

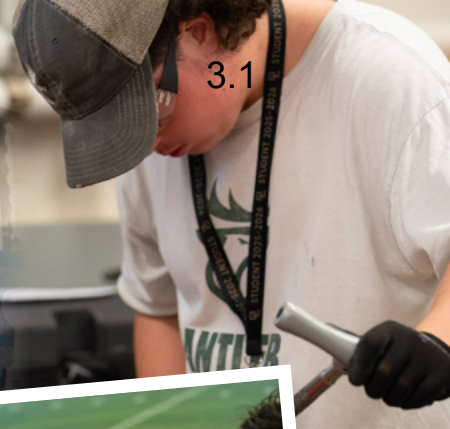
COMMUNICATIONS BOARD REPORT



CONNECTING FAMILIES

TO EDMONTON CATHOLIC SCHOOLS

SEPTEMBER 2026



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INTRODUCTION



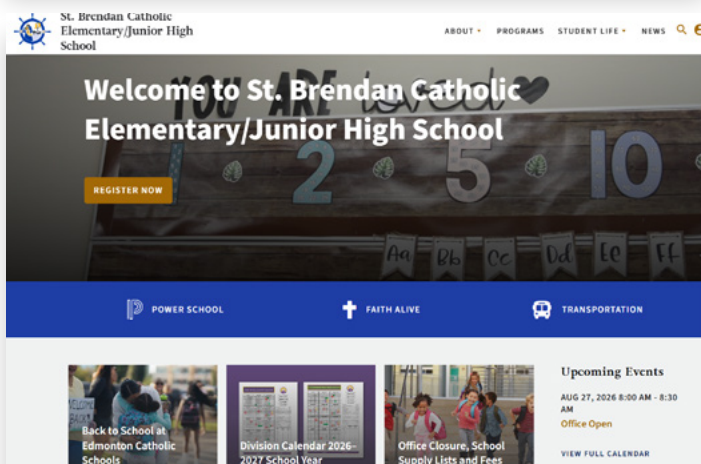
Connecting Families to Edmonton Catholic Schools

Choosing a school is one of the most important decisions a family makes.

For most families, the journey to choosing a school begins long before registration. It may start with an online search, a social media post, a conversation with a neighbour, an Open House invitation, or a visit to a school or Division website. Long before a family walks through a school door, they are gathering information, forming perceptions, and deciding whether a school community is the right fit for their child.

The Communications Department helps guide that journey. Through websites, marketing, social media, storytelling, and Open House support, Communications works to ensure families can easily access accurate information, understand their options, and experience the welcoming, faith-filled communities that define Edmonton Catholic Schools. This work supports effective home-school communication, informs appropriate audiences, and promotes positive public engagement in the Division.

Every interaction a family has with Edmonton Catholic Schools helps shape their understanding of who we are and whether we are the right fit for their child and family.



OPEN HOUSES: HELPING FAMILIES EXPLORE THEIR OPTIONS



Open Houses: Helping Families Explore Their Options

Open Houses are among the Division's most important enrolment and family engagement opportunities. While families experience Open Houses as a single event, significant planning and coordination take place throughout the year to ensure schools can effectively connect with prospective families and showcase the value of Catholic education.

Families only attend an Open House if they know it exists. Communications helps schools reach prospective families through coordinated marketing, advertising, social media, websites, photography, video, and school-specific promotional support.

To help schools reach prospective families, Communications develops and implements Division-wide campaigns using multiple communication channels, including:

- Digital advertising
- Community and neighbourhood advertising
- Website promotion
- Social media campaigns
- Open House branding and promotional materials
- Registration messaging

Find Your Open House



A centralized Open House webpage on ecscd.net serves as the Division's primary information hub, allowing families to access school dates, times, websites, registration information, transportation resources, programs and options information, and the School Finder tool from one location. This approach creates a consistent, accessible experience for families and helps ensure information is easy to find.



WEB TRAFFIC DATA

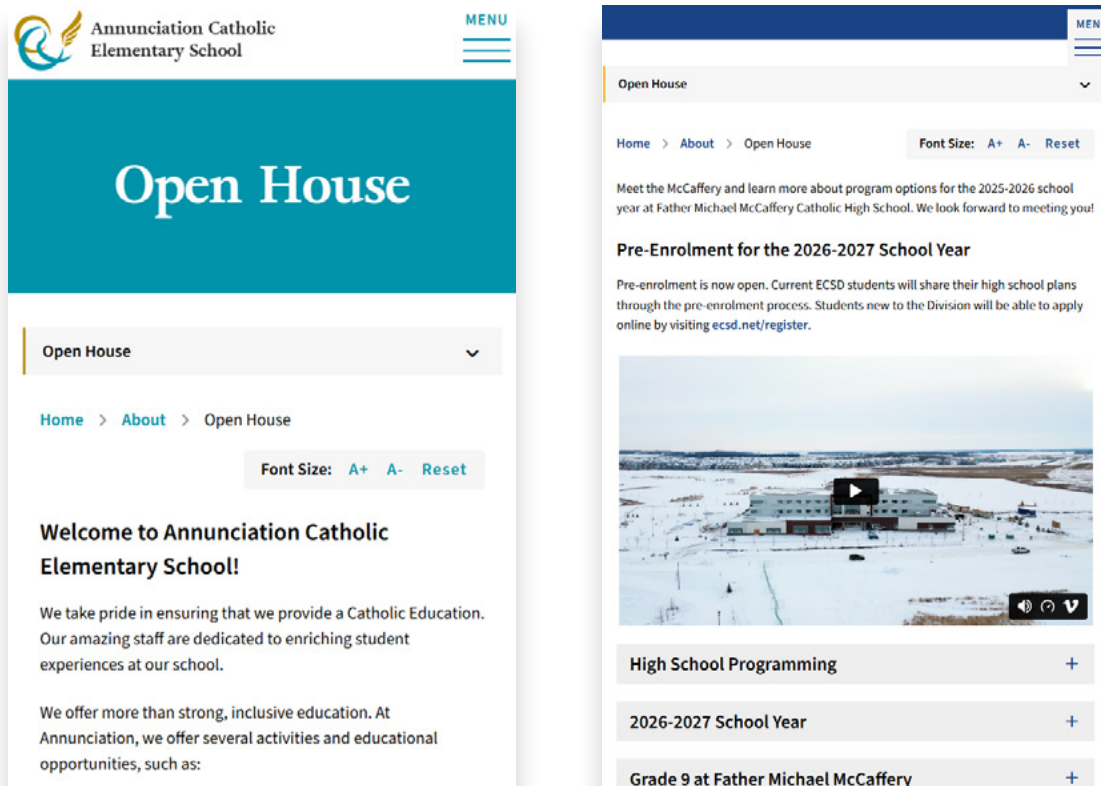
December 1, 2025 – April 1, 2026

5,000 Unique Views to ecscd.net/openhouse

SUPPORTING SCHOOLS ONLINE: OPEN HOUSE WEB STRATEGY



Supporting Schools Online: Open House Web Strategy



When families begin searching for a school, the website is often the first place they go and one of the last places they return to before making a decision. For many schools, that digital first impression is shaped by the support and guidance they receive from Communications.

Planning for the Open House web season begins in the spring of the previous school year. After each cycle, Communications reviews website traffic, messaging effectiveness, and school participation to identify what worked and what needs to improve. That review shapes the tools, templates, and training developed for the year ahead.

Templates are one of the most practical supports Communications provides. Web delegates are often administrators, teachers, or support staff managing website responsibilities alongside other duties. Templates give schools a professional, ready-to-use starting point that meets Division standards, follows accessibility guidelines, and uses language that is clear for families. Schools can personalize the content to reflect their community without having to start from scratch or worry about whether key information is accurate and consistent.

Approximately 75% of school web delegates utilized Open House resources and templates developed by Communications.

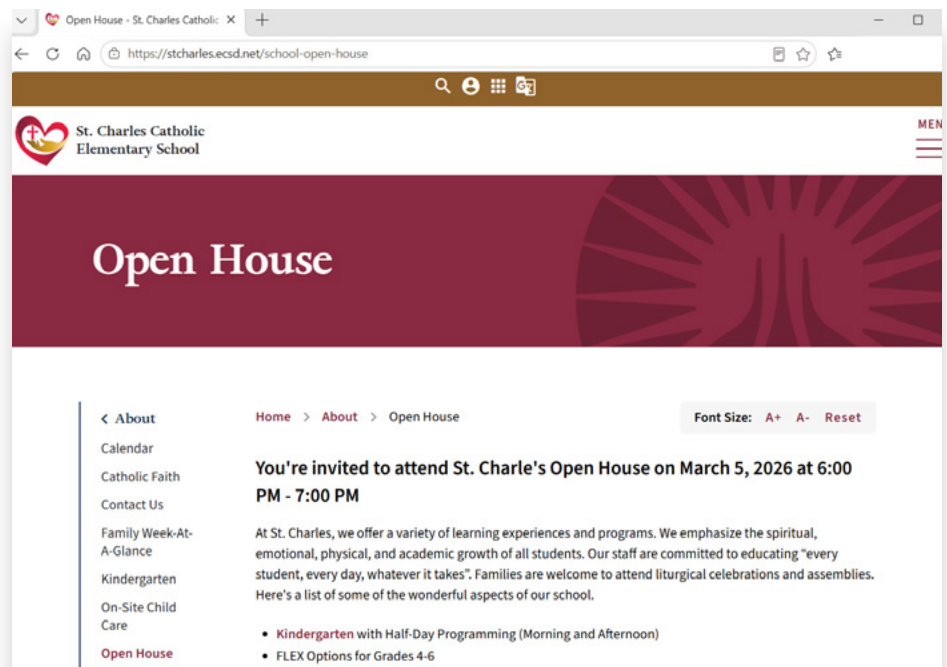
One-on-one support takes that work further. When Communications works directly with a school, the conversation goes beyond the website. It is an opportunity to understand what makes that school community distinct, identify gaps in how the school is communicating with prospective families, and develop content that reflects its strengths. Schools that have received direct support have come away with stronger pages, clearer messaging, and a better understanding of how their website fits into the Division's broader enrolment strategy.

Across the Division, this work has helped to:

- Improve website usability
- Enhance accessibility
- Increase the visibility of key information
- Identify and share best practices
- Strengthen school-level communications and marketing efforts

Division promotional efforts, including advertising, social media, and community outreach, direct families back to school websites.

Families are using the Open House web content as a key source of information during the school decision-making process. It also reinforces the importance of continued support for school websites as part of the Division's enrolment and communications strategy.



SUPPORTING SCHOOL RECRUITMENT AND AWARENESS



Supporting School Recruitment and Awareness

While Division-wide campaigns help raise awareness of Edmonton Catholic Schools, Communications also works directly with schools to help them reach families in their local communities and achieve specific goals.

These goals may include:

- promoting a new program
- increasing awareness of a specialized offering
- strengthening community engagement
- supporting student recruitment
- highlighting opportunities available within their school community

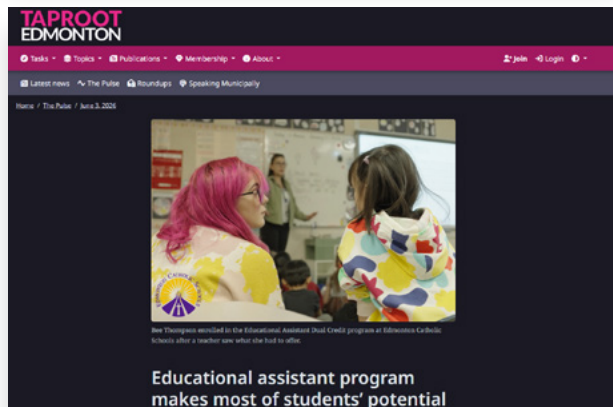
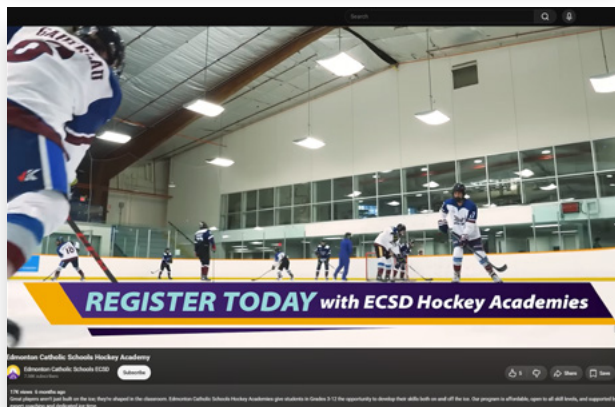
During the 2025–2026 Open House cycle, Communications worked directly with approximately 85 schools with a marketing plan.

Our team of specialists works with school principals and departments to understand their goals and concerns. After that initial meeting, our specialists develop a comprehensive multi-platform communication and marketing strategy tailored to their needs. Whether it's student recruitment, promotional opportunities, community engagement, or program awareness, every strategy is designed to strengthen engagement with ECSD and prospective families.



While Division-wide campaigns help raise awareness of Edmonton Catholic Schools, Communications also works directly with schools to support their unique goals and priorities. Support for individual schools may include:

- Communication Plans
- Marketing Strategies
- Website Enhancements
- Social media promotion
- Photography
- Videography
- Graphic Design
- Promotional materials tailored to individual school needs



Spotlight: Father Michael Troy Catholic Junior High School



When Father Michael Troy Catholic Junior High School introduced a new STEM program, Communications partnered with school administration to build awareness of the new opportunity and support the school's growth objectives.

Communications developed a comprehensive communications and marketing strategy that included a refreshed school brand, key messaging, website enhancements, promotional materials, social media support, and media relations opportunities. Together, these efforts helped communicate the school's unique learning opportunities and create greater awareness among prospective families.

By sharing a consistent message across multiple channels, Communications helped strengthen the school's profile within the community and support informed enrolment decisions. On top of promotion, the goal is ensuring families have the information they need to make informed decisions about their child's education.

EMPOWERING SCHOOLS TO TELL THEIR STORY



Empowering Schools to Tell Their Story

Every ECSD school has a unique story to tell. While schools share a common Catholic mission, each school community reflects the students, families, traditions, learning opportunities, and faith experiences that make it distinct. Families exploring schools want more than a list of programs and services. They want to understand what life is like within a particular school community and whether it is the right fit for their child.

The most authentic stories often come directly from the people living them every day. Principals, staff, students, and families are closest to the experiences that shape school culture, celebrate student success, and bring faith to life. For this reason, Communications focuses on empowering schools to tell their own stories.

Communications provides resources, guidance, training, best practices, website support, and strategic communications advice that help schools communicate effectively with current and prospective families.

By equipping school leaders and web delegates with tools and support, Communications helps build school-level capacity while promoting consistency, accessibility, and alignment with Division priorities.

At the same time, some stories deserve a broader audience. When a story reflects Division priorities, highlights innovative practices, showcases student achievement, demonstrates the impact of Catholic education, or may be of interest to families across the Division, Communications may share it through Division channels. This Division-wide lens helps amplify stories that illustrate the mission, values, and strengths shared across Edmonton Catholic Schools.

Together, school-based and Division-wide storytelling help families understand both the unique character of individual schools and the broader community they become part of when they choose Edmonton Catholic Schools. This balance of local authenticity and Division-wide consistency helps families make informed decisions and builds confidence in Catholic education.



SHARING THE STORY OF CATHOLIC EDUCATION



Sharing the Story of Catholic Education

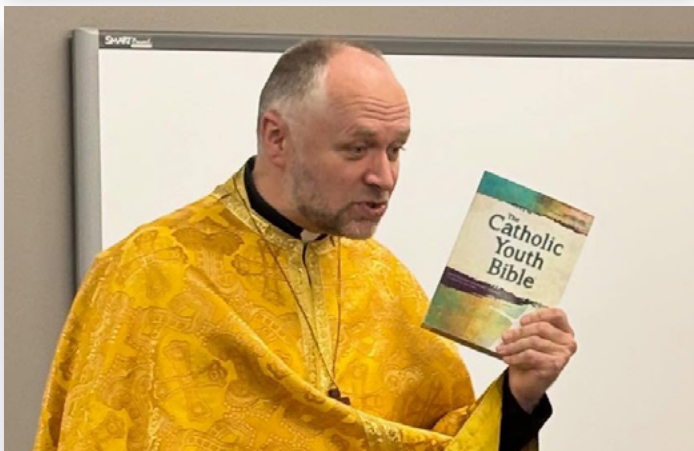
One of Communications' most important responsibilities is helping families understand what makes Catholic education distinct.

Through storytelling, photography, video, websites, social media, and marketing campaigns, Communications highlights how faith is lived each day across Edmonton Catholic Schools. These stories showcase academic excellence, faith formation, service, leadership, belonging, and community.

Content throughout the year highlights:

- Student Faith Leadership
- Grade 4 Bible presentations
- Social justice initiatives
- Youth Faith Day
- School anniversary celebrations
- Site blessings and grand openings
- Chaplaincy activities
- Student, staff, family, and alumni stories

Families want to see what life in an ECSD school actually looks like. This storytelling commitment gives current families, prospective families, staff, and our greater community a window into everyday life at Edmonton Catholic Schools.

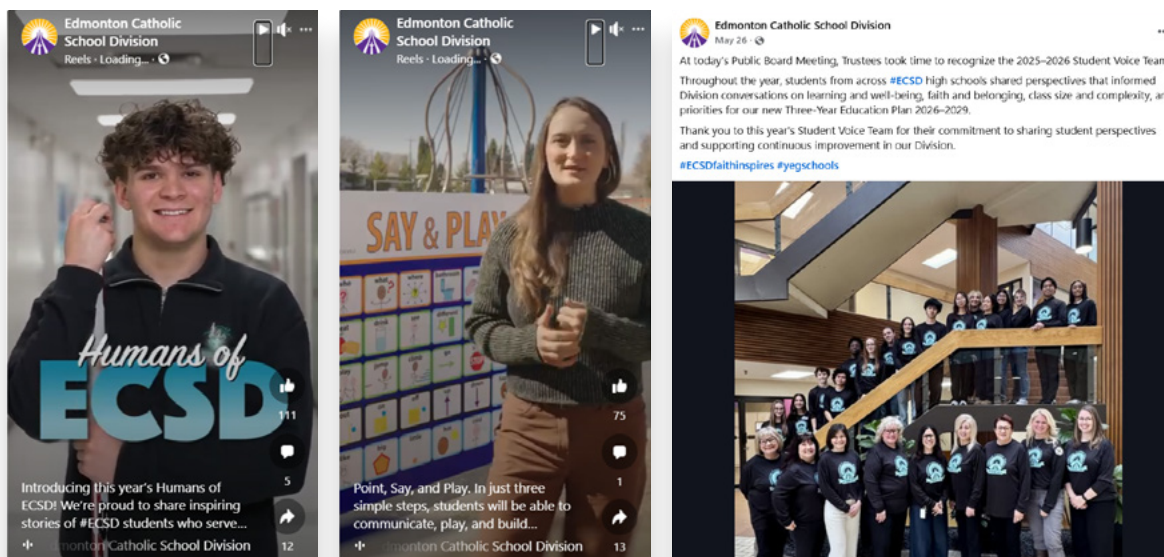




Growing Public Engagement Through Social Media

Social media is one of the Division's most visible communications channels. For many families, it provides a window into daily life at Edmonton Catholic Schools before they ever visit a school.

Communications uses social media to showcase student achievement, faith in action, school culture, learning opportunities, community events, and Division priorities. It's also one of the Division's primary channels for promoting Open Houses, registration, programs, school celebrations, and Division initiatives. Our social media content strategy focuses on storytelling that highlights what makes an Edmonton Catholic Schools education unique.



Social Media Growth and Impact

Data from the 2025-2026 school year points to a growing and engaged audience. Families are finding ECSD content, engaging with it, and choosing to learn more. Link clicks are worth watching closely because they signal intent, not just reach. A view means someone saw the content. A click means they wanted to know more, whether that is a school website, a program page, or awareness about an upcoming Open House. The Find Your Open House Campaign extended the Division's reach well beyond what traditional advertising channels can achieve at comparable cost.

Find Your Open House campaign had a 105K reach





SOCIAL MEDIA IMPACT

September 1, 2025 – July 30, 2026

New Followers:



TOTAL VIEWS
18M+



TOTAL CONTENT INTERACTIONS
159,900



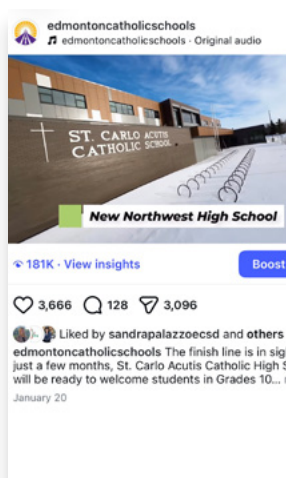
TOTAL LINK CLICKS
102,500

Top-performing Division Content:



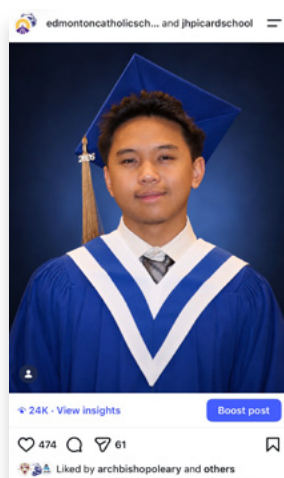
Alphonso Davies at St. Nicholas (July 2026)

250K Views



St. Carlo Acutis Drone Tour (January 2026)

180.2K Views



JHP Schulich Award Winner (June 2026)

133K Views

Top-performing School Content:



St. Edmund's Duckling Story (May 2026)

4.6M Views

School-based content consistently performs well when it reflects genuine community moments. Families respond to stories that reflect real moments from real school communities, and Communications works to give schools the tools and confidence to share them.

Reach, engagement, and link clicks all increased during the 2025-2026 school year, indicating that families are not just seeing ECSD content but acting on it. As the Division's audience continues to grow, so does the opportunity to connect families with the story of Catholic education in Edmonton.

LOOKING AHEAD

Looking Ahead

As Edmonton Catholic Schools moves into the first year of its Three-Year Education Plan (2026-2029), Communications will continue to support school recruitment, family engagement, and public awareness through marketing, storytelling, websites, social media, and direct school support. The Education Plan's priorities of Learning and Living our Faith, Excellent Learning Experiences, and Nurturing Student Well-being will shape how Communications engages families and shares the story of Edmonton Catholic Schools in the year ahead.

Over the coming year, Communications will focus on:

- Helping families understand the 2026-2029 Education Plan and what Optimal Learning means for students across the Division
- Showcasing how faith is woven into learning, relationships, and daily experiences across Edmonton Catholic Schools
- Highlighting engaging classroom experiences that reflect creativity, student ownership, collaboration, and real-world learning
- Supporting school and program recruitment and enrolment through Open Houses, marketing campaigns, storytelling, social media, and websites
- Expanding school website capacity through continued template development, training, and one-on-one support
- Expanding opportunities for schools to share authentic stories that reflect their communities and Catholic identity
- Growing the Division's digital reach through strategic social media content that connects families with the people, programs, and experiences that define Edmonton Catholic Schools

Through these efforts, Communications will continue to help families discover, understand, and experience the learning, faith, and community that define Edmonton Catholic Schools, while supporting enrolment, engagement, and confidence in Catholic education.



APPENDIX A: COMMUNICATIONS AT A GLANCE

Appendix A: Communications at a Glance

Communications supports schools, families, trustees, and Division departments through a broad range of strategic communications and marketing services. By helping families access information, understand their options, and connect with school communities, Communications supports the Division's mission to provide a Catholic education that inspires students to learn and prepares them to live fully and to serve God in one another.

Areas of Support

- School and Division marketing
- Open House promotion and enrolment support
- Social media strategy and management
- Website development and support
- Graphic design and visual identity
- Photography and videography
- Storytelling and content creation
- Event communications and coordination
- Media relations and public engagement
- Family communications and support
- Crisis and issues management

While the tools and tactics vary, the goal remains the same: helping families understand the opportunities available through Catholic education while strengthening awareness, trust, and engagement across Edmonton Catholic Schools.

Our Team

The Communications Team consists of:

- 1 Communications Manager
- 3 Communications Specialists
- 1 Graphic Design Specialist
- 1 Graphic Designer
- 2 Multimedia Specialists
- 1 Web Content Coordinator
- 1 Administrative Coordinator

Supporting Student Success

Communications is proud to support schools, families, and Division priorities that contribute to student success across Edmonton Catholic Schools.

We are proud to have played a role in welcoming more than 52,000 students.

Through marketing, websites, storytelling, social media, events, and family communications, the Communications Team helps families discover, understand, and connect with the learning, faith, and community that define Catholic education.



"I can do all things through him who strengthens me."

Philippians 4.13



