

Communications Nova Scotia

Business Plan 2006–07

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Message from the Minister

As Minister responsible for Communications Nova Scotia, I am pleased to present the CNS business plan for the fiscal year 2006 - 2007.

CNS is a professional agency that provides a comprehensive range of communications services that benefit all government departments, agencies and commissions.

Our government is proud that the management and staff at CNS continue to provide consistently high quality services at a reasonable cost to the taxpayer. It is a measure of our confidence that government has added responsibility for managing Nova Scotia's Brand initiative to the agency's plate.

This business plan sets forth an ambitious and important agenda for the agency. I am confident of its success.

Honourable Barry Barnett

Communications Nova Scotia

Communications Nova Scotia (CNS) is the central communications agency for the government of Nova Scotia. CNS was formed in 1996 and includes communications planning and support as well as production services. CNS employs 105 staff (103.1 FTE), some located in the central office (for communications planning and production) and some directly within government departments and agencies as communications directors, advisors, and officers.

Mission

To help the citizens of Nova Scotia understand what their government is doing and why.

Planning Context

Virtually every provincial government initiative or issue is supported in one way or another – often in a multitude of ways – by Communications Nova Scotia. Departments and agencies look to CNS for strategic plans and web sites, event management and posters. Soup to nuts.

This year, however, the agency's role expanded, when CNS was charged with managing and delivering an entire government program: Nova Scotia's Brand initiative. Now that we've got our mitts on it, Brand is plunging forward with the brassy vigour of a full-corps marching band. A multi-media (radio, television, billboard and print) advertising campaign, augmented with "pride of place" feature articles, is inspiring large audiences at home, while a fresh, focussed effort is underway to mobilize a phalanx of private and public sector partners.

And that's just for starters. In the coming year, Brand will expand beyond our provincial borders to trumpet Nova Scotia's attributes to the world! (Well, at least parts of the world.)

Brand constitutes a significant new responsibility for CNS. We've set up a Brand office which has tentacles reaching down every corridor and into every corner of our own operations, as well as to other government agencies and outside contractors and partners. Brand has come to life.

This new business arrives at a propitious time. A major restructuring of our production and administration areas has been completed and is beginning to pay dividends. Creative collaboration between work groups is increasing while the management of projects improves. The introduction of a corporate information system will enable staff in print, design, advertising, internet and other business areas to track the progress of jobs from beginning to end through a central source. This will lead to even better efficiencies.

The environment in which we work values – in fact, demands – accountability, and our clients look to CNS not just for good advice and artful brochures, but for demonstrable bang for the buck. We will continue to make progress in evaluating communications projects. And we will

maintain our high level of commitment to staff development through a heavy investment in training and performance appraisals of everyone.

The velocity of evolution is a variable thing and at CNS, we tend to favour a pace of change that is somewhere close to full-throttle. Over the coming months, various work teams will grapple with challenges that include increasing diversity within our workforce, improving collaboration with government and external partners, creating a healthier work place and a climate that is even more conducive to creativity and intelligent risk-taking.

All of these efforts spring from a strategic planning exercise which led to a vision for Communications Nova Scotia.

By 2010, to be the most innovative communications organization in Canada. We are recognized as the most effective in reaching our audiences and have the most fulfilled staff.

We're on our way.

Strategic Goals

- Communicate government initiatives and decisions to Nova Scotian audiences.
- Provide the highest quality and best-value communications products and services to government.
- Make communications an integral part of all business in government.
- Promote Nova Scotia within the province and throughout the world through the Brand Nova Scotia initiative. This is a new strategic goal for Communications Nova Scotia.

Core Business Areas

Communications Planning

Provide staff to work directly in departments providing advice and assistance with issues management, media relations, event management, writing, editing, and promotion.

Production

Provide various communications services to government departments in the areas of advertising, graphic design, multimedia, photography, printing, production management, video, web.

Priorities

Communicate government actions to Nova Scotian audiences.

- Develop and carry out communications plans for all significant government initiatives, so that the people who have an interest in those initiatives know about them.
- Co-ordinate communications planning, so that Nova Scotians continue to hear coherent and consistent messages from government.
- Improve French language capacity so that government can speak to Francophone audiences in their preferred language.
- Develop and implement a Business Continuity Plan

Provide the highest quality and best-value communications products and services to government.

- Continue to plan and invest in the professional development of staff.
- Invest in a healthy and productive staff through the development of a comprehensive wellness program.
- Focus on hiring more people from under-represented groups, when filling vacancies and when engaging contractors from the private sector, in order to promote diversity.
- Complete the implementation of a new corporate project tracking and billing system.
- Continue to obtain the best value from service providers by streamlining the standing offer process for professional communication services.
- Redesign the government intranet site to improve collaboration and sharing of information among government employees.

Make communications an integral part of all business in government.

- Continue to participate in senior management teams of all government departments.
- Continue to participate in corporate forums (e.g., Legislative Committee)

Promote Nova Scotia within the province and throughout the world through the Brand Nova Scotia initiative.

- Increase awareness of Brand attributes in key arenas.
- Work with Treasury and Policy Board to develop and test a Brand Nova Scotia policy framework throughout government.

Budget Context

Communications Nova Scotia			
	2005–2006 Estimate	2005–2006 Forecast	2006–2007 Estimate
	\$ Thousands	\$ Thousands	\$ Thousands
Total Program Expenses – Gross Current	15,107	16,963	18,822
Net Program Expenses – Net of Recoveries	4,091	3,988	7,385
Salaries and Benefits	6,704	6,793	7,218

Outcomes and Measures

Strategic Goal 1:

Communicate government initiatives and decisions to Nova Scotian audiences

Outcome	Measure	Data	Target 2006–07	Strategies to Achieve Target
<p>Target audiences will be aware of the initiatives undertaken and decisions made by government.</p>	<p>Quantitative and qualitative assessments of media coverage, including the percentage of stories in which government messages accurately appear; stakeholder feedback; hits to web sites; polling data of communications programs for significant government initiatives.</p>	<p>Not available</p>	<p>From a sample of communications programs, collect base-line data for the following:</p> <ul style="list-style-type: none"> - % media coverage which contain accurate government messages - % increase in hits to relevant government web site(s) following an announcement - % of specific target audiences (who are surveyed) who report awareness of the government’s initiative, program or position 	<ul style="list-style-type: none"> • develop and implement communications plans for all significant government initiatives • schedule and co-ordinate communications initiatives to ensure the greatest impact • improve evaluation of select communications initiatives • Plan (with SNS) the translation of priority areas of the government website • develop a business continuity plan to ensure continuation of service

Strategic Goal 2:

Provide the highest quality and best-value communications products and services to government

Outcome	Measure	Data	Target 2006–07	Strategies to Achieve Target
Government departments and agencies receive high quality communications products at the best possible value	Overall customer satisfaction survey regular job-completion surveys	Overall score of 4.4 (of a possible 5.0) on Customer Satisfaction Survey completed by The Marketing Clinic in February, 2003	maintain a satisfaction level of 4.4 or higher	<ul style="list-style-type: none"> • continue to support managers and facilitate effective internal communications within departments and across government • increase awareness of CNS as a career option among under-represented groups through a community outreach program. • continue to provide strategic and timely advice to ministers and senior management • implement a plan to streamline the standing offer process for accessing communications services and products • continue to apply in-house expertise to evaluation of communications products and services contracted from freelance suppliers • embrace and promote a healthy workplace through education, awareness, and by adopting and implementing healthy workplace initiatives as identified in the PSC’s Healthy Workplace Strategy

Strategic Goal 3:

Make communications an integral part of all business in government

Outcome	Measure	Data	Target 2006–07	Strategies to Achieve Target
All government initiatives benefit from early communications support made by government.	Percentage of cabinet documents accompanied by a communications plan Deputy minister confidence in the benefit of early involvement of CNS in departmental or corporate initiatives	not available not available	99% Score of 4.5 out of 5 in a survey of deputies on their understanding of and commitment to the importance of early involvement of CNS in departmental or corporate initiatives	<ul style="list-style-type: none">• continue to provide timely and strategic advice to Ministers and senior managers• continued participation in department senior management teams• continued participation in corporate forums, such as Focus, the weekly Planning Meeting, Legislative Committee etc.• improve client education program• continue presentations to the Management Orientation Program and other corporate audiences

Strategic Goal 4:

Promote Nova Scotia within the province and throughout the world through the Brand Nova Scotia initiative

Outcome	Measure	Data	Target 2006–07	Strategies to Achieve Target
Target audiences will recognize Nova Scotia as an excellent place in which to live, work, invest, play, receive an education, and visit.	Perception research	Perception study completed in 2004	Increase of up to 3% over the baseline	<ul style="list-style-type: none">• expand Pride of Place campaign throughout the rest of Canada and in other key markets• Establish formal terms of reference for advisory groups• Work with TPB to develop and test a Brand Nova Scotia policy framework throughout government