

Leaders and career practitioners gather to focus on meaningful career experiences for students

Chinook's Edge is organized and excited about another year of connecting students with meaningful careers.

#CESDCareerConnections

Administrators and educators from all of the division's high schools came together recently to continue work on supporting career pathways for high school students, specifically ensuring students are successful as they participate in dual credit learning, work integrated learning and transition to post-secondary career training.

Career counselors and practitioners are part of a school's team. These individuals facilitate and connect students with career-related opportunities.

Chinook's Edge students experience a high degree of success in career pathways learning, in large part, because of the support they receive in their school from the school teams.

Thanks to these teams for making a difference for students!



Chinook's Edge recognized nationally for use of Facebook as a platform for celebration

Chinook's Edge is celebrating its success on Facebook. The division's Communications Coordinator, Laurette Woodward, received a Bravo! Award from the Canadian Association of Communicators in Education, at the organization's national conference in Calgary on October 26, 2024. The award was for the division's use of Facebook at the division and school level, as a platform for celebrations.

"Laurette is incredibly passionate about celebrating the success stories that happen throughout our school division on a daily basis," says Kurt Sacher, Superintendent, Chinook's Edge.

Sacher says, "She has been very intentional as she implemented a communication strategy carefully designed to ensure that our public understands how amazing the schools are in Chinook's Edge School Division. This recognition at a national level is so well deserved knowing the time, energy and commitment Laurette has put into her work. Congratulations Laurette!"

"Thank you to every staff member who has contributed to this work," says Laurette Woodward.

"To all of our Social Media Influencers who fill our school Facebook pages with engaging and positive content, to administrators who support the work, and individual staff members who share stories, thank you!"

Woodward says, "Parents and community members are increasingly busy. Facebook is one way we can share bite-sized pieces of information, that is convenient to access, about what is happening in our schools everyday. This gives parents and community members a quick glimpse inside our schools, and it communicates in a simple way what is important to us."



Laurette Woodward received a Bravo! Award at the national Canadian Association of Communicators in Education Conference on October 26, 2024





Each school has an individual that collects content to share on Facebook. The division calls this role a “social media influencer”. The photo includes social media influencers gathered in September 2023.

“We want families to feel connected with schools. As they see the small daily learning opportunities like a fun run in the fall leaves, a butterfly release just before summer, learning about the letter ‘c’ in kindergarten, or students who are experiencing a meaningful taste of a career, or as we showcase bigger achievements in schools such as a provincial championship, a national conference being hosted, or a graduation event, we are all more connected with each other,” says Woodward.

“By celebrating the small and big moments in our schools, we are strengthening the connection between families and our schools,” says Woodward.

Because not everyone is on social media, schools and the division continue to share important messages using more than one platform. Facebook is one tool that the division chose to use, based on Canadian and local data that indicates about 70 per cent of parents and community members are on Facebook, and that it is the most used of all the social media platforms.

Woodward says schools are seeing an increase in the number of people who are seeing posts, engaging with the content, and following school pages. The division’s Facebook page has also seen significant growth over the past two years.

“Also, we are hearing from parents and staff members who are appreciating the increased awareness of all the good that is happening,” says Woodward.

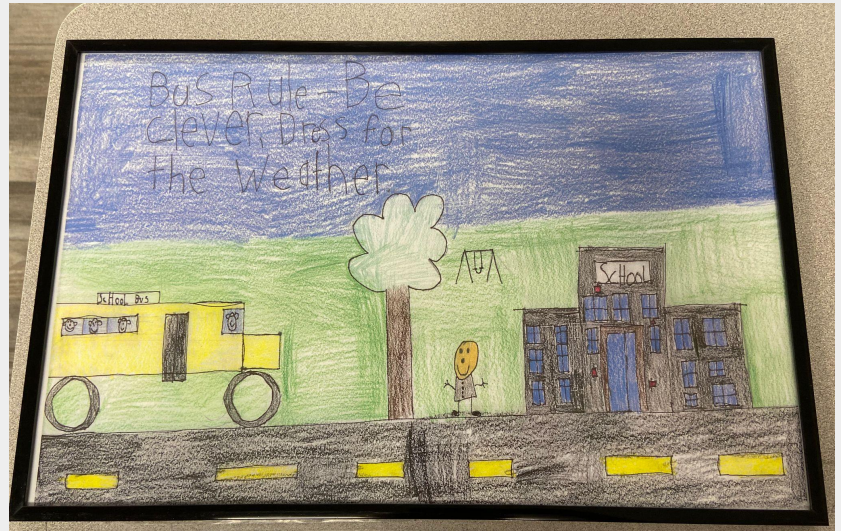
“Staff members say they like knowing more about each other’s work, and parents are telling us they appreciate seeing what their children are learning and doing at school.”

Follow Chinook’s Edge on Facebook [HERE](#).



School bus safety poster competition winning entries

Congratulations to seven Chinook's Edge students who produced winning entries in the school bus safety poster contest. A winning entry from each grade is selected in Chinook's Edge, and submitted to the provincial level. Each winner receives a framed copy of their poster and \$25 cash. Also, the seven students are entered into a draw. Dayne N. won a free field trip for her class at Ecole Olds Elementary this year. This year's theme: "Be Clever, Dress for the Weather"



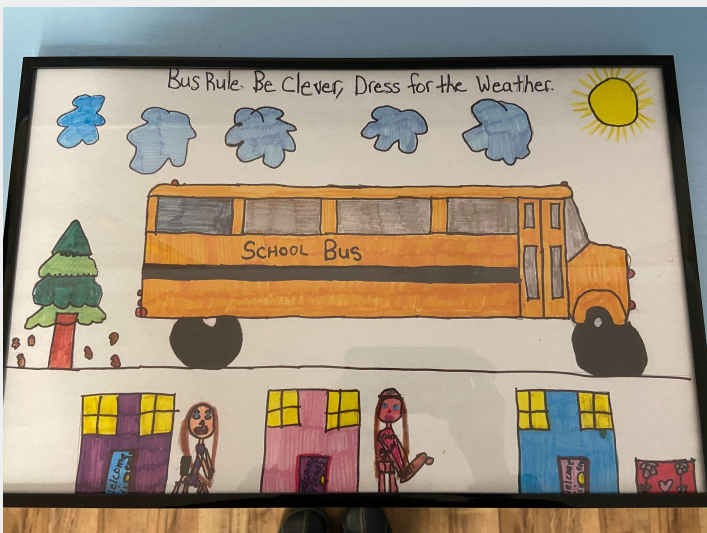
Artwork by Joel H., a Grade 2 student from Rainbow Colony



Dayne N., a Grade 1 student from Ecole Olds Elementary School, with Transportation Director Corinne Varga



Easton M. a Grade 3 student from Beacon Hill Elementary School in Sylvan Lake



Artwork completed by Naomi H., a Grade 5 student from Pine Hill Colony School



