



Business Plan

2020–21

Communications Nova Scotia

**NOVA SCOTIA**

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Budget 2020–21: Business Plan
Finance and Treasury Board
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Message from the Minister



I am pleased to present the 2020-21 business plan for Communications Nova Scotia (CNS).

CNS continues to work closely with departments to help ensure Nova Scotians have the information they want and need about government programs, services and initiatives.

CNS is committed to proactively developing and executing strategies that support government's priority areas, raising awareness of the work underway using the most effective channels. This includes through various digital platforms, and the evolving, accessible and user-friendly government website.

We look forward to continuing our important work in relation to providing information in more accessible formats, and working with partners to build awareness of the Accessibility Act, barriers to accessibility and what an accessible Nova Scotia means.

Sincerely,

Original signed by,

Patricia Arab
Minister, Communications Nova Scotia

Mandate

As government's full-service communications agency, Communications Nova Scotia (CNS) manages and delivers innovative communications support and services to ensure Nova Scotians have the information they want and need. CNS achieves this by working with departments to develop effective strategies to clearly communicate the priorities, policies and actions of government.

Core Responsibilities/Services

CNS is mandated in legislation to:

- provide centralized delivery of communications services including, but not limited to
 - strategic communications planning
 - marketing and advertising services, including media planning and buying
 - communications research and evaluation
 - media relations services, including preparation and distribution of news releases
 - graphic design
 - strategic web planning and design
 - photography and videography
 - writing and editorial services
 - print production

- develop policies, practices, standards and guidelines with respect to communications from government, including but not limited to paid advertising, management of the corporate identity of government, and social media use

- ensure that communications from government are
 - timely
 - accurate
 - effective and designed to meet established objectives
 - presented in a factual and respectful manner
 - delivered in a fiscally responsible manner
 - objective and not directed at promoting partisan interests
 - relevant to government responsibilities and priorities
 - compliant with legal requirements and government policies and procedures

CNS's core services are contained within three business areas:

Communications Planning

- Strategic Communications Advice and Planning

- Content Development
- Crisis and Risk Communications
- Corporate Communications
- Media relations

Marketing, Digital & Creative Services

- Digital content, including social media channels
- Graphic Design
- Editorial Services
- Image Services (photo/video)
- Marketing
- Internet Strategy
- Advertising (media planning/buying)

Communication & Corporate Services

- Project Management
- Planning & Policy
- Translation Services
- Stakeholder Relations
- Research & Evaluation
- Human Resources
- Budget

Priorities

As a central agency, CNS supports corporate and departmental priorities by developing and delivering on communications and marketing strategies that help ensure Nova Scotians are aware of government priorities, programs and services, and how to access them.

CNS provides an integrated, full-service marketing communications approach to all significant initiatives. In 2020-21, CNS will work with departments to deliver measurable strategies that focus on work underway across government, including in the areas of accessibility awareness, health, infrastructure, supporting children, families and communities, education, and the green economy.

CNS will continue to focus on expanding government's citizen-centered website, where access to information on priorities, programs and services is easy to find and readily available.

Goals

- Strategic communications planning and marketing will help ensure departments are effectively reaching Nova Scotians, providing the information citizens want and need.
- All communications and marketing activities will be guided by the principles of accessibility, timeliness, accuracy, effectiveness, non-partisanship and fiscal responsibility.
- New approaches and tools to effectively reach and engage audiences will be proactively identified, tested, implemented and evaluated.

Actions

In 2020-21 CNS will work to achieve these goals by:

- Developing, implementing and evaluating priority communications and marketing plans aligned with government priorities.
- Using evidence-based planning for communications and marketing activities.
- Leveraging the most effective and appropriate digital and traditional media platforms to engage and inform citizens.
- Continuing to implement a citizen-centric government website.
- Maximizing staff expertise to design integrated, client-centered communications and marketing approaches.
- Implementing actions related to accessible government communications and awareness outlined in government's multi-year accessibility plan.

Working with client departments, CNS will maximize available resources by ensuring a collaborative and coordinated approach across departments, supported by evaluation and measurement.

Evaluation and Measurement

CNS will measure and evaluate progress by:

- Conducting research in cooperation with departments to gather insights for use in developing evidence-based communications and marketing strategies; measure awareness; and gauge public opinion of government programs and services.
- Using web analytics measures to determine effectiveness and impact of information presented on the government website.
- Engaging directly with Nova Scotians and growing government's digital following, using the most effective tools and mediums available to reach identified audiences.
- Continuing to conduct pre-testing and post campaign evaluation, where appropriate, on significant marketing communications campaigns, adjusting approaches as required.
- Identifying opportunities to improve citizen access to government information through the use of accessible communications tools and methods.

Departmental Expenses Summary

Departmental Expenses Summary			
(\$ thousands)			
<u>Programs and Services</u>	<u>2019-2020</u> <u>Estimate</u>	<u>2019-2020</u> <u>Forecast</u>	<u>2020-2021</u> <u>Estimate</u>
Office of the Associate Deputy Minister	746	650	727
Client Services	907	865	939
Communications Planning	1,579	1,404	1,577
Communications Services	693	677	702
Marketing	3,846	3,875	3,872
Total - Departmental Expenses	7,771	7,471	7,817
Ordinary Recoveries	51	139	51
<u>Funded Staff (# of FTEs)</u>			
Department Funded Staff	97.0	101.1	97.0
Note:			
For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2			
For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1			