

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Internal Communications Needs

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Ken Kranrod

Primary ACA staff on project: Don Myhre, Ariana Tourneur, Budd Erickson, Elize Uniat, Colin Eyo

Partnerships: N/A

Key Findings

Effective communication is an integral part of our operations and fundamental to ensuring our stakeholders and followers are informed, and hopefully in some cases engaged, with our programming. This includes proactively informing people and organizations about upcoming opportunities such as events or volunteering, or being responsible in sharing results and information from completed projects or initiatives.

Introduction

Internal Communications Needs provides support to the President & CEO, Human Resources, and Business Development, as well as the Wildlife, Fisheries and Land Management resource programs. We work with program managers, regional managers and project leads to ensure our programs and projects are well represented in publications, on the web, and through social media.

Methods

We work closely with program managers and regional managers to identify and pre-approve program communications needs as well as ensure all programs and projects are represented appropriately. Some of this work includes providing technical support for preparation of reports and other print media, developing key communications materials to ensure appropriate branding and messaging (e.g., media releases, presentations, poster templates etc.), sign development and production, as well as coordinating the design and placement of advertising messages and materials. This work is accomplished through a combination of internal staff and out-sourced services.

Results

Internal Communications Needs supported ACA operations in the past year including:

- Messages from ACA President & CEO
- Media/press releases
- Online job postings (seasonal and permanent positions)
- Marketing/promotional materials (print, imagery, presentations)
- Lake aeration notices
- Stocking notices
- Hay tender ads

- Project-specific banner ads, posters and related materials
- Report Series publications

Conclusions

Communications has become an important, if not essential, component to ACA's overall operations as well as to any program or project. Sharing of information on a continual basis and in an effective manner allows us to maintain quality relations with our stakeholders, other organizations, the business community and ESRD.