

***Communications Nova Scotia***

***Statement of Mandate***

***2014-2015***

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## Message from the Minister

As government's full service communications agency, Communications Nova Scotia's (CNS) mission is to help Nova Scotians understand what their government is doing and why. We know that government programs and services are only successful if they are accessible to the people they are designed to serve.

New legislation, policy, and guidelines passed in the fall will help ensure departments and offices use CNS services; ensure advertising is non-partisan; and hold Ministers accountable for communications services procured outside of CNS.

The year ahead will feature better coordination across departments/offices; consistency of standards in communications products and services; and better value for money for Nova Scotia taxpayers.

CNS staff are skilled and creative professionals whose advice and support help government communicate to Nova Scotians regardless of where they live or how they choose to get their information. In the next year, the agency will continue to meet and adapt to the challenges and opportunities facing our province, and will look for new and exciting ways to engage with Nova Scotians.

I am confident in the agency's ability to deliver on its plan as outlined in this Statement of Mandate for 2014-2015.



Hon. Andrew Younger  
Minister, Communications Nova Scotia



Tracey Taweel  
Associate Deputy Minister, Communications Nova Scotia

## **Mandate/Mission/Vision**

### **Communications Nova Scotia's 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.

### **Mission**

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

### **Vision**

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

## **Strategic Outcomes/Government Priorities/Performance Measures**

Communications Nova Scotia is a key player in the development and distribution of vital information about the priorities, programs and services of government. The services CNS offers help to ensure Nova Scotians are aware of government initiatives and opportunities available to them.

The following strategic outcomes will guide the agency's work in 2014-2015.

### **Strategic Outcome 1**

Nova Scotians are aware of government priorities, programs and services and how to access them.

### **Strategic Outcome 2**

Government departments and offices are compliant with and aware of policies and guidelines under the legislated authority of CNS.

### **Strategic Outcome 3**

Effective delivery of communications and marketing expertise to government.

## ***Performance Measures***

### **Strategic Outcome 1**

Nova Scotians are aware of government priorities, programs and services and how to access them.

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Awareness scores and research results on identified government priorities and programs	Spring 2014	Results collected throughout the fiscal year will show increased awareness of government programs and services and how to access them, compared to baseline set in early 2014.	n/a (baseline set in Spring 2014)	Use most appropriate research methodology to gauge awareness of key government priorities with target audiences, including but not limited to omnibus, surveys, focus groups, etc.
Appropriate web analytics measures on identified government priority sites	Spring 2014	Increased quality web traffic to identified key government priority sites	Google Analytics from 2013-2014	<p>Google Analytics on priority sites</p> <p>Determine informed, quality measures on identified priority sites</p> <p>Establish reporting mechanisms</p>

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
<p>Increased engagement with Nova Scotians on government social media platforms</p>	<p>2014 Social Media survey results</p> <ul style="list-style-type: none"> <li>• 89% of respondents expect gov't to be responsive on social media</li> <li>• Only about 32% believe government is meeting that expectation</li> <li>• 25% believe government to be unresponsive</li> </ul>	<p>Increased level of engagement reported by users of government social media platforms</p>	<p>n/a (baseline set in February 2014)</p>	<p>Develop and implement social media strategy</p>

**Outcome 2**

Government departments and offices are compliant with and aware of policies and guidelines under the legislated authority of CNS.

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Results of government-wide Client Satisfaction Survey	<p>2010 Client Satisfaction Survey Results</p> <ul style="list-style-type: none"> <li>57% clients reported being "somewhat knowledgeable" about CNS products and services</li> <li>32% said "not very knowledgeable"</li> <li>6% "not at all" knowledgeable</li> </ul>	<p>Increase in awareness of products and services</p> <p>Baseline of awareness of policies and guidelines under the legislated authority of CNS</p>	n/a	Survey delivered to representative sample of government clients

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Number of exemptions granted for using unique identifier vs government Visual Identity Program (VIP)	2014-2015		n/a	Finalize and implement VIP standards

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Percentage of departmental advertising booked through CNS	2014-2015	100% advertising booked through CNS	n/a	<p>Implementation of advertising policy</p> <p>Table first advertising annual report in the House of Assembly</p>



**Outcome 3**  
Effective delivery of communications and marketing expertise to government.

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Results of government-wide 2014 Client Satisfaction Survey	<p>2010 Client Satisfaction Survey results:</p> <ul style="list-style-type: none"> <li>51% of clients were very satisfied with overall quality of client service provided by CNS; 32% were somewhat satisfied</li> <li>24% of clients reported an issue with a CNS product or service, most often related to: <ul style="list-style-type: none"> <li>timeliness of work (42%)</li> <li>communications (30%)</li> <li>quality of work (21%)</li> </ul> </li> </ul> <p>Biggest drivers to increase client satisfaction:</p> <ul style="list-style-type: none"> <li>regular updates on project status</li> <li>up to date information</li> <li>value for money</li> </ul>	% increase on key measures	<p>2010</p> <p>2014/2015 - tbd</p>	Survey delivered to representative sample of government departments

## Budget Context

<b>Communications Nova Scotia</b>			
	<b>2013-2014</b>	<b>2013-2014</b>	<b>2014-2015</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 Deputy Minister	1829	2086	1907
Client Services	238	441	503
Communications Planning	684	672	574
Communication Services	2268	1677	1346
Marketing	3789	3102	3162
<b>Total Gross Departmental Expenses</b>	<b>8808</b>	<b>7978</b>	<b>7492</b>
<b>Additional Information:</b>			
<b>Ordinary Recoveries</b>	<b>392</b>	<b>529</b>	<b>392</b>
<b>Provincial Funded Staff (FTEs)</b>	<b>107.8</b>	<b>120.0</b>	<b>97.8</b>

**Note:**

**Estimates/Forecasts:** All estimates/forecasts should be rounded to the nearest thousand.

**FTE's for Departments:** Rounding should follow what appears in 1.1 of the Estimates book.

**FTE's for PSO's:** In accordance with what appears in the Nova Scotia Estimates Supplementary Detail, all FTE information should be rounded to the nearest tenth.