

Abbotsford School District

How One Growing Canadian School District Increased Engagement



20,000
student families
reached

47
schools in
district

2X Engagement
in community
strategic planning

Increased
awareness in over
1.5K residents

OVERVIEW

With over 20,000 culturally diverse students across 46 schools (and a 47th soon to open), the communications team at Abbotsford School District in British Columbia, Canada, sought a tool to help streamline and increase impact to their communications efforts.

SITUATION

Located in the Fraser Valley of British Columbia, Canada, the Abbotsford School District found itself struggling to maintain a consistent approach to engaging the families of over 20,000 students in their 46 schools. As they prepared to open the first new school in 10 years, they looked for a tool to help reduce the time and effort to increase engagement around common issues such as neighborhood catchment boundary maps for enrollment, Stuckart said.

SOLUTION

The centralized platform approach of EngagementHQ appealed to their needs. Creating unique projects and pages for consultation and providing a clear timeline of questions and public board meeting updates made it easier for families to ask questions either at live meetings or online, and district staff to better gauge opinions with targeted questions.

RESULTS

Since implementing EngagementHQ, the ability to centralize information and integrate it closely with feedback opportunities has resulted in significant impact. The 24/7 availability of the Abbotsford District hub led to more participation in numerous projects, from both families and employees. EngagementHQ also helped increase participation in recent budget and strategy planning consultations, showing the continued potential to change how, when, and where engagement could occur on district issues.

MUST HAVE SOLUTION

EngagementHQ

“ Nothing really can beat that face-to-face connection sometimes. But our online platform ultimately allowed us to provide a space to have dialogue 24/7 throughout the day. It didn't matter what time of day it was.”

- Kayla Stuckart, Abbotsford School District Manager of Communications