

2021

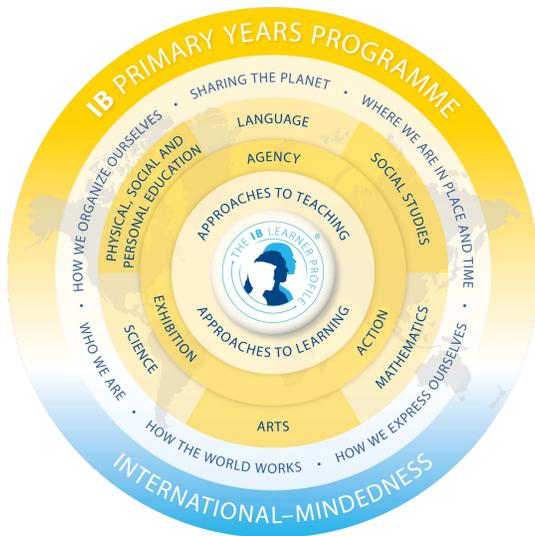
Community Outreach August 2021



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Educating our next generation of learners is more than just creating a space to learn literacy and numeracy. After all, this is the 21st century, a different era, with a new breed of children equipped with unprecedented access to technological advancements. Technology enables almost anything they want to know right at their fingertips. As a result, traditional learning proves inadequate. These children need school leaders and a school community that strategically prepares young minds intellectually (IQ) and socially (EQ) into the new frontier.

Calgary International Academy envisions learning not in a 2D flat surface of theoretical knowledge aspects but in a 360-degree approach giving each student practical applications to individual innate talents. Through integrating STEM or STEAM (Science, Technology, Engineering, Arts, & Math) concepts with provincial educational standards (Alberta Program of Studies) and IB PYP (International Baccalaureate Primary Years Programme). The school aims to produce students empowered to be innovators in chosen fields, leaders in our communities, and the driving force of our future generations.



Science • Technology • Engineering • Arts • Mathematics



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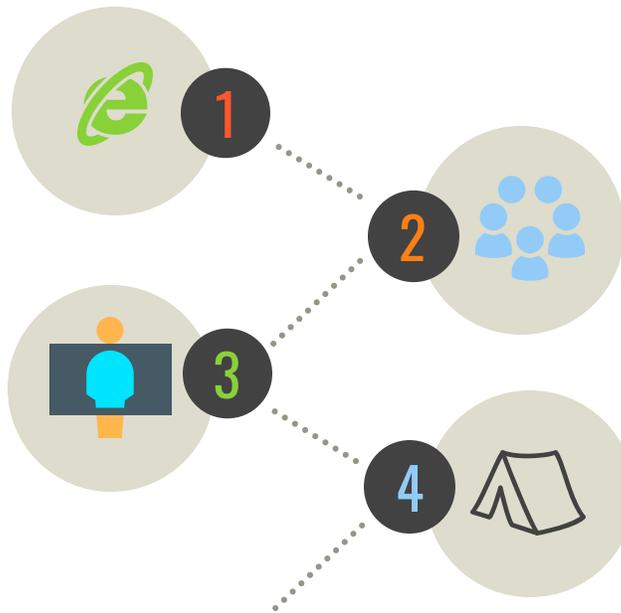


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After a whole year in At-Home Learning during the pandemic in 2020, the school reopened its doors in the new address at 1248 Livingston Way NE. Using the following platforms to engage the community and announce its return, the school resumed yearly STEAM Camps, re-engaging parents, children, and the whole community, to the unique educational programming appropriate for the 21st century.

1. ONLINE

Updated information about the K-4 school in the Livingston Hub, [1248 Livingston Way NE](#) was communicated using the schools website and social media platforms (i.e. Facebook, Google Ads).



2. LIVINGSTON HOA

Livingston HOA's monthly newsletter in **July and Aug 2021** included an announcement about the school's presence in the community, especially the offering of K-4 educational programming.

3. OUTDOOR ADVERTISING

Mini-billboards from Curbex Media outlining the schools information and ways to register are placed in **Livingston** and **Nolan Hill** areas. Portable road signs are placed in the NE communities and outdoor banners are placed in front of the HOA building for additional visibility.

4. SUMMER CAMPS

Yearly **STEAM Camps** for the summer (July-Aug).

Theme: *Ask like a Scientist, Design & Build like an Engineer, Imagine & Create like an Artist, and Play like a KID.*



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The school started booking tours in the week of the 9th of August to meet with families and children, to discuss educational needs in the community.

Results

Registered Students

As of Aug. 13, 2021
we achieved 1/3 of
capacity.



Almost Every FAMILY

wants Grade Levels
to be extended to
Grade 6 in 2022.

3 in 5

Families
expressed delayed
learning in CBE

CONTACT INFORMATION

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