Communications and Engagement Timeline for Northwest and North Central French Immersion Programs October 2017-November 2018

OCTOBER 2017

COMMUNICATIONS

Oct. 27 | Email sent by principals to families at seven schools offering French Immersion programs

DECEMBER 2017

COMMUNICATIONS

Dec. 21 | Email sent to 11,400 people (Banff Trail and Branton schools and feeder schools) regarding potential lottery for 2018-19 school year

FEBRUARY 2018

COMMUNICATIONS

Feb. 2 | Email invitation for March 6 and 21 in-person sessions sent to over 3,800 families at seven schools offering French Immersion programs

MARCH 2018

COMMUNICATIONS

March 13 | Email invitation for April 9 in-person session sent to over 26,900 people (feeder schools and community associations)

March 19 | Tweet

March 23 | French Immersion engagement added to seven school websites

March 26 | Nine BOLD Signs go up for a two-week period

ENGAGEMENT

March 6 | In-person session

March 21 | In-person session

APRIL 2018

COMMUNICATIONS

April 6 and 26 | Tweet

April 13 | Email invitation to online engagement opportunity sent to over 4,000 people (affected schools and in-person session participants)

April 13 | News story posted to 68 school websites

April 20 | French Immersion engagement information added to Community Engagement section of affected school websites

April 25 | Email reminder for online engagement opportunity sent to over 4,000 people (affected schools and in-person session participants)

ENGAGEMENT

April 9 | In-person session

April 13-29 | Online engagement opportunity

MAY 2018

COMMUNICATIONS

May 15 | French Immersion engagement added to four additional school websites

May 15 | Email invitation for June in-person sessions sent to over 31,400 people (68 schools, in-person session participants, community associations)

May 24 | News story posted to 68 school websites

May 28 | Four BOLD Signs go up for a two-week period

JUNE 2018

COMMUNICATIONS

June | Ad in 39 community newsletters

June 4 | Email invitation for June in-person sessions and online engagement opportunity sent to over 31,400 people (68 schools, in-person session participants, community associations)

June 5 | News story posted to 68 school websites, Tweet

ENGAGEMENT

June 7 | In-person session

June 11 | In-person session

June 13 | In-person session

June 1-17 | Online engagement opportunity

OCTOBER 2018

COMMUNICATIONS

October | Ad in 39 community newsletters

Oct. 12 | Email invitation for Nov. 13 open house sent to over 31,400 people (68 schools, in-person session participants, community associations)

Oct. 29 | Email invitation sent to four involved regular program schools

Oct. 30 | 16 BOLD Signs go up for a two-week period

NOVEMBER 2018

COMMUNICATIONS

Nov. 6 | Proposed plan and link to online surveys posted, Tweet

Nov. 7 | Eleven involved school websites updated

Nov. 7 | Email sent to over 5,900 people at the eleven involved schools notifying of proposed plan

ENGAGEMENT

Nov. 6-18 | Online surveys

Nov. 13 | Open house