

**Alberta Conservation Association  
2018/19 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, Colin Eyo, Don Myhre, Dean Ostafichuk, Kelley Stark, and Rhianna Wrubleski

**Partnerships:** N/A

**Key Findings**

- Coordinated and facilitated support for program and project operations as required.

**Introduction**

Our Information, Education, and Communications Program provides creative and technical services to the President & CEO, Human Resources, and Business Development teams, and the Wildlife, Fisheries, and Land Management resource programs. Working with program managers, regional managers, and project leads, Communications ensures ACA programs and projects receive the media and materials needed for their success.

**Methods**

We work closely with program managers and regional managers to identify and pre-approve project 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