

Goal 3: Promote and strengthen partnerships and community engagement

- **Measure 4:** There will be an increase in positive media coverage of school and regional initiatives at the local level.

2013-2014:

- CKBW's South Shore Sunday Morning
 - Staff and board members have participated in radio interviews regarding accomplishments of the board.
- Lighthouse Publishing attends SSRSB public elected board meetings
- Board Meeting minutes which are available on the SSRSB website

2014-2015:

- Number of articles as tracked through media monitoring. Approximately 70 positive school related articles were covered by local media over the past year. All articles were captured on Twitter, Facebook and the website.

2014-2015 continued:

- 9 CKBW's South Shore Sunday Morning Interviews continued from 2013-2014
- SSRSB meeting minutes, agendas, policies, by-laws, audited financial statements, business plans and strategic plan are all available on the SSRSB website.
- The SSRSB has a new website, with a user friendly platform. Weekly views reach anywhere from 3,000 to 15,000 views.
- School websites are all accessible through the new SSRSB website.
- Board Meeting minutes which are available on the SSRSB website



2014-2015 continued:

- The SSRSB has a new Facebook page with approximately 1,800 followers. These numbers have doubled from one year ago. Weekly posts reach anywhere from 5,000 to 35,000 people. There are currently 19 schools in the region actively using Facebook.
- The SSRSB Twitter account has approximately 2,800 followers. These numbers have doubled from one year ago. There are currently 21 schools in the region actively using Twitter.
- The Superintendent has an active Twitter account and actively supports schools through this account.

