

2015 / 2016

# ANNUAL COMMUNICATION PLAN



## Key Message for this year:

We have a new 5 year Strategic Plan beginning in 2015. It is posted on our website and we will share it widely. There are 5 Strategic Directions.

## One of our Strategic Directions is "Sharing Our Stories"

By sharing our heartfelt stories, challenges and the changes we are making, we can better educate our community about the valuable work we do with children, youth and families.

Key Success Marker – We have an annual communication plan that provides the public with more information about the work we do. This is the plan for 2015/2016:

### For the first time...

- We will share an agency newsletter that provides key information about our Strategic Plan and Our Stories
- We will share the results of the two Ministry annual reviews on our website – the 2015 Crown Ward review and the 2015 Foster Care License review.
- We will join our colleagues across the province and share our agency's data on the publically reported Key Performance Indicators.
- We will create a separate page on our Website called Public Sector Accountability and Transparency where we will post all required and additional information about our agency's work. Included in this will be a summary of the Executive Director's business expenses.

### We will also continue....

- To present to community partners about our work and the changes we've made.
- To post on our Fostering for Permanency Facebook page.