

2018 Business Plan: Communications Services

1. WHO ARE WE: DEPARTMENT OVERVIEW

- Communications Services provides open, transparent and meaningful communication and engagement with the community. This is accomplished by providing a variety of services to internal departments to ensure residents, businesses, community groups, and all County stakeholders receive and understand the information they need.
- Additionally, Communications Services supports the provision of internal communications support.
- Services include:
 - Media relations
 - Website administration, development, and training
 - Intranet administration and development
 - Graphic design
 - Intergovernmental relations
 - Advertising
 - Brochures and newsletters
 - Corporate identification
 - Promotion and publicity
 - Special events
 - Staff communication training
 - Social media administration
 - Quarterly newsletter (Parkland Communicator)
 - Community communications

2. RECENT ACHIEVEMENTS

2.1 Website Redesign and Launch

- Parkland County launched its new website in 2016, located at www.parklandcounty.com. Along with an improved visual design, changes have been made to the site-wide navigation to help residents find the information they need with greater ease.
- Along with the reorganization of information, the new website includes a new search functionality, a redesigned calendar that allows for public submissions, and a comprehensive business directory that includes businesses all across the tri-municipal area.
- This project was a significant undertaking for both Communications and all contributing departments.
- Communications, with assistance from Enforcement Services, has added lost and found pets to the website.

2.2 Intranet Redesign

- MyParkland, Parkland County's Intranet, was officially launched in early 2017.
- MyParkland can be accessed off site by simply going to my.parklandcounty.com and entering your Parkland County credentials

2.3 Graphic Design

- Over the past year, Communications Services has provided Graphic Design services to various departments across Parkland County
- Major projects designed by the department include the Long-Term Strategic Plan and the Annual Financial Report.

- This has resulted in cost-savings and faster turnaround times in the design of key documents.

2.4 Resident and Business Priorities Surveys

- Communications Services and Corporate Planning worked to develop Resident and Business Priorities surveys in late-2016 and early 2017.
- The surveys asked residents and businesses to provide feedback on matters including quality of life, community identity, customer service, public engagement and more. The primary purpose of the research was to ensure County priorities are in line with those of our ratepayers.
- The residents' survey was conducted both via telephone and online and gathered information from nearly 500 residents. 168 businesses completed the business survey

2.5 Strategic Communication Services and Organizational Support

- Communications Services has provided support for additional projects and activities including public engagement, economic diversification, Acheson addressing and intergovernmental relations.

3. OPPORTUNITIES AND CHALLENGES

3.1 Resource Constraints

- Communications services staff currently provide support both internally and externally and often times perform work outside of their job descriptions. This can result in having to reprioritize important projects and activities.
- Throughout 2017 and 2018, Communications services will be reviewing its policies, processes, and procedures and developing a work plan to identify key roles, responsibilities, projects, and tasks.
- Communications will be expected to support key economic diversification activities, specifically the economic diversification marketing initiative and a branding strategy.

3.2 Provincial Political Climate

- The recent changes to Alberta's political climate and its continued evolution will affect intergovernmental affairs requirements.

4. LINKS TO PLANS AND STUDIES

Communications Services links to major plans, as all have a communications component. These plans include the Strategic Plan, the Customer Service Strategy, the Municipal Development Plan, and the Integrated Community Sustainability Plan.

5. KEY PERFORMANCE INDICATORS

- Number of Subscribers and Followers on Social Media
- Website visits
- Website bounce rate

6. PROGRAMS AND SERVICES

- Communication coordination
- Media relations
- Public Engagement Coordination
- Communicator Production
- Welcome package
- Photography
- Hosting Events

- Speaking notes
- Intergovernmental Affairs
- Newspaper
- Website
- Social Media
- Intranet

7. KEY AREAS OF FOCUS, PROJECTS AND INITIATIVES FOR 2018

	Title	Summary	Target Start Date and Completion Date (l.e. Sept 2018-Sept 2019)
1	Welcome to Parkland County Booklet Redesign and update	The Welcome booklet is sent to all new residents to the County and provides valuable information on rural living. It contains Council information and requires an update after the election.	November 2017 – February 2018
2	Annual Report	Design of the annual report	April 2018 – June 2018
3	Department Support	Provide ongoing communications support as outlined in the business plan above. Requests can be ad hoc and are impossible to predict at this time.	Ongoing
4	State of the County	Prepare speech and presentation for Mayor's annual state of the County address.	December 2017- February 2018
5	Economic Diversification Marketing (led by Economic Diversification)	Support the economic diversification marketing initiative, specifically by providing expertise and input, and supporting a future branding strategy.	Ongoing