

**Alberta Conservation Association  
2021/22 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 Brunes, Colin Eyo, Tara Holmwood, and Don Myhre

**Partnerships**

Not applicable

**Key Findings**

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

**Abstract**

The 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, this team ensures ACA programs and projects receive the media and materials needed for their success.

**Introduction**

The 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, this team ensures Alberta Conservation Association (ACA) programs and projects receive the media and materials needed for their success.

## **Methods**

The team works 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, developing and producing signage, and coordinating ACA fleet vehicle decaling.

## **Results**

The Information, Education, and Communications team provided all planned and approved communications needs and also addressed any unforeseen needs.

## **Conclusions**

Developing effective internal communications is an essential component of our overall operations as well as our programs and projects.

## **Communications**



- Print media
- Web
- Social media

## **Literature Cited**

Not applicable

# Photos

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*All decals are the same size as previous trucks*


Quantity: 1  
Description: 2022 Toyota Tundra Crew Cab  
Material: D1180C Vinyl with Gloss Laminat

THIS IS NOT TO BE USED AS AN ACCURATE COLOR PROOF

First proof and one revision included in quote. Additional changes charged @ \$95.00 per hour.

Sales: Darcy Designer: Melody

Docket: 14679 Rev0: \_\_\_\_\_  
Customer: Alberta Conservation \_\_\_\_\_  
Contact: \_\_\_\_\_  
Date: February 8, 2021 \_\_\_\_\_  
Approved:  Approved with changes:  New proof required with changes:  \_\_\_\_\_  
Signature



Ph: (780) 420-1267  
Fax: (780) 428-6710

Photo 1. Sample quote for a truck decal. Photo: ACA