



2022 Business Plan Communications (1011)

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building communities together

Working in partnership with communities large and small to offer local, sub-regional, and regional services to ensure that the Cariboo Chilcotin is a socially, economically, and environmentally desirable region.

Department/Function Services

The Communications Department falls within the Administrative Services function and budget and provides communication services to all departments of the Cariboo Regional District.

Business Plan - 2022 Goals

1. Develop policy and procedures for updating the website.
2. Create a communications plan explaining CRD functions and operations. Develop a community engagement/consultation strategy and build staff capacity to conduct effective public engagement processes.
3. Align department filing with new corporate records management system. Develop a system for tracking public complaints/inquiries to the CRD.
4. Develop video updates for emergency operations updates and CRD news.
5. Build communications channels with local indigenous organizations. Develop and implement an annual presentation to high school classes.
6. Evaluate the effectiveness of the 2019-2022 Corporate Communications Plan.
7. Undertake a formal, structured branding exercise.

Conclusion:

The current situation with the COVID-19 pandemic complicates many of our communications efforts, particularly those with a face-to-face component such as Board on the Road, Directors' outreach efforts, public hearings, and board meetings. At this time, flexibility, creativity, and innovation will be needed to maintain and improve our communications efforts with CRD residents. We will continue our efforts on the branding initiative, building capacity for video updates, and developing communications channels with indigenous communities in the CRD.