

STRATEGIC COMMUNICATIONS PLAN 2009

CASA Board approved on December 9, 2008

Executive Summary

A communications plan is an important part of CASA's daily operations. As a living document, it frames our media activities, clarifies our priorities and identifies resource requirements. It sets strategic directions for communicating what we communicate to whom, both inside and outside of the organization. It is driven by our goals and outcomes, vision, mission, values and beliefs.

The CASA communications plan supports and contributes to CASA's core business functions and strategic directions. This CASA communications plan has also been designed to align with the communications committee's terms of reference.

An annual tactical communications plan is developed in consultation with the Communications Committee and the CASA Secretariat. It outlines the steps required to meet communications goals and the resources required to carry out the steps.

Guiding principles for communication

The CASA communications plan will be guided by the following principles:

1. Our communication efforts will focus on stakeholders and initiatives.
2. We will encourage informed dialogue between stakeholders and invite feedback wherever possible.
3. We acknowledge the diversity of opinions of our stakeholders.
4. We will use simple, easily understood language that promotes a common understanding of CASA, its goals and accomplishments.
5. We will support members in their role as communicators for CASA.
6. We will evaluate the effectiveness of our communications plans and ensure continuous improvement.
7. Communications related expenditures will be cost effective and focused on results.

Communications goals

The overall communications goals of the plan are:

1. Increase and maintain stakeholder awareness, understanding, support for, engagement and commitment to the CASA process and vision.
2. Increase Albertans' awareness and understanding of air quality in support of the CASA vision.

Communications Priorities for 2009

CASA communications utilizes an array of ongoing and specialized communications strategies, activities and tools, including the Communications Committee, Clean Air Bulletin, CASA website, performance measure #5 (degree of recognition) and various publications. CASA communications will pursue the following priorities in 2009:

Communications Goals	Priorities for 2009
Goal 1: Stakeholder Support and Engagement - Internal	Increase communication among the “CASA family” to enable board members, project teams and stakeholders to communicate more effectively among themselves and with others.
	Generate support for CASA from key decision-makers from government, industry and non-government sectors.
Goal 2: Reaching Albertans – External	Seek opportunities to increase Albertans’ awareness and understanding of air quality.
	Generate positive media coverage and awareness of CASA. Key focus areas in 2009 will be: <ul style="list-style-type: none"> • Clean Air Strategy • Ambient Monitoring Strategic Plan • Clean Air Day • Electricity Framework Review • Martha Legacy Consensus-building workshop • Indoor Air Quality Science Symposium • Priority Setting for Ambient Air Quality Objectives
	Support and enhance effective public participation within the CASA process.

Overarching Key Messages

The following key messages are the overarching messages for the organization. In addition, project teams develop key messages related to their specific project.

- 1) CASA is a dynamic multi-stakeholder partnership dedicated to improving air quality in Alberta.
 - a) At CASA, government, industry and non-government organizations work together to develop innovative solutions to complex air quality issues.
 - b) Air quality management solutions are developed by consensus.
- 2) CASA has a proven track record of success.
 - a) CASA has over a decade of leadership in addressing air quality issues.
 - b) CASA has been recognized with numerous awards for leadership in developing innovative solutions to environmental issues.
- 3) CASA works to address air quality issues effectively.
 - a) Over three-quarters of substantive recommendations are implemented within three years.
 - b) Increased commitment results when everyone agrees.

Evaluation

CASA incorporates tracking and evaluation into its communications planning process. CASA's tactical communications plan specifies measurable tactics and strategies to achieve communications goals and calculate performance measure 5, the degree of recognition of CASA. The Communications Manager and Secretariat execute CASA's communications plan and the Board's Communications Committee oversees implementation. Each year, the Board of Directors approves the strategic communications plan and receives a progress report on its implementation. Project teams may also create their own communications plans with measurable tactics and strategies.