Communications

Objectives	Key results
Objective 1: Improve user experiences through easier access to information and tools	

Staff Portal as key informational hubs	Develop resource library listing for the Wellness Centre, and Rework copy and organization to easier, more approachable options. 2.2 Staff portal development: collaborate with TIS to improve the Staff Portal. 2.3 Ongoing updates for key sections (registration, capital projects, parent resources).
Objective 3: Support school-based timely, meaningful, accessible and transparent	3.1 Support more regular updates to school sites, through Comms assistant. 3.2 Regular website maintenance. 3.3 Standardize tools to make updates easier, including: 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.
Objective 4: Measure Success	4.1 Track year-over-year qualitative and quantitative engagement: Website page views Bounce rates, and Social media followers, views and engagement rates. 4.2 Use qualitative feedback where appropriate to measure success and modify strategies, including collection of data from a Communications Survey.