

Alberta Conservation Association 2016/17 Project Summary Report

Project Name: Internal Communications Needs

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on project:

Charmaine Brunet, Budd Erickson, Colin Eyo, Don Myhre and Kelley Stark

Partnerships: N/A

Key Findings

- Provided all planned and approved communications needs and addressed unforeseen needs.
- Posted seasonal jobs online.
- Coordinated and facilitated support for program and project operations.

Introduction

Our Information, Education and Communications Program provides creative and technical services to the President & CEO, our Human Resources and Business Development teams, and our Wildlife, Fisheries and Land Management resource programs. We work with program managers, regional managers and project leads to ensure our programs and projects receive the communications materials needed for their success. This work is accomplished through a combination of internal staff and out-sourced services.

Methods

We work closely with program managers and regional managers to identify and pre-approve program communications needs, as well as to ensure all programs and projects are represented appropriately. Some of this work includes providing technical support for preparing reports and other print media, developing key communications materials to ensure appropriate branding and messaging (e.g., media releases, digital presentations, poster templates), developing and producing signage, and coordinating ACA fleet vehicle decaling.

Results

Our Information, Education and Communications team provided all planned and approved communications needs as well as addressed any unforeseen needs.

Conclusions

Developing effective internal communications is an essential component of our overall operations as well as our programs and projects. Sharing information on a continual basis and in an effective manner allows us to maintain effective relationships with our project partners, stakeholders, the business community and Alberta Environment and Parks.

Communications

- Print media
- Web
- Social media