

Alberta Conservation Association 2017/18 Project Summary Report

Project Name: Emerging Issues

Information, Education, and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project: Charmaine Brunes, Budd Erickson, Colin Eyo, Don Myhre, Kelley Stark, Laura Volkman, and Rhianna Wrubleski

Partnerships: N/A

Key Findings

- Our Information, Education, and Communications Program was able to meet all emerging needs for communications support.

Introduction

We must be able to provide communications services in support of our resource programs' planned project requirements but also to respond to communications needs that arise as projects develop. We also provide on-demand services in design, copywriting, photography, editing, print production, and digital media to ACA's executive, our Business Development and Human Resources teams, and our member groups.

Methods

Our Information, Education, and Communications Program provides on-demand services in design, copywriting, editing, photography, print production, and digital media. Our talented staff are able to respond to immediate needs, provide alternatives depending on project requirements, and coordinate vendor services to complete the requests.

Results

On-demand requests for communications support include, but are not limited to, aeration updates (social and digital media), aeration signage (print media), pheasant release site updates (social and digital media), digital presentation editing and photography, drone footage documentation, and content development for donation campaigns (print and digital media).

Conclusions

Providing in-house on-demand services in design, copywriting, editing, photography, print production, and digital media allows ACA to respond to the needs of the executive and resource programs, ultimately conveying important information to our stakeholders.

Communications

- Print media
- Website
- Social media

Samples:

- Seasonal job positions advertised with over 1,400 responses
- Ice fishing social media campaign
- Silver Sage Conservation Site five-year grazing lease advertising design and distribution
- WIN Card graduate envelopes
- Alberta Hunter Education Instructors' Association magazine ad
- Alberta Trappers' Association magazine ad
- 17 peer-reviewed publications from the University of Alberta posted on our website
- Drone regulations under review to ensure compliance