Learning

# Learning

## Strategic Priority 1

### Next Steps

#### Enhancing Numeracy and Literacy Learning K-12

All numeracy and literacy instruction and capacity building begins with student work in Lakehead Public Schools. With the support of K-12 Student Work Study Teachers and literacy and numeracy resource teachers, Professional Learning Communities (PLCs) continue to focus on improving achievement, closing gaps, and enhancing student well-being. For the 2014-2015 school year, PLCs will have an increased focus on enhancing instruction and student numeracy and literacy success across transitions: from primary to junior; junior to intermediate, and intermediate to senior. Each successful transition supports students in realizing the goals they set beyond their time as students in Lakehead Public Schools.

#### Supporting Graduation

The Ministry of Education notified all district school boards in May 2013 that they would be publishing individual school board five year graduation rates in March 2015. To support graduation, innovative, exciting, and flexible opportunities will continue to allow students the opportunity to earn credits towards their diploma in many unique and varying environments. Whether online, in a career setting, in a post-secondary institution or other educational facility, students participating in our multiple pathway opportunities will continue to work hands-on and build the skills and knowledge necessary to ensure their successful transition to their post-secondary career of choice. Many of these programs also provide free certification, recognized training, or reach ahead experiences to help students further focus their career pathway. Noon hour, alternative, and tutor programs in all secondary schools, as well as enhanced Summer C.L.A.S.S. opportunities, will continue to support student learning and graduation.

#### Recognizing and Supporting Diverse Student Groups

With the continued support of the Ministry of Education, Adult and Continuing Education was able to sustain the Family Connections: Single Parent Pilot Project to support at-risk Aboriginal women at the Ontario Native Women's Association. A renewed commitment was made to community partners to support students at the Canadian Mental Health Association, the Ontario March of Dimes, the Ministry of Community Safety and Correctional Services as well as Matawa First Nations' Aboriginal Skills Advancement Program (ASAP). In addition, Adult and Continuing Education will expand its services to integrate non-credit literacy and numeracy programming across the system to support students in Grades 7-10.

#### Supporting 21st Century Learning

Increases in bandwidth, combined with sound and projection in all classrooms, enable our teachers to bring the world to our students through the web. To support this infusion of resources, coaches and resource teachers will continue to receive regular technology training for effective use of SMART boards, e-resources, and web-based applications. As they work with classroom teachers, they will continue to integrate these technologies into lesson planning and delivery. The Program department is developing further training sessions to guide our next steps in using Information Technology to support student engagement and student success.

All students continue to experience face-to-face and online learning opportunities at both the elementary and secondary level. For 2015, students will continue to have options in earning some of their secondary school credits online. For students who are comfortable working online and want flexibility in their course schedule or want to experience online learning, our e-learning courses and blended learning opportunities allow them the opportunity to meet curriculum expectations in a different environment, taught by a teacher trained to facilitate digital learning. Classroom websites, blogs, and the use of other digital tools continue to keep parents and the school community connected while supporting student learning and engagement.





*Lakehead Public Schools is committed to creating environments that promote student achievement and well-being.*

*Safe, healthy, and engaging learning spaces are responsive to the needs of learners, and are inviting to our families and our communities. These learning environments support the success of every student.*

# Environment

## Strategic Priority 2

### General Objectives

**Enhance mental, physical, and social well-being through a safe, inclusive, and equitable environment.**

**Provide an inviting, environmentally responsible physical space.**



# Environment

## Strategic Priority 2

### General Objectives

**Enhance mental, physical, and social well-being through a safe, inclusive, and equitable environment.**

**Provide an inviting, environmentally responsible physical space.**

### Goal 1

**School environments are safe and equitable, and support student well-being.**

### Key Actions

#### School Climate Surveys

Schools administered "Tell Them From Me" parent surveys in the spring. Survey results provided additional feedback to each school's bullying prevention and intervention plans.

#### Equity and Inclusive Education Working Group

The Equity and Inclusive Education Working Group continues to coordinate activities and provide feedback to the Board on equity.

#### Multi-faith Panel

A multi-faith panel provided an information session to administrators in the spring. Lakehead Public Schools staff worked with a number of faith leaders from our community who discussed and brainstormed solutions to practical problems and issues of religious accommodation as identified in our schools.

### Religious Accommodations and Cyber Bullying Presentation

Eric Roher, Partner and National Leader of the Education Focus Group with law firm Borden, Ladner, Gervais provided a workshop to various stakeholders. The well received presentation focused on the timely topics of Religious Accommodations and Cyber Bullying.

### Phones for Families

Lakehead Public Schools supports Phones for Families, a program that provides free telephone services to qualified families with children attending schools within the Lakehead District School Board. The program allows families to have open communication with their school and provides a connection to programs and services in Thunder Bay, including 911 emergency services and 211 non-emergency services.

### Goal 2

**Lakehead District School Board will further reduce its carbon footprint.**

### Key Actions

#### Reduce Greenhouse Gas Emissions

Greenhouse gas emissions were reduced by 130 tonnes, from the previous year.

#### Green Teams

Green Teams at each school encouraged participation in site specific environmental activities, including the incorporation of recycling, reducing, reusing, and rethinking into the everyday routine. The School Garden Committee produced a handbook intended to be a resource for schools, School Councils, and green teams establishing a garden at their site. There are now 11 schools in the system maintaining gardens.

#### Environmental Education Committee

The Environmental Education Committee met throughout the year to promote environmental education as well as healthy and active living. Professional learning was provided to all school environmental representatives and green team members. One of the many endeavours undertaken was organizing "Park the Car Week", where all staff and students were encouraged to engage in active living and environmental stewardship by walking or biking to their school or workplace.

## EcoSchools

Five new schools were certified as Ontario EcoSchools over the course of the year, bringing the system total to seven. EcoSchools develop both ecological literacy and environmental practices to become environmentally responsible citizens and reduce the environmental footprint of schools.

## Farm to Caf

The 'Farm to Caf' initiative expanded to include more farm to cafeteria food days in all four secondary schools. These days were very well received by students. In addition, a grant was received from the Ontario Green Belt fund, which allowed the establishment of a large garden at Westgate CVI. The garden is used to provide the cafeteria with more fresh, local produce.

## Energy Management

To further reduce the Board's energy consumption, the following projects were completed:

- Heating and ventilation upgrades to Algonquin, CD Howe, Hyde Park, and École Gron Morgan Public Schools, as well as Hammarkjold High School.
- Increased roof insulation as part of roof upgrades at Hammarkjold High School and Westgate CVI.

## Goal 3

**80% of buildings will achieve a 3 or better on the Spring Quality Maintenance Inspection (QMI).**

**A minimum of 10% of the buildings will achieve a 4 on the Spring QMI.**

**No facility will score less than a 2 on the Spring QMI.**

## Key Actions

### Quality Maintenance Inspection

A fall QMI is completed at all facilities, leading to a conversation with Plant Department staff and school administrators about what needs to be accomplished in order to obtain a minimum score of 3 out of 4 on the spring QMI.

## Goal 4

**Lakehead District School Board will develop a capital plan for schools focusing on academic achievement by November 2013 (e.g. renovations for program needs, building/facility structure for improved student success).**

## Key Actions

### Capital Plan

The System Success Planning Committee, with guidance from Senior Administration, established the annual capital plan. The capital plan was developed with input from building and energy consultants, the Information Technology Committee, the Accessibility Committee, the Plant Department, and through annual school visits. The plan also incorporated projects to satisfy the requirements of the Occupational Health and Safety Act, Ministry of Labour, Ontario Fire Marshall, and Ontarians with Disabilities Act.

The capital plan focuses on projects to address safety and security, academic achievement, Full Day Kindergarten, inviting schools, accessibility, energy management, and school renewal.

### Major Capital Plan Projects Completed in 2013-2014

Renovations to Claude E. Garton, Westmount, and Vance Chapman Public Schools to accommodate Full Day Kindergarten.

- Renovation to Vance Chapman Public School to support an expanded child care program.

# Environment

- Accessibility improvements at Hammarskjold High School and Sir Winston Churchill CVI.
- Energy Management projects at six of our schools.
- Roof replacements at Hammarskjold High School, Westgate CVI, and St. James Public School.
- Improved dust control and ventilation in technical shops at Westgate CVI.

## Goal 5

### Infrastructure needs (wireless technology, bandwidth, hardware, etc.) are in place to support the vision for 21st Century Learning.

#### Key Actions

#### Continuation of Three Year IT Plan

Year three of the IT plan rollout included wireless coverage at all schools, renewal and additions of computer hardware in schools including portable (laptop/tablet) technology, increased bandwidth to accommodate greater wireless use, staff training to support the effective use of technology, and promotion of the Board's Bring Your Own Device (BYOD) initiative.

## Goal 6

### The renewal of library space will continue in elementary and secondary schools.

#### Key Actions

In addition to traditional media, a digital library was opened to students and staff. Popular reading materials were selected and purchased for various age groups and complemented the existing school materials.

# Environment

## Strategic Priority 2

### Next Steps

Lakehead District School Board will continue to encourage, support, and promote environmental stewardship and initiatives that benefit school communities. The Board will continue to follow and update the long-term energy management plan, which identifies energy management strategies and required financial investment.

The Plant Department will continue to maintain facilities at a high level. Quality Maintenance Inspections will continue to focus staff efforts on activities that align with Board priorities.

Lakehead Public Schools will continue to revise and develop multi-year capital plans that support student achievement, with the input of stakeholders, through strategic and operational planning initiatives.

All feedback, including results of the staff and student information technology survey, will be used to devise the next stage of the IT plan.

As the popularity of ebooks and audiobooks grow, additional resources will be made available through the digital library.



*Student and parent engagement promotes communication and positive school climates that value the unique and diverse contributions of all individuals in the school community.*

# Engagement

## Strategic Priority 3

### General Objectives

**Students are engaged in their learning for success.**

**Leaders engage in learning with staff.**

**Communication promotes and strengthens parent and community engagement.**



# Engagement

## Strategic Priority 3

### General Objectives

Students are engaged in their learning for success.

Leaders engage in learning with staff.

Communication promotes and strengthens parent and community engagement.

### Goal 1

**Under the guidance of school leaders, all schools will create and implement a School Improvement Plan goal that ensures students have input and consultation into their learning through formal and informal feedback processes.**

### Key Actions

#### School Improvement Feedback

Through the co-creation of learning goals and success criteria, students are learning to evaluate their needs, determine their goals for learning, and establish criteria for success.

### Goal 2

**Students will provide input to school and system committee work.**

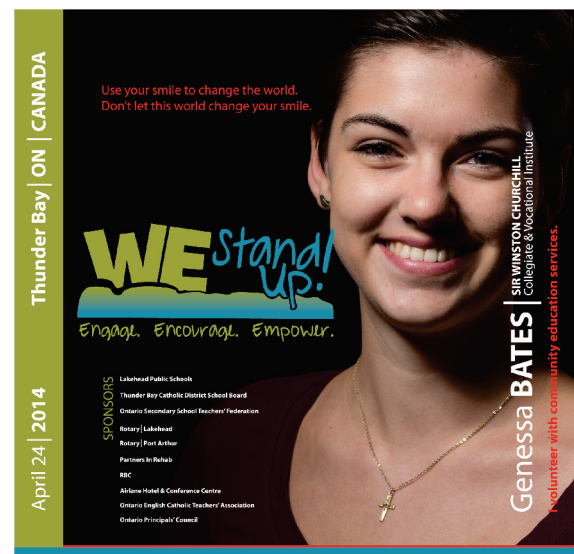
### Key Actions

#### Supporting the Community

Students shared their voice through a variety of school-level opportunities including School Councils, Green Teams, Gay-Straight Alliances, and Natural Helpers. Students demonstrated their commitment and support for many community fundraisers and volunteering efforts. Students led school level projects that highlight the values of Lakehead Public Schools: Respect, Responsibility, Integrity, Empathy and Acceptance. Student voice continues to be a strong and valuable contribution to system committees and system-wide projects.

#### We Stand Up!

Student voice was once again front and centre at the We Stand Up Student Conference on April 24. Approximately 1,400 students from 45 secondary and elementary schools from the city and region converged on the Thunder Bay Community Auditorium to be engaged, empowered, and encouraged to make positive change in their schools and in their communities. Headline speakers Craig Kielburger and Chris Tse from Free the Children, along with a number of local speakers and performers, electrified the audience with their inspirational messages on topics such as bullying, racism, social injustice, and world hunger.





### Goal 3

**Opportunities are organized for parents/guardians and community members to increase their awareness on relevant and current topics in education.**

#### Key Actions

##### School Council Networking Event

A School Council Networking Event was hosted by the Parent Involvement Committee (PIC) at Westgate CVI in January. All School Council members and Principals were invited. The event included networking, informative presentations, and discussions in a carousel format about Parent Resources for Student Learning, Running an Effective School Council Meeting, and Thunder Bay Public Library Supports for Parents.

##### Spring Learning Opportunity

The Parent Involvement Committee hosted a networking dinner meeting at the Current River Community Centre. Two School Council members and one Administrator from each school were invited to attend sessions on Bring Your Own Device (BYOD), Mental Health Stigma Reduction, and Early Years.

##### Parent Input

Parent input continues to form the foundation of many initiatives. In May, an information session about the Social Media Strategy was held. Mike Kujawski from the Centre of Excellence for Public Sector Marketing (CEPSM) provided information about social media and the plan that CEPSM has developed with Lakehead Public Schools. Throughout the presentation, feedback and insight was gathered from the participating PIC members.

##### Parenting@ Home and School

The Special Education Advisory Committee hosted a workshop highlighting strategies to enhance psychological well-being in children and adolescents. Dr. Edward Rawana discussed the use of "strengths-based" strategies that parents can use to support their children to interact with their environment and the people within it in a manner that nurtures autonomy, competences, and abilities to manage emotions and relate well to others.

### Goal 4

**Communication with students, parents, staff, and community will be strengthened and broadened through enhanced communication methods and practices.**

#### Key Actions

##### Survey Says!

Surveys with our parents/guardians provide valuable insight and information to help guide the current direction of communications. Attendees were surveyed at the annual Kindergarten Information Night as to how they were informed of the event. School to community communications was listed as the most popular form of communication followed by traditional media and social media. The gap between traditional media and social media continues to narrow.

##### PIC Corner

The Parent Involvement Committee Communications Ad Hoc Committee continues to support and promote communications with parents and guardians. The PIC Corner is a regular feature of the weekly *This Week at Lakehead Public Schools*, a newsletter for staff and school communities.

##### Safe Schools App

Students were provided with a new tool to combat bullying in their schools and in the community with the introduction of the Lakehead Public Schools Safe Schools App. The App was developed by a Sir Winston Churchill CVI student and was launched during Bullying Awareness and Prevention Week. The Safe Schools App provides a direct link to report a bullying incident that has been witnessed through Thunder Bay District Crime Stoppers.

Thunder Bay Police Services works with schools upon receiving a bullying tip through the Safe Schools App and Thunder Bay District Crime Stoppers.

In addition to witnessing a bullying incident, students can also report:

- Vandalism;
- Drugs and Alcohol issues; and
- Other issues impacting school safety.

# Engagement | 23

## Social Media Engagement

Through Parent Involvement Committee's Regional *Parents Reaching Out* (PRO) grant to enhance communications, the development of a comprehensive social media strategy began with the hiring of the Centre for Excellence for Public Sector Marketing (CEPSM). Through a number of staff meetings, stakeholder interviews with Trustees, parents, and staff, reviews of existing social media platforms, and training with staff, the strategy has been completed. The detailed Lakehead Public Schools Strategic Social Media Engagement Plan provided a number of recommendations for the strategic use of social media. A work plan was created to address the recommendations contained in the report. Lakehead Public Schools is currently successfully using the following social media platforms:



## Goal 5

**A communication plan that focuses on student and staff achievements will be reviewed, revised and implemented by June 2014.**

### Key Actions

#### Celebrate every Achievement

The third and final installment of the Celebrate Every Achievement Campaign ran in the fall of 2013. The campaign celebrated student achievement and highlighted the contributions of all Lakehead Public Schools staff to student success. Celebrate Every Achievement consisted of newspaper ads, bus shelter ads, website ads on [www.lakeheadschoools.ca](http://www.lakeheadschoools.ca) and TbNewswatch, and a poster series for all schools and Board facilities.

#### Telling our Stories

The achievements of our students, staff and schools are numerous and diverse. Various methods including news releases, media advisories, and the internal newsletter "This Week at Lakehead Public Schools" are used to tell the stories of our success to our immediate and broader stakeholders. During the school year, over 100 media opportunities in the form of news releases and media advisories were issued with significant coverage as a result.

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## Goal 6

**Lakehead District School Board Administration will implement an electronic document management system.**

### Key Actions

#### Docushare

Routing and flow charting of some paper based processes took place in order to be able to understand how Docushare can add efficiencies.

# Engagement

## Strategic Priority 2

### Next Steps

#### Connecting with Families

Newsletters, parent/teacher conferences, home reading programs, literacy and numeracy evenings, and open houses ensure a link between the home and the school and will enable parents to be active partners in their children's learning.

#### New Website

One of the main recommendations in the Strategic Social Media Engagement Plan was the redevelopment of the Lakehead Public Schools website. The new website, to be launched in early 2015, will be based on key audience needs, current visitor behavior and the general requirements for responsive design. Throughout the process of redevelopment, stakeholders, including parents, will be providing input and feedback.

#### Social Media

The strategic use of social media is having a profound impact on how Lakehead Public Schools communicates with its stakeholders. As the recommendations contained in the Strategic Social Media Engagement Plan are numerous and broad, the process will carry on throughout the next year and will include opportunities for new learning at every level of the organization.





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[www.lakeheadschoools.ca](http://www.lakeheadschoools.ca)

Lakehead District School Board

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2013-2014 **Annual Report**

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