



# Communications Nova Scotia

## Statement of Mandate

*For the Fiscal Year 2013-2014*

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## **Message from the Minister**

We all know that government programs and services can only be successful if they are accessible to the people they are designed to serve. As the full service communications agency of government, Communications Nova Scotia's job is to promote and explain the many programs, policies, and decisions of the provincial government and many of its agencies, boards, and commissions.

I am proud to lead this agency, which is made up of a team of skilled and creative professionals who advise senior tables of government, and develop strategies and tools to effectively engage and inform Nova Scotians.

Communications Nova Scotia is an active partner in every major initiative undertaken by government, and in all the day-to-day work that Nova Scotians depend on. Whether you fill out a form, apply for support, check out a government website, or view an ad, the people at CNS play a role in bringing it to life, from concept to completion.

The Agency continues to challenge itself to grow and evolve, as demonstrated in its goals for this year. I fully endorse its plan and am confident in the Agency's ability to deliver on it as outlined in this Statement of Mandate for 2013-2014.

Hon. Marilyn More  
Minister, Communications Nova Scotia

## **Message from the Deputy Minister**

I am pleased to present the Communications Nova Scotia Statement of Mandate for 2013-2014.

As a Deputy Minister, it is rewarding to be responsible for an agency that is so involved and enthusiastic about its work, and so committed to its mission– to help Nova Scotians understand what their government is doing and why.

The Agency has proven to be responsive to the demands of its clients and key audiences, as it applies creative and resourceful services and sound professional advice to deliver an array of successful services, from traditional advertising and print products, to leading-edge design and new media production. In fact, CNS has received the highest form of praise; it has become a model for communications services for other provincial governments.

During 2013-2014, the agency will continue an important initiative it launched last year to improve its structure, services, and processes to allow it to better serve its clients and Nova Scotia taxpayers. In the previous fiscal year the project progressed through the research and planning stages, and started implementation. This year the agency will complete this roll out.

I support the direction of the Agency and am confident in its ability to meet the performance objectives outlined in this plan.

David Darrow  
Deputy Minister, Communications Nova Scotia

## **Mandate**

Communications Nova Scotia manages and delivers communication services ensuring issues are thoroughly reviewed, communication goals are met, and the policies and actions of government are clearly communicated to Nova Scotians.

## **CNS Mission**

To help Nova Scotians understand what our government is doing and why.

## **CNS Vision**

CNS is respected as the most effective and innovative communications organization in Canada and as having the most fulfilled staff.

## **Government Priorities**

Communications Nova Scotia has built its 2013-2014 plan to support government in achieving each of its three priorities.

### **1. Provide better health care for you and your family.**

CNS is a key player in the development and distribution of vital information regarding health and wellness services. This year it will continue to support Better Care Sooner through enhanced awareness and education around Collaborative Emergency Centres, 811, and 911 services, along with many other unique programs.

### **2. Create good jobs and grow the economy.**

The services of CNS are vital to ensuring key audiences are aware of government initiatives and opportunities designed to support the growth and development of new and expanding businesses across all sectors. CNS will use the baseline study in 2010-11 for jobsHere to develop marketing strategies to promote the strategy both within and outside the province.

### **3. Get back to balance and ensure government lives within its means.**

As a central agency, CNS continues to bring savings to all of its clients by scheduling and coordinating communications, advertising, and marketing activities to ensure the greatest value and impact. At the same time, it continues to meet its own budget targets, reducing spending on communications planning and administration.

**Core Business:**

Provide well-managed and coordinated strategic communications to government.

Provide central delivery and knowledgeable procurement of communications services.

Optimize communications opportunities and efficiently manage communications challenges.

Goal 1	Measures	Base Year Data	Targets	Actions
<p><b>Communicate government core priorities and initiatives to key audiences in a consistent manner to improve engagement, collaboration, education, and involvement</b></p>	<p>Polling data of key initiatives will demonstrate audience understanding and/or acceptance of government programs</p> <p>Tracking of social media will demonstrate positive to neutral reaction to key initiatives</p> <p>Demonstrate use of innovative and creative tools to support key corporate priorities</p> <p>Demonstrate effective use of inter-agency teams to support critical situations and/or core priorities</p> <p>Tracking and reporting of online behaviour for key initiatives</p>		<p>Better Care Sooner</p> <p>jobsHere</p> <p>Tracking of web traffic, reporting &amp; analysis for priority govt web sites/pages</p>	<p>Develop and implement communications and marketing plans for all significant government priorities and initiatives</p> <p>Support and facilitate internal communications across government</p> <p>Explore and expand use of new and innovative tools to improve outreach to key audiences</p> <p>Increase use and effectiveness of online tools</p> <p>Implement a media relations database</p> <p>Roll out of new social media monitoring platform</p> <p>Implementation of Google Analytics on priority govt web sites/pages</p> <p>Planning based on evidence and research</p>

Goal 2	Measures	Base Year Data	Targets	Actions
<p><b>Provide the highest quality, best value, and environmentally sustainable communications products and services</b></p>	<p>Key initiatives will come in on or under budget</p> <p>Satisfaction levels from job completion and vendor surveys will be maintained or improved</p> <p>Result of Forest Sustainability Council audit</p> <p>Accessibility of government products and services will continue to expand</p> <p>Career development plans are supported and implemented</p>	<p>2013 understanding of role and scope of CNS</p>	<p>Better Care Sooner</p> <p>Jobshere</p> <p>Set baseline for job completion surveys</p> <p>Set baseline for vendor satisfaction</p> <p>Queens Printer will maintain accreditation through the Forest Sustainability Council</p> <p>Media survey will demonstrate increase in satisfaction with quality and timeliness of media</p>	<p>Provide effective and efficient support to clients to ensure successful implementation of communications and marketing plans</p> <p>Continue to provide excellent central delivery and knowledgeable procurement of communications services</p> <p>Continue to raise awareness and encourage selection of environmentally friendly communications products and solutions</p> <p>Pilot accessibility solutions related to government web sites and online documents</p> <p>Improve access to education for corporate communications policies, procedures and guidelines</p>



	Improve service delivery to news organizations		relations	<p>Support continuing professional development of staff across the agency</p> <p>Implement the Media Relations Advisor initiative</p> <p>Apply improved project management to ensure early and effective support for key initiatives</p>
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Goal 3	Measures	Base Year Data	Targets	Actions
<b>Evolve the Nova Scotia brand and enhance the effectiveness of marketing efforts across government</b>	<p>Tools such as Omnibus survey, Atlantic Quarterly, and focus groups</p> <p>Research results from targeted campaigns</p>		<p>Better Care Sooner</p> <p>jobsHere</p> <p>Tourism Campaign</p> <p>Budget 2013-14</p>	<p>Conduct audits and evaluations of key marketing campaigns</p> <p>Update the VIP standards manual and communicate to key audiences</p> <p>Implement a brand plan to support all government marketing activities</p> <p>Develop and apply advertising standards and guidelines to ensure quality and consistency</p>

Goal 4	Measures	Base Year Data	Targets	Actions
<p><b>Evolve the CNS structure, services, and processes based on best practices, collaboration, and innovation</b></p>	<p>Results from employee surveys</p> <p>Results from client surveys</p> <p>Staff across the agency are engaged in project teams and working groups to support the agency's evolution</p>	<p>2011-12</p>	<p>Engagement levels</p> <p>Satisfaction levels</p> <p>% of staff participating in G2G</p> <p>Managers meeting performance targets</p>	<p>Continue phased implementation of G2G action plan</p> <p>Complete the skills inventory and begin applying it to agency planning, and employee career planning and professional development</p>

## 6.0 Budget Context

<b>Communications Nova Scotia</b>			
	<b>2012-2013</b>	<b>2012-2013</b>	<b>2013-2014</b>
	<b>Estimate</b>	<b>Forecast</b>	<b>Estimate</b>
<b>Program &amp; Service Area</b>	<b>(\$thousands)</b>	<b>(\$thousands)</b>	<b>(\$thousands)</b>
<b>Gross Departmental Expenses:</b>			
Office of the Assistant Chief Executive Officer	1,819	2,042	1,829 <sup>1</sup>
Client Services	229	227	238
Communications Planning	935	471	684 <sup>2</sup>
Communications Services	2,304	2,219	2,268
Marketing	3,929	4,257	3,789 <sup>3</sup>
<b>Total Gross Departmental Expenses</b>	<b>9,216</b>	<b>9,216</b>	<b>8,808</b>
<b>Additional Information:</b>			
Ordinary Recoveries	392	426	392
<b>Provincial Funded Staff (FTEs)</b>			
	107.8	114.1	107.8

1. Communications Support has been moved and is now within the Office of the Assistant Chief Executive Officer Division. 2012/13 Estimate & Forecast and 2013/14 Estimate have been adjusted to reflect this change.
2. Communications Support has been moved out of the Communications Planning Division. 2012/13 Estimate & Forecast and 2013/14 Estimate have been adjusted to reflect this change.
3. Communications Technology has been moved and is now within the Marketing Division. 2012/13 Estimate & Forecast and 2013/14 Estimate have been adjusted to reflect this change.