

## GETTING YOUR MESSAGE OUT



**Community Voice**  
Getting Your Message Out

Our latest Division Dispatch, [Getting Your Message Out](#), provides a toolkit that will help trustees and school boards share positive stories about today's public schools, with a focus on the role school boards play in making good schools better. The eight short clips offer practical advice on a wide range of communication topics, such as working with both traditional and social media. Several segments touch on the importance of focusing and refining communications through the development of key messages and elevator speeches. Others examine the importance of networks as part of an effective communications strategy, and the impact that day-to-day operations can have on more formal communications efforts.

You can view either the complete video (25 minutes), or individual segments (3-4 minutes each). Content is also available in [text format](#), and we have included [additional resources](#) and [discussion questions](#) that will help boards examine and assess their own efforts at getting their message out. All videos and related materials can be accessed from our [Division Dispatches—Community Voice](#) page.

And one final note—a special thank you to the eight trustee “volunteers” who lent their voices and faces to this project. We sincerely appreciate their assistance!

## LEARNING OPPORTUNITIES



Our annual [Learning Opportunities calendar](#) was distributed in last week's divisional e-mail. This resource will help trustees and boards plan for the upcoming year by providing an overview of conferences, workshops and other learning opportunities that may be of interest. It also includes preliminary program and registration information, where available, and links to relevant websites. Upcoming events include:

- the association's fall regional meetings at locations across the province from October 21 to 28, which will include information sessions on several emerging school-related issues;
- our November 17 workshop with Marc Kuly on [Telling Stories About Schools: Building Public Support](#) (registration info coming soon); and
- several [MERN](#) events, including that organization's Fall Forum on November 3 in Brandon, which focuses on learners at the centre.

Our on-line calendar contains the most up-to-date details about these and other events, so visit our website often!

## NEW FROM THE DEPARTMENT

In August, Manitoba Education and Training released [Supporting Transgender and Gender Diverse Students in Manitoba Schools](#). This new document will support schools and school divisions in fulfilling a shared responsibility to promote the dignity, respect, and equity of transgender and gender diverse students in safe, caring, and inclusive schools and learning environments. The document provides guiding principles, an overview of legal and policy developments in Manitoba, information about trans and gender diverse identities, guidelines for working with trans and gender diverse students, and information about trans and gender diverse support services in Manitoba and Canada. The department will be hosting half-day information sessions on this topic in Winnipeg on October 12. The [registration form](#) for these sessions is available online.



## JUST FOR STUDENTS

The [First Page](#) is a brand new creative writing challenge for students in Grades 7 to 12, created by CBC Books. The challenge is intriguing: write the first page of a book (300-400 words) set 150 years in the future, with the protagonist facing an issue that's topical today and setting the scene for how it's all playing out in a century and a half. The deadline for submissions is November 30, 2017.



Applications are now being accepted for the 2018 [Horatio Alger Scholarships](#). The Horatio Alger Association of Canada provides \$650,000 annually in need-based scholarships (up to \$10,000 each) for deserving students in their terminal year of high school.

## JUST A REMINDER

Annual membership forms were distributed to all school divisions in last week's divisional email. Please return the completed forms to [Jennifer Esau](#) as soon as possible after your inaugural meeting, so we can ensure our records are up-to-date. Thank you.



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