

Alberta Conservation Association
2019/20 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, Tara Holmwood, Mary McIntyre, Don Myhre, Kelley Stark, and Rhianna Wrubleski

Partnerships: N/A

Key Findings

The Information, Education, and Communications Program responded to emerging needs for communications support directly and/or coordinated out-of-house resources as required.

Abstract

The Information, Education, and Communications Program must be able to respond to communications needs that arise as ACA projects, partnerships, opportunities, or crises develop. Our communications team provide services in design, copywriting, photography, editing, print production, and digital media to ACA's executive, Business Development and Human Resources teams, plus our member groups. On-demand requests for communications support include, but are not limited to, aeration updates (social and digital media), pheasant release site updates (social and digital media), digital presentation editing and photography, drone footage documentation, and member group website support.

Introduction

The Information, Education, and Communications Program must be able to respond to communications needs that arise as ACA projects, partnerships, opportunities or crises 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. 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), pheasant release site updates (social and digital media), digital presentation editing and photography, drone footage documentation, and website support for member groups.

Conclusions

Providing in-house, on-demand services in communications—design, copywriting, editing, photography, print production, and digital media—allows ACA to respond to the needs of the executive, resource programs, and unforeseen opportunities in a timely manner.

Communications

- Print media
- Website
- Social media

Samples:

- Seasonal job positions advertised with over 700 responses

- Ice fishing social media campaign
- Update online pheasant chicks purchasing system
- Website support for AFGA
- Grants promotional advertising in *Alberta Views*
- Posting peer-reviewed publications on ACA's website
- GPS Goose Tracking web page