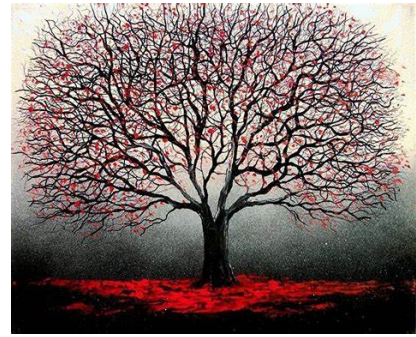


# Lethbridge School Division

## COMMUNITY ENGAGEMENT COMMITTEE NOTES



Date: December 2, 2021

Meeting started at 6:10

### 1. Committee Terms of Reference

Terms of reference were discussed. There were some questions regarding the term “generative” and “strategic priorities.” Following discussion and review of the Board Assurance Plan, it was decided to table any recommendations for change and bring back the Terms of Reference to the next meeting. Members of the committee can come to next meeting with any recommendations for change. The meeting notes will attach the Terms of Reference and the link to the Board Assurance Plan is: [Assurance Plan | Lethbridge School Division \(lethsd.ab.ca\)](https://lethsd.ab.ca)

### 2. Community Engagement Website and Review of Survey implemented in September 2021

Cheryl reviewed the content of the Community Engagement Website. Garrett Simmons, Communication Officer, developed the website. This was a great solution to finding a provider such as “Bang the Table” for housing past and current community engagement initiatives. Cheryl showed the committee where to find the results of previous engagements/ surveys. There was a question about who put the data together. Garrett responded that it was a team effort. Depending upon the nature of the data, Garrett typically collates the data on spreadsheets with LeeAnne Tedder and they both work on quantitative results. Cheryl or an Associate Superintendent synthesize the qualitative data (comments) into themes. There are providers that do this work, but it is quite expensive. We have the expertise in-house to summarize the data. Jamie Walburger conveyed perspective that she thought Board members read all direct comments from the public when a survey was given and linked this to some parent perspectives about not being heard. It was pointed out that Board members do get all of the data and/or have access to all of the data. The idea that the Board could be more explicit in communicating what is done with the data (how did the data inform decision making) was expressed. Shelly conveyed that it would be valuable for the Board to seek feedback from the Division School Council on topics for feedback.

### 3. ICE Scholarship Breakfast (subcommittees: speaker/ event logistics/ sponsorship)

The ICE Scholarship was discussed. The purpose of the ICE Scholarship Breakfast is to raise money for the scholarships. There are usually three sub-committees: speaker/ event logistics, and sponsorship. Not time to delay the choice of speaker. The committee reviewed the list of potential speakers that Garrett put together for consideration. Garrett highlighted the main points about each speaker and recommended we consider main audience when selecting a speaker. Following some discussion, it was decided to pursue Scott Armstrong as the speaker. Given the virtual format, it is likely students will be the main audience, and Scott

Armstrong is energetic, humorous, engaging, and has a solid message about exploring possibilities and overcoming obstacles.

It was decided there is not a need for an event logistics sub-committee because it is virtual. Christine Lee takes the lead on the sponsorship sub-committee. Cheryl assists with connecting with the organizations that are non-business (e.g., university and college). Christine will send the committee members the letters that go out to potential sponsors. If any committee members have a link to a business or organization who they think will sponsor a scholarship, please let Christine know. For the February 2021 event, there were 17 sponsors and \$10,700 raised for the scholarship fund.

#### **4. Town Hall Process**

Cheryl showed the committee what the Town Hall website looked like for process and structure when it was virtual in February 2021. It was pointed out that some of the groups did not have a lot of individuals (may be because they went to a different group rather than the one that was assigned or were not able to attend). Will try to think of strategies to remedy this (e.g., larger groups? Admin facilitators letting us know right away if too many or too few in a group?). It was asked how the Town Hall information is used by the Board. Some parents think that it is used to direct the strategic plan, and messaging is confusing. Cheryl explained that the Board considers the Town Hall outcomes as part of strategic planning. There is a breadth of information considered by the Board when working on the Assurance Plan. There would not be the depth and breadth of information a Board needs to do an entire strategic plan coming out of Town Hall. It was pointed out that the purpose should be made clearer, and it should be shown what outcomes came out of Town Hall. Jamie asked why the question had to be positive. Cheryl showed the history of questions. In some years, the Board has asked what can be done to improve the Division.

#### **5. Other areas of pursuit for the Community Engagement Committee**

Tabled for next meeting

**Next meeting date set: Thursday, January 13 at 6:00**

**Meeting ended at 8:40**