

**Alberta Conservation Association
2021/22 Project Summary Report**

Project Name: Stakeholder Communications

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on project: Charmaine Brunes, Budd Erickson, Colin Eyo, Tara Holmwood, and Don Myhre

Partnerships

Not applicable

Key Findings

- Wild Sheep Foundation of Alberta website restructure /staff training (WSFAB.org).

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*, social media support, or web/media support and training.

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*, social media support, or web/media support and training.

Methods

The Information, Education, and Communications Program can provide creative and technological 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.

This year, we provided support to Wild Sheep Foundation of Alberta to help them restructure their website (WSFAB.org) and train their staff to maintain it as well as on-site signage support for Northern Lights Fly Fishers at Muir Lake.

Conclusions

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

Communications

Not applicable

Photos



Photo 1. A collage of on-site signs at Muir Lake. Photo: ACA