

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Annual Operating Plan

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Don Myhre

Primary ACA staff on this project: Don Myhre, Elize Uniat

Partnerships: N/A

Key Findings

The publication is designed and produced each year in both print and electronic format with linked navigation. Data accuracy is of prime concern prior to release.

Introduction

The Annual Operating Plan (AOP) informs Albertans, our stakeholders and partners about the projects we are undertaking during the fiscal year and how we are directing revenue to our various program areas.

Methods

The Communications team's role is to coordinate content from the various other program areas and make sure it is provided in time so that ACA can meet its deadlines. We edit, design, proof, print copies as required and post the AOP on our website at the start of the new fiscal year once the ACA Board of Directors has approved it.

Results

The 2014/15 AOP was provided to the Board in a timely fashion for approval, and posted at the beginning of the new fiscal year.

Conclusions

The AOP is a valuable tool for ACA as it helps us maintain focus and align our yearly projects with our long-term Strategic Business Plan. It is also important for stakeholders and the public because it provides them with information about our work and how we are spending the money we receive each year from levies, partnerships, and donations.

Communications

Annual Operating Plan 2014/15