






# 2020-21 Communication Plan

Date	Object	Key Message	Vehicle	Channel
				
June 6, 2020	Return to School- Executive Summary	EECD doc	email	SchoolMessenger Website Social Media
July 24, 2020	Bring Your Own Device	Subsidy, O365, spec sheet	Email – Grades 9-12	SchoolMessenger Website Social Media
August 6, 2020	Return to School (RTS) Details	-overview RTS k-5/6-12 (what’s new, busing)	email	SchoolMessenger Website Social Media
August 13, 2020	RTS Guide for Parents	EECD doc	email	SchoolMessenger Website Social Media
August 17, 2020	IDEA Centre	Register for this semester	Email (Gr 10-12)	School Messenger Social Media
July/August, 2020	Return to School	-updated resources, messaging, news items		WEBSITE UPDATE
August 19, 2020	Bus- Alternate Address	Alt address form	email	School Messenger
August 21, 2020	Physical Attendance	-medical excuse, special needs, home school	email	SchoolMessenger Website Social Media
August 21, 2020	BusPlanner Open	-register child -confirm busing	-email -orientation video -orientation flipbook	SchoolMessenger Website Social Media
August 21, 2020	Cross-Boarder Custody	-HC Emergency Order	Email (SS schools, CIC, Milltown)	School Messenger

August 21, 2020	Loss of Bus Service	-under 1.5 km bus service	Email (HW, Cent, Bayview, Seaside)	SchoolMessenger
August 22, 2020	School Schedules	-will be communicated by schools	Messaging	Social media
August 25, 2020	Sports/ Phys Ed		Shared	Social media
August 25, 2020	Bus Safety/COVID-19		Video	Social media
August 25, 2020	BusPlanner troubleshooting		Messaging	Social media
August 25, 2020	Red Flashing Lights	-joint press release with SJPF	Press release	
September 1, 2020	Vaping	Sent to Ps and VPs	Tool kit	
September 2, 2020	Operational Plans	-release date -contents	Email	School Messenger
September 3, 2020	Welcome Back	-tips for returning -message from ZW	Video	Social Media
September 4, 2020	Kindergarten welcome		Email	School Messenger
September 4, 2020 (Reminder)	Masks	-clean, label, storage, 2x	graphics	Social media
September 4, 2020 (Reminder)	Water Bottle	-clean, label	graphics	Social media
September 4, 2020	Scent-free/Peanut		Hard Cards	
September 5, 2020 (Reminder)	Safe Arrivals	Sent to Ps		
September 8, 2020 (Reminder)	Red Flashing Lights		Graphic	Social media
September 8, 2020	Increased Traffic			Social media
September 9, 2020	Traffic Safety			Social media
September 9, 2020 (Reminder)	COVID-19 bus rules reminder			Social media
September 9, 2020	Health Q & A	Letter to families	Email	School messenger, social media
September 10, 2020	Back to school mental health check list	-Kids Help Phone resources		Social media
September 15, 2020	COVID-19 self-assessment tool			Social media

September 18, 2020	First week back thank-you message to families			Social media
September 23, 2020	Student symptoms FAQ (GNB)			Social media
September 25, 2020	BYOD support information	Hot line, passwords, support for MS Teams		Social media
October 1, 2020	BYOD support information	Password reminder		Social media
October 5, 2020	Immunization program	Letter home	Email, graphics	School messenger, social media
October 6, 2020	Register for Kindergarten	News item	News item, graphics	Website, social media
October 9, 2020	Expectations in the Event of an Outbreak	Outbreak plan, update contact information	Email	School messenger, social media
October 13, 2020	Moncton/Campbellton Travel Guidelines		Email, website	School messenger, social media
October 14, 2020	Kindergarten Registration link open		Graphic	Social media
October 14, 2020	Updated Moncton/Campbellton Travel Guidelines		Email, website	School messenger, social media
October 15, 2020 (Reminder)	BYOD support information			Social media
October 15, 2020	Casual Bus Driver job ad		Graphic	Social media
October 15, 2020	Revised school calendar	Change to PL days	Email, website	School messenger, social media
October 16, 2020	Restrictions reduced-Moncton/Campbellton		Email, website	School messenger, social media
October 19, 2020	Casual bus drivers and custodians	GNB message		Social media
October 19, 2020 (Reminder)	No Class – PL Day reminder		Graphics	Social media
October 20, 2020	Casual bus drivers and custodians	GNB message		Social media

October 20, 2020 (Reminder)	Kindergarten registration reminder		Graphic	Social media
October 21, 2020	2 x Clean Mask reminder		Graphic video	Social media
October 22, 2020	Update- Restrictions reduced Moncton/Campbellton		Email, website	School messenger, social media
October 22, 2020	Phone reminder Re: Communications	Reminder to families to check email for district/school messages	Voice message	School messenger
October 28, 2020	GNB Halloween guidelines	GNB messaging		Social media
October 28, 2020 (Reminder)	No Class – PL Day reminder		Graphics	Social media
October 27, 2020	Updated Screening Requirements	New poster, PL day reminder	Email, website	School messenger, social media
October 30, 2020	Reminder- Daylight savings time ends			Social media
November 3, 2020	GNB COVID-19 reminders			Social media
November 6, 2020	Travel Zone 5 – restrictions lifted		Email, website	School messenger, social media
November 6, 2020	Cross-border restrictions implemented		Email, website	School messenger, social media
November 6, 2020	Reminder- Nov 11 No classes		Graphics	Social media
<i>November 12, 2020</i>	AARAO Virtual Career Fair	Grade 11 and 12	Email	School messenger, social media
<i>November 12, 2020</i>	Grade 9-12 Report Card info	High School Families	Email	School messenger
<i>November 30, 2020</i>	Grade k-5 Report Card info	K-5 Families	Email	School messenger
<i>November 30, 2020</i>	Grade 6-8 Report Card info	6-8 Families	Email	School messenger
<i>TBD</i>	High School Assessment Week			

TBD	One pager on Teams for Families			
TBD	Parent-Teacher meeting communication	New technology, phone option, admin assistant booking option		

## Planned Media

Sept.1	<i>N.B putting K-8 students in classroom bubbles, with younger kids going in smaller groups</i>	CTV	Fairvale Elementary	<a href="https://atlantic.ctvnews.ca/n-b-putting-k-8-students-in-classroom-bubbles-with-younger-kids-going-in-smaller-groups-1.5088047?cache=%3FclipId%3D68596">https://atlantic.ctvnews.ca/n-b-putting-k-8-students-in-classroom-bubbles-with-younger-kids-going-in-smaller-groups-1.5088047?cache=%3FclipId%3D68596</a>
Sept.2	<i>Saint John High Preparing for Return to School</i>	CBC Info Morning	Saint John High School	<a href="https://www.cbc.ca/listen/live-radio/1-28/clip/15795685">https://www.cbc.ca/listen/live-radio/1-28/clip/15795685</a>
Sept.3	<i>Inside a New Brunswick elementary school before students return to class</i>	Global	Sussex Corner Elementary	<a href="https://globalnews.ca/news/7314611/inside-nb-elementary-covid-19/">https://globalnews.ca/news/7314611/inside-nb-elementary-covid-19/</a>
	<i>Transportation and Back to School</i>	CBC Info Morning	Interview-ZW	no link available
Sept.8	<i>Staggered Entries</i>	CTV	Interview-ZW	
	<i>Middle school receives donation to help with 'open air' learning</i>	Brunswick News	Hampton Middle School	
	<i>'Thrilled' former colleagues recognized for education excellence</i>	Brunswick News	Sussex Regional	
Sept.28	<i>Bus driver implores drivers to pay attention</i>	CBC Info Morning		<a href="https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15800288-bus-driver-implores-drivers-pay-attention">https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15800288-bus-driver-implores-drivers-pay-attention</a>

Oct. 1	<i>'Put Down the Cell': Bus Driver on Distracted Driving</i>	Acadia		
Oct. 7	<i>Teacher recognized by PM</i>	CBC Info Morning	Rothesay High	<a href="https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15801887-teacher-recognized-pm">https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15801887-teacher-recognized-pm</a>
	<i>Rothesay teacher recognized for innovation</i>	Brunswick News	Rothesay High	
Oct. 13	<i>Rothesay High Teacher Wins Award for Teaching Excellence</i>	Acadia	Rothesay High	
Oct. 15	<i>Schools Adjusting to Challenging School Year</i>	Acadia	DEC	
	<i>School district releases plan to get through pandemic year</i>	Brunswick News	DEC	
Oct. 19	<i>Recent Outbreaks Increase Messaging, Prompt Call for PD Day</i>	Acadia	DEC	
Oct. 19	<i>Teachers continue to train</i>	CBC Info Morning	Interview-ZW	<a href="https://www.cbc.ca/listen/live-radio/1-28/clip/15803774">https://www.cbc.ca/listen/live-radio/1-28/clip/15803774</a>
Oct, 26	<i>How do you practice English during a pandemic?</i>	Brunswick News	Newcomer Centre	
Nov. 10	<i>Lunch Programs</i>	CBC News	Hub Kitchen	TBD