

Alberta Conservation Association
2020/21 Project Summary Report

Project Name: Stakeholder Communications

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project: Charmaine Brunet, Budd Erickson, Colin Eyo, Don Myhre, and Rhianna Wrubleski

Partnerships: N/A

Key Findings

- Northern Wild Sheep and Goat Conference online registration and updates
- Wild Sheep Foundation of Alberta website restructure/staff training (WSFAB.org)
- Capital Power website support and pheasant hunter registration
- Muir Lake signage – Northern Lights Fly Fishers Trout Unlimited Canada
- Nature Alberta – Living on the Waterfront promotion

Abstract

To foster positive business relationships and partnerships in conservation sectors, ACA promotes projects and events for our stakeholders and member groups whenever possible. This support might appear as a feature article in *Conservation Magazine*, a post on social media, or a design for a conservation site sign. In addition, ACA provides member group support in their media platforms where needed and as resources allow.

Introduction

To foster positive business relationships and partnerships in conservation sectors, Alberta Conservation Association (ACA) promotes projects and events for our stakeholders and member

groups whenever possible. This support might appear as a feature article in *Conservation Magazine*, a post on social media, or a design for a conservation site sign. In addition, ACA provides member group support in their media platforms where needed and as resources allow.

Methods

The Information, Education, and Communications Program is able to provide creative and tech services related to visual communications and social media, such as design, copywriting, digital design, editing, and industry-standard print media production.

Results

Requests from stakeholders are carefully considered and, whenever possible, included in our ongoing work in progress in order to build positive business relationships and further ACA's mission and vision.

Conclusions

Good working relationships with our stakeholders and member groups are fostered through collaboration and cooperation.

Communications

- Print media
- Web media
- Social media