



## Communication Plan

**Objective and Audience:** to provide the Medicine Hat community, other school districts, local and provincial organizations, and local and provincial post-secondary organizations with information about the success and “best practices” of CAPE Charter school.

### **Key Messages:**

- \* CAPE is meeting the needs of its students according to the terms of its Charter.
- \* CAPE students are achieving their individual goals of academic and personal excellence.
- \* CAPE students are successful.
- \* CAPE students complete high school in three years.
- \* A large number of CAPE students enter post-secondary education.
- \* CAPE students are prepared for the world of work, and for lifelong learning.
- \* CAPE students model the characteristics of active citizenship.

### **Action Plan**

CAPE will utilize the following avenues to share its effective practices and successes:

1. Students are involved within the community and organize fundraisers in support of community, provincial and global charitable organizations.
2. Students are featured in the media as guests on local TV and special broadcasts whenever the opportunity arises. The Administration and/or Board of CAPE School also continue to support and grant interviews about CAPE and Charter Schools in general to local, provincial and national news agencies, upon request.
3. Student works are published in various contexts including contest publications, the school website and the annual Student Showcase.
4. Maintenance of the CAPE website. [www.capeisgreat.org](http://www.capeisgreat.org)
5. Information sessions held in conjunction with registrations.
6. Open houses held yearly and the community is invited in conjunction with the CAPE School Science Fair or Heritage Fair or the Easter break.
7. Staff, students, parents and community focus groups to gather feedback and share information.
8. Use of the local media to advertised “CAPE Successes”.
9. Staff participation in Teachers Convention, TAAPCS conferences, or other professional initiatives.
10. Teacher Professional Learning Plans/Action Research published on the CAPE website.
11. Publications in CASS Connection and CASSA Leaders & Learners, and any other medium whenever possible.
11. Community representation on the CAPE Board and Finance Committee, and CAPE School Council.

12. CAPE maintains strong collaborative partnerships with organizations and groups.
13. Hosting of practicum students from the Medicine Hat College Teacher Preparation and Teacher Assistant Program, Nursing Program, and/or Office Management Program.
14. CAPE is a member of The Association of Alberta Public Charter Schools (TAAPCS).
15. Hard copies of the Annual Education Report and Education Plans are made available to all local and provincial groups that are stakeholders in education, including community groups, upon request.