

2019

COMMUNICATIONS OPERATIONAL PLAN



PREPARED BY
HAILEY GISH, COMMUNICATIONS COORDINATOR



TABLE OF

CONTENTS

3	INTRODUCTION
4	BIG PICTURE
5	STAKEHOLDERS
6	COMMUNICATION METHODS
7	OUR PROCESS
8	VISION, MISSION
9	VALUES
10	EVALUATION
12	STRATEGIES AND ACTIONS
16	CONTACT US



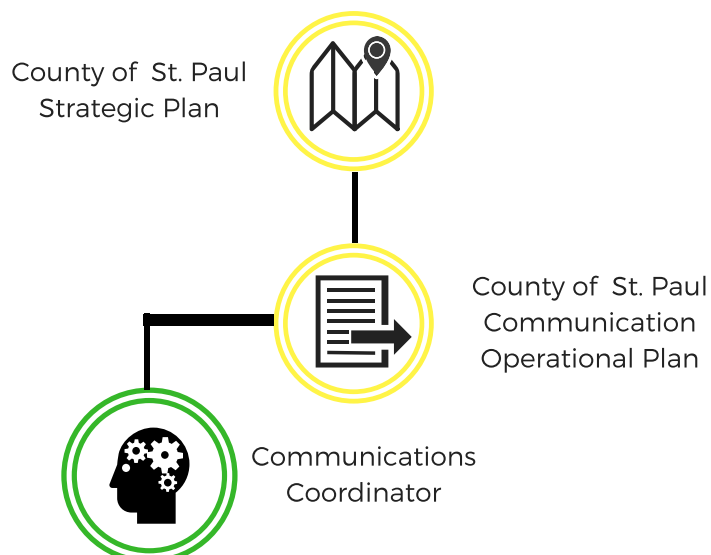
INTRODUCTION

The purpose of this plan is to establish the County's attention to the importance of high quality, consistent and reliable communications.

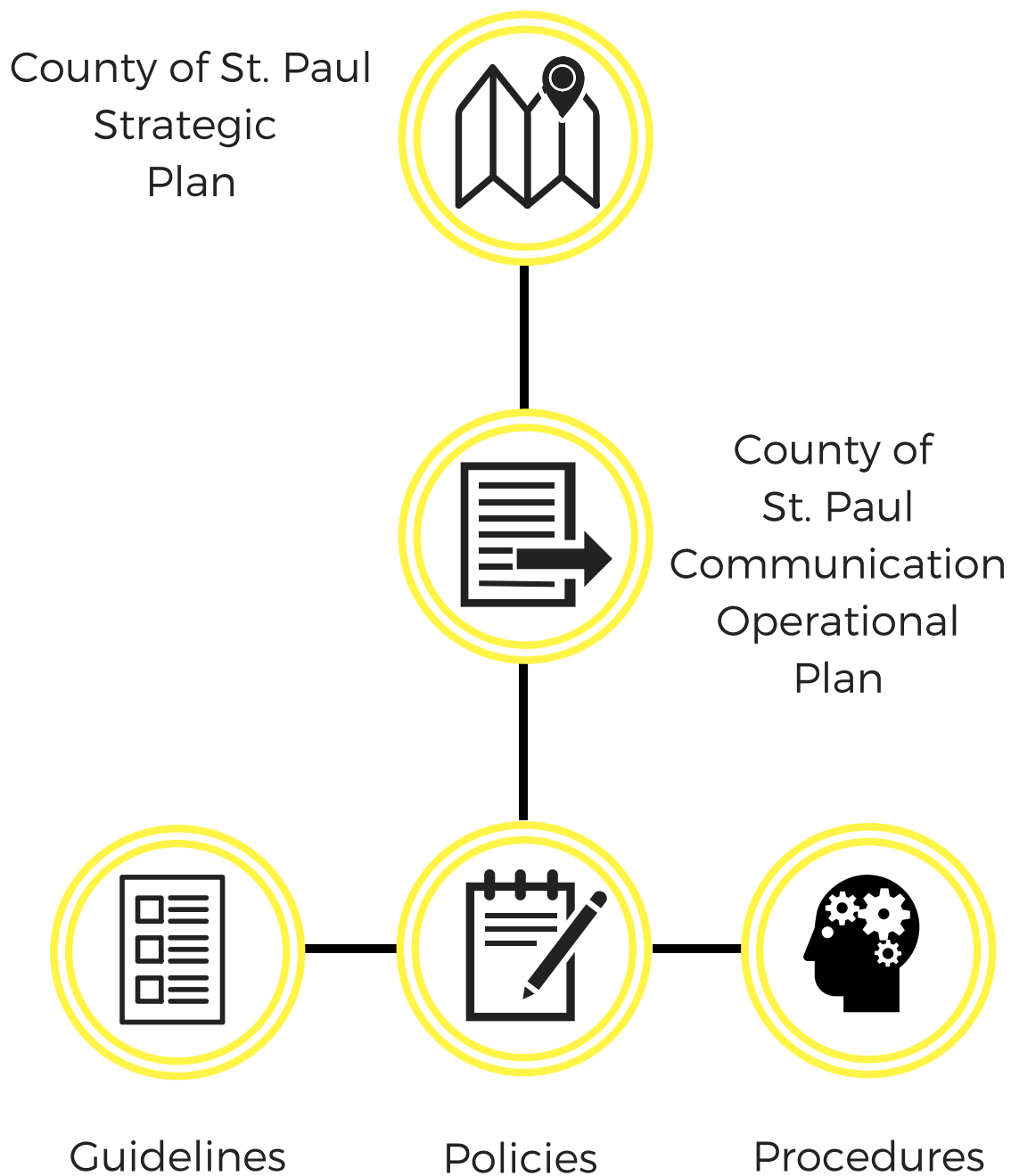
This plan emphasizes the goals of communications with the public, industry, business, consultants, other municipalities and internal staff, and outlines how the County will achieve. The Communications Plan is aligned with the County of St. Paul Strategic Plan and will be evaluated and reviewed annually.

The Communications Coordinator conducted an analysis from May to July 2018 of the County's current communications techniques. From the results of this analysis, the County had the opportunity to improve in both internal and external communication strategies. This Communications plan is a compilation of the strategies and actions that the County will use to become more effective in communicating overall.

COMMUNICATIONS OVERVIEW



BIG PICTURE



OUR STAKEHOLDERS



Permanent Residents, Temporary Residents, Visitors, Seasonal Residents, and Landowners.



The County works in partnership with our rural and urban neighbors.



County of St. Paul council includes the reeve, and six councilors that represent the six districts within our municipality.



The County employs up to about 100 people located in the administrative office and the public works office and shop.



Agriculture Producers, Industry, Contractors and Small Business.



The County is surrounded by First Nation and Metis Settlements including: Good Fish, White Fish, Fishing Lake, Puskiakinwenin, Unipouheos, Kehewin, and Saddle Lake



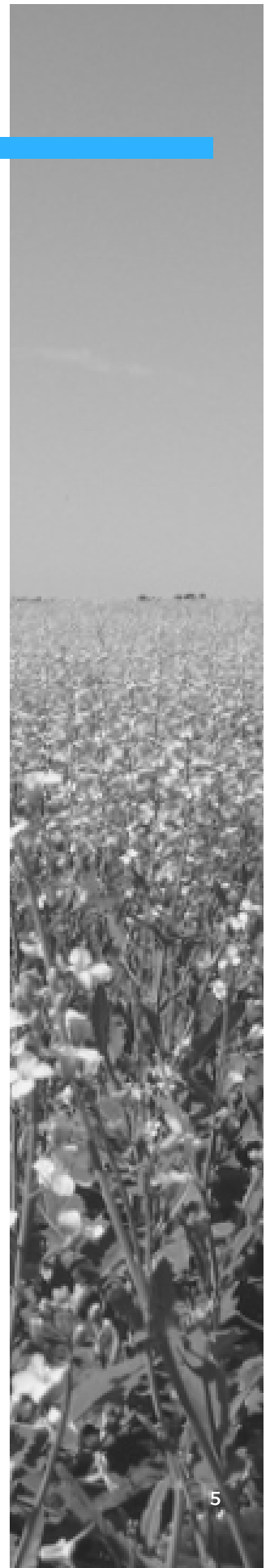
Students, Educators and Community volunteers.



The administrative office is also home to Family and Community Support Services and Alberta HUB.



Media: St. Paul Journal, Elk Point review, Lakeland Connect and Newcap Broadcasting.



AN OVERVIEW

COMMUNICATION METHODS

TRADITIONAL

- Word of mouth, phone calls and text messages.
- Newspapers, journals, magazines, annual newsletters, letters, brochures, press releases.
- Radio and broadcasting advertisements.
- Public hearings and Annual General Meetings.

ONLINE

- County Website.
- Social Media sites.
- Videos.
- Email.



PARTICIPATION

- Meetings and group discussions.
- Conferences, demonstrations, workshops, events and engagement sessions.

AN OVERVIEW OF **OUR PROCESS**



MISSION

**To create
desirable rural
experiences**

VISION

**The leader in
rural success**

The background image is a photograph of a rural landscape. In the foreground, there is a field of tall, dry, golden-brown grass. A light-colored cow is visible in the lower-left foreground, looking towards the camera. In the middle ground, there are several other cows grazing. In the background, a large, black, cylindrical industrial tank with several vertical pipes or chimneys is visible against a clear blue sky with some light clouds.

VALUES

1. Community at the Core

2. Accountability in Action

3. Lead and Succeed

4. Unwavering Integrity

5. Innovate to Elevate

OUR VALUES

COMMUNITY at the Core

Meaning: Community and people are top-of-mind in everything we do. We build relationships, work together and support our neighbors.

Leads us to: Donate to local causes. Partner with neighboring municipalities. Develop and promote volunteer & social programs.

ACCOUNTABILITY in Action

Meaning: We are reliable, consistent, accessible and informative. We take responsibility and understand that we must answer to the public. Follow through is expected and delivered upon.

Leads us to: Develop strategic and communications plans. Provide council minutes which are easily accessible. Host public engagement opportunities in the community.

LEAD and Succeed

Meaning: Empowering people and creating positive environments which foster success. We work together to inspire & influence others. Create together, achieve together, and share in success together.

Leads us to: Engage in team building. Share successful plans, policies and other assets with partners.

Unwavering INTEGRITY

Meaning: Doing the right things for the right reasons. Open and honest communication. Taking actions that generate trust. Decisions are based around people and creating a better life for all.

Leads us to: Communications planning. Build reporting measures.

INNOVATE to Elevate

Meaning: Thinking outside the box and proactively solving problems. Seeking continuous improvement and fostering growth. Actively looking for innovative ways to excel and enhance services to stakeholders.

Leads us to: Complete an economic development needs analysis. Provide professional development opportunities. Complete physical renovations. Implement new technology. Provide ways for public and internal input. 10

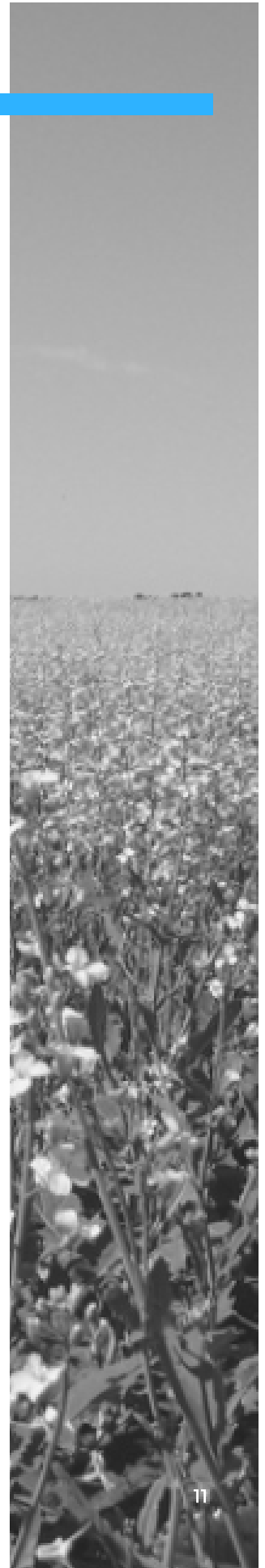
EVALUATION

The County will include a summary of overall progress in implementing the plan based on the evaluation data collected using the strategic planning tool: SMART goals.

S.M.A.R.T. is the acronym used to develop measurable goals for an organization. This means that each goal, action or objective should be: Specific, Measurable, Achievable, Relevant, and Time – Bound.

This tool is helpful when planning ahead, and each action item should demonstrate alignment with the overarching mission, vision, values and goals of the organization.

Each description of the action will follow these criteria and if an action item does not meet at least four out of five of the requirements, it may need to be reconsidered.

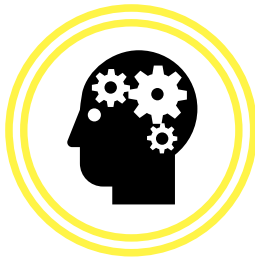


SMART GOALS



Specific:

The action item is detailed, and answers the questions: who, what, where, when, why? And describes the results of the product. To ensure that an objective is specific, is to make it observable. Observable means that anyone can see or hear about the action being done.



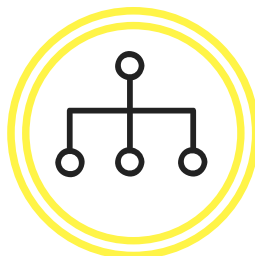
Measurable:

The action item will describe how the County will know it has met expectations. And defines the objective using assessable tools, terms and standards. An objective with a quantity measurement uses terms of amount, percentages, etc. For example, a frequency measurement could be daily, weekly, 1 in 3. Or, an objective with a quality measurement would be done through a SWOT analysis, to assess the strengths, weaknesses, opportunities, and threats.



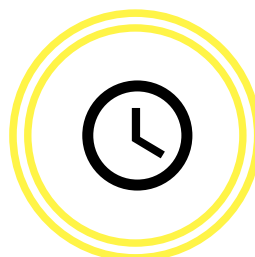
Achievable:

The action item answers the questions: "Can the person do it?" "Can the measurable objective be achieved by the person?" "Do they have the experience, knowledge or capability of fulfilling the expectation?"



Relevant:

The action item description answers the questions, "should it be done?" and "why?" and is the objective aligned with the County Communication Plan and the County Strategic Plan?



Time Bound:

Time-bound answers the question, "when will it be done?" It refers to the fact that an objective has end points and check points built into an achievable time frame.

ACTION PLAN - 2019

COMMUNICATIONS

Strategy	Action	Quarterly Reporting	Evaluation
Strategy 1.1 Improve and expand online communications methods to create a user-friendly digital experience for everyone.	<ul style="list-style-type: none"> • Create and sustain social media accounts – Facebook, Twitter, Instagram, LinkedIn, and Snapchat. • Conduct an Request For Proposal for new website host and consultant. • Generate videos on how to use certain tools that are free and accessible on multiple sites. • Create guidelines for the use of social media as a feedback tool. 		
Strategy 1.2 Improve how we disseminate information through traditional print methods of communication.	<ul style="list-style-type: none"> • Proactively plan what information the County will broadcast through the radio and local newspapers, calendars, newsletters, journals. • Create writing style guide for staff and provide training. 		
Strategy 1.3 Improve participatory methods of communication.	<ul style="list-style-type: none"> • Train appropriate staff on methods of engagement and participation. • Create and advertise public feedback system online. • increase participants at Public events, and AGM. 		
Strategy 1.4 Proactively plan ahead to improve County communications with the public.	<ul style="list-style-type: none"> • Advertise the County's communication guidelines and policies. • Generate a County marketing/ promotional key messages calendar of all services that we provide and the relevant information on how we provide them. 		

ACTION PLAN - 2019

COMMUNICATIONS

Strategy	Action	Quarterly Reporting	Evaluation
Strategy 1.5 Increase number of people attending events, online followers, and people we engage with in general.	<ul style="list-style-type: none"> Educate public why it is important to attend an open house or engagement workshop. Communicate through all channels of communication to ensure public awareness of programming and events. 		
Strategy 1.6 Create policies related to our communications methods.	<ul style="list-style-type: none"> Create a social media policy. Create a crisis communication policy. Create privacy policies related to online terms of use. 		
Strategy 1.7 Rebrand and modernize the County communication style for the organization.	<ul style="list-style-type: none"> Hire a consultant to assess and make recommendations to change our brand identity. Develop style guidelines out of re-branding that fit print, online and participatory communication methods. Design new marketing materials to be distributed widely and used at appropriate events. 		
Strategy 1.8 Put staff in place to ensure longevity of communications department.	<ul style="list-style-type: none"> Hire a permanent, full time communications staff member after Intern contract is over. License appropriate programs for staff member's use. 		

ACTION PLAN - 2019

COMMUNICATIONS

Strategy	Action	Quarterly Reporting	Evaluation
<p>Strategy 1.9</p> <p>Ensure all County departments are supported with quality, timely and effective Communication.</p>	<ul style="list-style-type: none"> • Increase public awareness of our community services, agriculture services (LARA workshops), Fire Smart program and Fire prevention week, winter maintenance and services through promotions and marketing. • Host events related to parks, waste management, • Support development of online campsite booking system. • Conduct a public engagement survey with public regarding parks. • Add information about community services and public works to marketing calendar. • Improve signage at camp sites • Communicate effectively about 1) invasive and noxious weeds 2) pests 3) dog control 4) rental equipment. • Begin a newsletter for public about ASB. • Communicate progress on asset management plans to Council and public. • Implement concern/complaint tracking system that creates efficient ways to complete tasks. • Be proactive in providing advanced notice of road work to residents. • Create educational videos about public works services and issues. • Create writing and branding style guide and provide training for staff. 		

NEED MORE INFORMATION?

CONTACT US

STEVE UPHAM, REEVE

EMAIL: supham@county.stpaul.ab.ca

SHEILA KITZ, CHIEF ADMINISTRATIVE OFFICER

EMAIL: skitz@county.stpaul.ab.ca

HAILEY GISH, COMMUNICATIONS COORDINATOR

EMAIL: hgish@county.stpaul.ab.ca

COUNTY OFFICE

ADDRESS:

5015 - 49 Avenue, St. Paul, Alberta T0A 3A4 CANADA

PHONE: 780- 645-3301

WEBSITE: www.county.stpaul.ab.ca

FIND US ON SOCIAL MEDIA

