

# Communications Nova Scotia

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## *Mission:*

*Provide communications leadership and excellence, using the highest standards of accuracy, clarity, consistency, and reliability, to help Nova Scotians understand government's plan, initiatives, and achievements.*

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## *Strategic Goals*

- Through quality communications leadership and practices, help Nova Scotians understand the actions of their government.
- Obtain the highest quality and best-value communications products and services for government.
- Expand and strengthen internal and external communications by making communications an integral part of all business in government.
- Enhance opportunities for economic growth in related private-sector communications fields.

## *Core Business Areas*

### 1. Communications Planning

As government's central communications agency, Communications Nova Scotia provides strategic communications planning and advice.

### 2. Creative Services

Communications Nova Scotia provides in-house services, subcontracting, and project management for video and audio production, graphic design (for conventional and new media projects), photography, editorial services, multimedia production, and Internet and electronic publishing; acts as government's Web master; and is responsible for administration of the provincial Visual Identity Policy and Internet Content Policy.

### 3. Media Services

Communications Nova Scotia is the government agency of record, providing creative and administrative services for the preparation and placement of advertising. Media Services distributes government news releases, provides media monitoring, logistical support for events and a variety of editorial services, including editing/rewriting of news releases, feature stories, speeches, and ad copy.



#### 4. Publication Services

Communications Nova Scotia manages government's printing requirements (including stationery, brochures, books, forms, specialty items and security printing) through in-house resources and by providing technical specifications, tendering, and quality control for subcontracted projects; manages the provincial Co-publishing Program.

### *Priorities*

#### 1. Communications Planning

- Develop a corporate communication plan and strategic communications plans for each department.
- Support the improvement of internal communication by developing (with the Public Service Commission) a framework for internal communications for use by managers across government.
- Embrace emerging technologies to facilitate and lead their effective use as communications tools.

#### 2. Creative Services

- Work with client departments and other central agencies to develop a strategy to improve the use of internet and intranet resources.

- Promote internal communications services so that government clients are able to acquire the most effective and economical products and services.

- Communications Nova Scotia will expand its client survey and act on the results to ensure that we are continuously improving our services.
- Work with TPW to coordinate the installation of display case(s) in government buildings for exhibition of key education and awareness products.

#### 3. Good Management

- Ensure that every employee of CNS benefits from performance management—including a formal performance appraisal every year.
- Analyse results from the last client survey and act on the results; fine tune the survey and do it again.
- Model effective use of technology and assign resources for optimal impact.
- Rebuild the CNS Intranet site to facilitate the exchange of "best practices" among communications professionals.

# Communications Nova Scotia

## F Budget Context

<b>Communications Nova Scotia - Estimated Budget Expenditures by Core Business</b>		
<b>Core Business</b>	<b>Prior Year Actuals</b>	<b>Budget - Next Fiscal Year</b>
	<b>\$ Millions (or Thousands if appropriate)</b>	<b>\$Millions (or Thousands if appropriate)</b>
<b>Communications Planning/Administration</b> Executive Director's Office	\$3,030.0	\$3,257.4
<b>Creative Services</b> Administration, Graphics/Editorial, Photo/Video/Multimedia	\$2,080.7	\$1,834.2
<b>Media Services</b> Administration, Communication Support, Advertising	\$2,088.8	\$2,169.7
<b>Publication Services</b> Queens Printer, Print Production	\$5,889.1	\$5,812.4
Total - Gross Current	\$13,088.6	\$13,073.7
Total - Program Expenses net of Recoveries	\$3,200.0	\$3,419.0
Salaries and Benefits	\$5,032.1	\$5,272.5
Funded Staff (FTEs)	95.1	94.1

**G. Outcomes and Outcome Measures**

<b>Core Business Area: Communications Planning</b>		<b>Priority: Develop a corporate communication plan</b>				
<b>Outcome</b>	<b>Indicator</b>	<b>Measure</b>	<b>Base Year Measure (2000/01)</b>	<b>Target-2002/03 (optional)</b>	<b>Target-2004/05</b>	<b>Strategies to Achieve Target</b>
Communications Plans are easily understood by the clients	Adherence to plain language policy and standards	80% compliance by departments using the standard communications plan and process resulting in a reduced frequency of requests sent to departments for clarification.	3-4 templates in use	one template developed and introduced for use	one template in use	Define goals, assess needs, develop tools and process. Incorporate compliance to the standard as a performance measure in communications personnel performance.
	All communications plan submissions to TPB follow corporate planning format					
Communications plans are prepared within the corporate context	All messages are linked to the corporate agenda	Number of departments & agencies linked to the corporate communications context.	no corporate plan as a result weak linkage to corporate agenda	corporate plan improves linkage by departments to corporate agenda	75% -80% departmental plans linked with the corporate plan and corporate agenda	Share corporate agenda with communications personnel. Refresh communications plans as required to maintain consistency with the corporate context.

<b>Core Business Area: Communications Planning      Priority:      Support the improvement of internal communication</b>						
<b>Outcome</b>	<b>Indicator</b>	<b>Measure</b>	<b>Base Year Measure (2000/01)</b>	<b>Target-2002/03 (optional)</b>	<b>Target-2004/05</b>	<b>Strategies to Achieve Target</b>
Recognized need for internal communications within government	CNS policy and plan for incorporating internal communications throughout government is in place	Toolkit and coaching in use by government management to promote internal communications in their department/agency	no internal communication plan in use	Participation by departments and agencies in the development of internal communication plan and tools	plans and tools in use by 50% of government departments and agencies	Define goals, assess needs, develop tools and process. Recommend to the Public Service Commission that internal communications be incorporated into professional development opportunities as well as be defined as a basic skill to be included in management performance appraisals.

<b>Core Business Area: Creative Services Priority: Embrace emerging technologies to facilitate and lead effective use of them as communications tools</b>						
<b>Outcome</b>	<b>Indicator</b>	<b>Measure</b>	<b>Base Year Measure (2000/01)</b>	<b>Target-2002/03 (optional)</b>	<b>Target-2004/05</b>	<b>Strategies to Achieve Target</b>
Improvements in the use of technology as communications tools	Strategy on the effective use of internet and intranet resources in government	90% compliance to government standards	no recommendation	Recommendation submitted for consideration	If recommendation accepted, implement	Research resources currently available in government and functions currently available on internet and intranet sites. Define goals in terms of deliverables. Recommend possible ways of attaining goals.

## **H Highlights from Information Technology**

Information technology is of pivotal importance to Communications Nova Scotia in the delivery of services to Nova Scotians in the form of information distribution using press releases, Internet, etc.; and, to the government in the form of efficient planning, project tracking and response using databases and business systems software. The IT section of the Natural Resources CSU has committed to:

- Promote the effective use of technology to achieve the business priorities of the Communications Nova Scotia by undertaking the following major initiative:

Undertake the final phase of the central management systems for the Agency that will facilitate common project entry and tracking, cost recovery, improved tracking of costs, partial billing, and better management of the growing cross-divisional projects. This project will begin to eliminate both the duplication of systems and some manual processing.

- Position Communications Nova Scotia for transition to any corporate Shared Services model of delivery of infrastructure (network, help desk and desk top support) services.
- Continue to support, enhance and maintain applications and technical infrastructure to maximize the agency's investment in technology.