



Communication Plan Overview

Complements the ACSTA 2018-2021 Strategic Plan designed recognizing the capacity within the ACSTA current staffing structure. This is an internal/living document.
 Last Review/Update: January 2020

Communication Protocol (Key messages / social media / traditional media / communication plan)

Current State	
Strengths	Challenges
Telling and celebrating the story of Catholic education engagement on social media from School Divisions, Church, GrACE	Inconsistent support for Catholic Education – Keep publicly funded faith based schools, but consolidate all school boards and districts for cost and operational efficiencies – save money
Albertans want freedom of choice in Education Choice in Education Act	Engaging the Catholic and non-Catholic Community (apathy)
Internal and External Network of Champions for publicly funded Catholic education	Reputation – invisible until something happens, public opinion on social issues, legal cases, internal double standards within the teaching profession
Internal Communications Infrastructure	Current Political Environment – Change is imminent and happening at a fast pace
Relationship Building	Distraction with miniscule details versus looking at the big picture of common ground

OPPORTUNITIES
Build ACSTA’s reputation as the voice of publicly funded Catholic education in Alberta, Yukon and the NWT
Intentional focus on celebrating stories of success and stories of identity (who we are)
Social Media Voice - support Catholic education voice – Divisions, Church, GrACE, Educators
Educating the public about Catholic education and its value to 21 st century democratic society
Internal communications network – continue to build communication infrastructure
Potential increased political support for faith based education – take this opportunity to build
Building ACSTA’s relationship with stakeholders/partners – increase radius of communication

ACSTA Key Messaging

Theme 1 : ACSTA’s role as voice of publicly funded Catholic education	Theme 2: Value of Publically Funded Catholic Education	Theme 3: Spread the Word – become a CHAMPION of Catholic education
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Strategic Objective One: Implement Social and Traditional Media at strategic times during the school year	Strategic Objective Two: Foster relationships with educational influencers and decision makers	Strategic Objective Three: Promote internal communication culture
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<p>Social media calendar, original material, establish connections, stories of success, follow-up perspective</p> <p>Strategic promotion of Catholic Education Sunday, Catholic Education Week, and World Catholic Education Day</p>	<p>Local reporters, ATA, government. Follow them on Social media, contribute to data base of resources, support their campaigns as appropriate</p>	<p>Commitment to participate in one another's social media platforms, contribute to data base of resources, Congratulate achievement</p>
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Please note: The theme for Catholic Education Sunday (Nov. 3, 2019), Catholic Education Week (May 18-22, 2020), and World Catholic Education Day (May 21, 2020) is **United in Prayer for our Schools**

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