

Communications Nova Scotia
2010–2011 Statement of Mandate

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1. Message from the Deputy Minister

I am pleased to present the Communications Nova Scotia Statement of Mandate for the fiscal year 2010–2011.

Communications Nova Scotia's mandate is to help Nova Scotians understand what their government is doing and why. This year, the Agency will expand its communications channels using more social media tools and becoming further involved in citizen and public engagement. Additionally, an increased emphasis will be placed on marketing Nova Scotia including its primary industries and in branding the province and government with a unified look and feel. Like all government departments and agencies, Communications Nova Scotia will also continue to seek ways to increase efficiencies and to ensure decisions are always made in the best interest of taxpayers.

Communications Nova Scotia will continue to offer a wide array of services, and strategic communication support and advice across government. I am confident the Agency has the capacity to deliver this mandate and I fully support the goals and objectives as outlined within this plan.

Greg Keefe
Deputy Minister, Communications Nova Scotia

2. 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.

3. Vision

That Communications Nova Scotia is the most innovative communications organization in Canada. We are recognized as the most effective in reaching our audiences and have the most fulfilled staff.

4. Mission

The mission of Communications Nova Scotia is to help Nova Scotians understand what their government is doing and why.

5. Performance Measures

Strategic Goal 1: Communicate government initiatives to Nova Scotian audiences				
OUTCOME	MEASURE	DATA	TARGET 2010–11	STRATEGIES to achieve target
Target audiences will be aware of the initiatives undertaken and decisions made by government.	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.	Scans of media coverage by CNS media monitoring team. Survey of media outlets across the province. Web statistics collected before and after a sample of major initiatives.	From a sample of communications programs, maintain or improve upon current levels: - 70% media coverage which contain accurate government messages. - 30% increase in hits to relevant government web site(s) following an announcement.	<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. • finalize and test various components of the business continuity plan. • complete development of guidelines around accessible websites in collaboration with the Disabled Persons Commission. • visit news organizations around the province to assess and enhance service delivery and further develop relationships. • develop and implement technical and editorial processes for social media releases to enhance service to media and the public. • make fuller and more frequent use of social media in order to broaden and better serve audiences and enhance service delivery to media. • acquire approval of a corporate social media policy and employee terms of use guidelines; and communicate these materials to government staff. • develop editorial guidelines and a training package to assist communicators and other government staff in the effective use of social media. • launch and maintain a blog feature on the government's main web page and additional other social media features as appropriate.
Frequency and effectiveness of social media use in government communications will be improved.	Number of posts by staff on government-hosted and outside originator blogs and other social media vehicles. Number and quality of responses to government-initiated social media ventures.	Since use of social media is a new function in government, 2010–2011 will be used to collect baseline data.		

Strategic Goal 2: Provide the highest-quality, best-value, and environmentally sustainable communications products and services to government.				
OUTCOME	MEASURE	DATA	TARGET 2010–11	STRATEGIES to achieve target
Government departments and agencies receive high quality communications products at the best possible value.	Overall customer satisfaction survey.	Customer Satisfaction Survey conducted in 2006 by the Marketing Clinic established a baseline of 4.4 out of a possible 5. A new survey will be completed early in the 2010–2011 fiscal year.	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. • continue to increase awareness of CNS as a career option among under-represented groups. • continue to provide strategic and timely advice to ministers and senior management. • continue to apply in-house expertise to evaluation of communications products and services contracted from freelance suppliers. • conduct client service survey. • continue to support staff through ongoing professional development, wellness and staff recognition programs. • create baseline data for measuring environmentally sustainable print jobs at Queen’s Printer. • raise awareness of environmentally friendly products and solutions with clients and encourage their selection.

Strategic Goal 3: Improve the co-ordination and effectiveness of government marketing efforts, including those involving primary industries.

OUTCOME	MEASURE	DATA	TARGET 2010–11	STRATEGIES to achieve target
Government marketing efforts are more effective — particularly those involving primary industries.	Nova Scotia government has an integrated marketing strategy which reflects the priority areas of government.	No government-wide strategy currently exists.	Develop a pan-government marketing strategy.	<ul style="list-style-type: none"> • Develop options for the consideration of government in achieving the strategic goal. • Conduct brand/communications audit of Come to life. • Lead development of marketing strategy for implementation in late 2010/11.

Strategic Goal 4: Make communications an integral part of all business in government

OUTCOME	MEASURE	DATA	TARGET 2010–11	STRATEGIES to achieve target
<p>All government initiatives benefit from early communications support made by government.</p>	<p>Percentage of cabinet documents accompanied by a communications plan.</p> <p>Deputy Minister confidence in the benefit of early involvement of CNS in departmental or corporate initiatives.</p>	<p>95% +</p> <p>Last survey scored 4.964</p>	<p>Greater than 95%</p> <p>Score of at least 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.</p>	<ul style="list-style-type: none"> • Continue to provide timely and strategic advice to Ministers and senior managers. • Continue participation in department senior management teams. • Continue 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 5: Promote Nova Scotia and its many success stories and attributes within the province and throughout the world through Nova Scotia *Come to life*.

OUTCOME	MEASURE	DATA	TARGET 2010–11	STRATEGIES to achieve target
Target audiences will receive a more consistent have a more positive perception of Nova Scotia and will recognize the province's key attributes and many successes.	Follow up perception research was completed for Ottawa, Toronto, Boston and other Atlantic Provinces in 2007 and that research showed improvements in many areas.	Perception research was carried out in 2004 and 2007, and March 2010.	An overall improvement of 3% greater than the 2007 results.	<ul style="list-style-type: none"> • Targeted media campaigns and communications in the target markets for Nova Scotia <i>Come to life</i>. • Building stronger relationships and understanding of the brand among government departments and existing <i>Come to life</i> charter members to ensure understanding of roles and responsibilities. • CNS will begin to develop and implement a brand action plan based on the evaluation and audit of the <i>Come to life</i> brand in March 2010. • CNS will develop and implement a tracking system for government departments and their use of the brand. This will be used as a baseline. • CNS will develop and implement to ensure the private sector understands the <i>Come to life</i> brand. • CNS will host at least two charter signings within the province to allow for new members to join.
Target Audiences will receive more consistent messages about Nova Scotia.	Usage of the brand by government departments and agencies.	Not currently available.	Develop benchmark data.	
Private Sector support of Nova Scotia <i>Come to life</i> will continue to grow.	Number of charter members supporting Nova Scotia <i>Come to life</i> .	There are currently 370 charter members.	An overall 10% increase in the number of charter members supporting the brand in 2010.	

6. Financial Context and Budget

	2009–2010 Estimate	2009–2010 Forecast	2010–2011 Estimate
Program & Service Area	(\$thousands)	(\$thousands)	(\$thousands)
Program Expenses:			
Office of the Assistant Deputy Minister	1,053	1,069	1,064
Client Services	2,864	2,896	2,857
Communications Planning	2,277	1,915	2,177
Communications Services	2,137	2,292	2,198
Communications Technology	513	533	483
Total Program Expenses	8,843	8,453	8,779
Additional Information:			
Ordinary Recoveries	455	376	468
Provincial Funded Staff (FTEs)	123.0	130.8	123.0