

Communications



Water North Coalition

2018 - 2021

Revised: October 2018

BACKGROUND

Our Mission

The Water North Coalition seeks to find and implement northern solutions to water sourcing and water challenges through advocacy, education and awareness, and recruitment, training, and retention.

Our Vision

The group seeks to ensure that sustainable water systems are available to every northern community.

Our Principles

Our group will:

- Share information on water and wastewater regulations and responsibilities.
- Work collaboratively with members and partners.
- Identify emergent workforce needs.
- Advocate for “made in the north” solutions and funding for training, education, recruitment and retention, and succession planning for municipal water/wastewater personnel.

INTRODUCTION

Internally, the WNC requires mechanisms through which to effectively vet, manage, and share information with its membership throughout the year for and between quarterly meetings. These mechanisms relate to internal communications functions.

Externally, The WNC seeks to build relationships that will both grow its membership and network, and educate relevant partners on water and wastewater issues in the north in alignment with its mandate to find and implement northern solutions to water sourcing and water challenges through advocacy, education and awareness, and, recruitment, training and retention.

Communications Committee: The Committee meets and coordinates on an as-needed basis in response to requests, activities, and developments warranting its functions. See Communications Committee Guidelines document for more information.

Secretariat Responsibilities: This role is currently being filled by the NADC, which entails acting as project manager, providing strategic advice, building capacity, and fulfilling administrative work necessary for WNC's functions. Where possible, NADC will work with and gradually shift responsibility onto the WNC members, its committees, and subcommittees.

Duties include:

Correspondence and Liaising

- Respond to member inquiries
- Connect with Committees and coordinate where necessary
- Draft correspondence with stakeholders
- Engage in high-level correspondence with external stakeholders
- Report to Chair and Vice-Chair for strategic direction on issues

Membership Meeting Coordination

- Liaise with administrative staff in host community for venue, managing the RSVP list, and meeting resources
- Align suggested presenters
- Create agenda, minutes, action items list, and any other meeting package items as required
- Upload meeting package contents to Google Drive
- SNDO to coordinate with NADC Manager, RO, and admin team when required
- Update website with meeting information, and presentation PDFs

Subcommittee Coordination

- Arrange subcommittee Chairs and Executive Chair teleconference meeting before every quarterly meeting
- Follow up with subcommittees on deliverables and action items emerging from meetings and subcommittee work plans
- Providing advice on deliverables, stakeholder engagement, and other actions as they arise
- Assisting where need be in the creation of capacity-building tools

Record Keeping

- The Strategic Secretariat will be responsible for minute-taking and maintaining a secure record of final communication deliverables
- The WNC Google Drive will store electronic files for documents created or referred to during meetings
- Members will forward Strategic Secretariat files to upload to the WNC Drive for members
- Subcommittees will maintain their own Google Drive accounts

The NADC will continue to advance communications materials as per the WNC's protocols and subcommittee work plans.
The NADC will chair the communications committee to support the WNC chair as a member of the committee.

GUIDING PRINCIPLES

What we strive for

We're always building, expanding, and evolving

We are continuously expanding our membership and networks, building our relationships and presence, and evolving our external deliverables and internal processes.

We work together

We work collaboratively among our members and with stakeholders across the north towards common goals.

We're responsible and accessible

We strive to meet the information needs of members and stakeholders by providing information when requested in a timely manner, maintaining a visible presence, and keeping an open dialogue with interested parties.

GOAL ONE

Improve the Quality of Internal Communications

Objective:
Increase the
WNC's internal
communications
capacity

Strategies

MAINTAIN THE TOOLS USED TO SUPPORT MEMBER UNDERSTANDING OF SHARED COMMUNICATION GOALS AND PROTOCOLS

Actions

- The protocol document outlines processes for communications between WNC chairs and members, subcommittees, the secretariat, and external stakeholders
- The internal communications committee advises on internal communications related to WNC

MAINTAIN THE CENTRAL REPOSITORY FOR WNC DOCUMENTS AND FILES

Actions

- The WNC Google Drive account connects membership as a central housing repository for relevant WNC documents for the Coalition and subcommittees
- WNC members connect using teleconference lines established for the Coalition and subcommittees

GOAL TWO

Enhance the WNC Presence in the North

Strategies

Objective:
Increase the
WNC's external
communications
capacity

ACTIVELY ENGAGE WITH RELEVANT EXPERTS, GOVERNMENT REPRESENTATIVES, AND ORGANIZATIONS TO SHARE INFORMATION ABOUT THE WNC

Actions

- Inform relevant Government of Alberta ministries and northern MLAs of the existence of WNC
- Request representatives from key organizations and government ministries to sit on WNC

PROVIDE TIMELY INFORMATION TO INTERESTED PARTIES INCLUDING MUNICIPALITIES, FIRST NATIONS, AND METIS LEADERS, GOVERNMENT, WATER, AND WASTEWATER PROFESSIONALS

Actions

- Update and maintain the public resources that are used for outreach (i.e. brochure)
- Maintain the public information resources to support WNC outreach (e.g. Vyond video, presentation template, website, progress reports)
- To inform the annual progress report, develop a template to capture accomplishments of the WNC

SEEK OPPORTUNITIES TO SHARE INFORMATION ON THE WNC THROUGH RELEVANT EVENTS, PLATFORMS, AND PUBLICATIONS

Actions

- Work with WNC members to determine valuable venues to share information on the WNC
- Create social media platforms and craft posts to provide information and updates on WNC activities

GOAL THREE

Increase Member Awareness and Knowledge of Water/Wastewater Topics and Stakeholders

Objective:
Improve the flow of communication between the WNC and relevant stakeholders

strategies

INVITE KEY EXPERTS TO SHARE INFORMATION ON EMERGING WATER AND WASTEWATER ISSUES WITH WNC MEMBERS

Actions

- Follow up on suggested presentation topics or presenters advanced by WNC members/ad hoc requests
- Work with Coalition members to identify possible presenters and topics
- Respond to member needs through timely examination and selection of presenters
- Research emerging water and wastewater news and events that may be of interest to the Coalition
- Follow the process of vetting requests to present to ensure a fair and balanced approach to selection

GOAL FOUR

Support WNC Subcommittees in Achieving Their Communication Goals and Initiatives

Objective:
Increase capacity, access, and use of communications resources and tools repertoire for the Subcommittees

Strategies

ESTABLISH COMMUNICATION CHANNELS AND RESOURCES FOR EXECUTIVE AND SUBCOMMITTEE USE

Actions

- Establish and clarify a communications protocol for the secretariat and subcommittee chairs and WNC/Vice Chair to exchange information and address issues
- Use templates for sharing key messages from subcommittees with the WNC membership at quarterly meetings
- Use the conference lines for conducting WNC subcommittee business
- Use Google Drive to support capacity and act as a repository for documents

Draft WNC Communications Plan

APPENDIX A – WNC Communications Strategies and Actions

Goal 1: Improve the quality of internal communications				
Objectives	Strategies	Actions	Timeline	Global Outcomes
Increase the WNC's internal communications capacity	Create/maintain the set of tools to support member understanding of shared communication goals and protocols	Update the protocol document as needed to ensure that it communications processes are clear and effective	Ongoing	Internal
		Recruit to the internal Communications Committee to build a strong and diverse committee to advise on communications issues related to WNC	Ongoing	
	Maintain the central repository for WNC documents and files	Continue to use the Google Drive as the central repository for Coalition and sub-committee meetings and encourage use by members	Ongoing	Internal
		Continue to use the teleconference lines as necessary	Ongoing	

Goal 2: Enhance the WNC presence in the North				
Objectives	Strategies	Actions	Timeline	Global Outcomes
Increase the WNC's external communications capacity	Actively engage with relevant experts, government representatives and organizations to share information about the WNC	Inform relevant Government of Alberta ministries and northern MLAs of the existence of WNC	As necessary, after elections.	External
		Request representatives from key organizations and government ministries to sit on WNC	Ongoing	
		Develop a template to capture accomplishments of the WNC for use in the progress report	Spring 2019	
	Provide timely information to interested parties including	Update and maintain the information package that can be used for outreach (i.e. brochure)	Ongoing	External
Continue to build additional public information resources to		Ongoing		

	municipalities, First Nations and Métis leaders, government, water and wastewater professionals	Support outreach (i.e. Master WNC Presentation, Vyond videos, social media)		
	Seek opportunities to share information on the WNC through relevant events, platforms, and publications	Work with members to identify venues to share information (i.e presentations, exhibiting)	Ongoing	External
		Create social media platforms and craft posts to provide information and updates on WNC activities	Ongoing	

Goal 3: Increase member awareness and knowledge of water/wastewater topics and stakeholders				
Objectives	Strategies	Actions	Timeline	Global Outcomes
Improve the flow of communication between the WNC and relevant stakeholders	Invite key experts to share information on emerging water and wastewater issues with WNC members	Follow up on suggested presentation topics or presenters advanced by WNC members and ad/hoc requests	Ongoing	Internal
		Work with Coalition to identify possible presenters and topics that may be relevant to WNC members	Ongoing	
		Research emerging water and wastewater news and events that may be of interest to the Coalition	Ongoing	

Goal 4: Support WNC Subcommittees in achieving their communication goals and outreach activities				
Objectives	Strategies	Actions	Timeline	Global Outcomes
Increase capacity, access, and use of communications resources and tools repertoire for the Subcommittees	Establish communication channels with Executive and Subcommittee Chairs to ensure effective flow and exchange of information	Ensure that the protocol document contains a section that clarifies the communications flow between the Executive, and the subcommittees.	Spring 2019	Internal
		Continue to utilize and promote the use of the resources available to the Coalition (Templates, Google Drive and teleconference lines)	Ongoing	