

# PRRD Communications Audit Report

Presented by:

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## Audit Methodology

### **Organizational Needs Assessment**

Interviews with  
department managers  
and key support staff  
(11 participants)

Interviews with  
Board Chair and Vice  
Chair

Review Strategic Plan

### **Policy/Procedure Review**

Assessed 11 existing and draft  
policies, procedures and  
guidelines

### **Best Practices Comparison**

Four local governments,  
including regional districts and  
municipalities

### **Department Structure Evaluation**

Assessed roles,  
reporting, capacity  
and resources

### **Tactics Analysis**

Assessed digital  
and print tactics  
for tone, message,  
design and use of  
technology

### **Communications Activities Review**

Staff workshop and feedback forms

# Audit Team

- Audit completed by Therese Mickelson, Ted Townsend and Sarah Talinas of Mickelson Consulting
- Team leads each have more than 30 years of experience in local government:
  - Lead communicators for two of BC's largest municipalities
  - Consultants and instructors
- Strategic graphic design: brand and logo development and campaigns



## Summary of Key Themes

### Solid foundation:

- Many good practices in place – internal & external
- Communications and engagement is a priority
- Embedded in Strategic Plan and budget
- Support for IAP2 principles/best practices
- Department staff support broadens team



# Summary of Key Themes

## Challenges:

- Large geographic area & limited internet
- Lack of understanding about PRRD role/programs/services
- Extensive community engagement in 2021
- Need consistent standards, policies, procedures and training
- Missing strategic messaging
- Website is key but needs updating



# Summary of Key Themes

## Opportunities:

- New communications team expertise
- Technology solutions for improved efficiency and quality
- Best practices – IAP2, branding, tactics
- Updated policies and procedures
- Improved coordination and role clarity
- Training – technology, communications skills, policies and procedures



# Recommendations



## External Communications

- Update the website
- Apply social media best practices:
  - Guide for dealing with inappropriate comments
  - Focus on Facebook and Twitter with more engaging content
  - Leverage industry stakeholders platforms
- Apply PRRD brand consistently
- Expand tactics and apply best practices
- Increase proactive media relations





# Internal Communications

- Encourage increased use of WINK for news updates
- Make WINK the automatic default page for staff when they sign on to computer
- Encourage more questions/comments at all-staff meetings
- Set up central communications resource area on WINK



# Community Engagement

- Create comprehensive calendar
- Coordinate collaboration across departments – bundle campaigns together
- Develop Community Engagement Plan with IAP2 principles and practices
- Apply strategic messaging
- Leverage Bang the Table application and provide training
- Communications has high-level oversight for communications contractors



# Structure, Policies & Procedures

- Revise and expand Communications Policy
- Update Communications Manual/Procedures
- Update brand guidelines
- Implement software solutions
- Provide staff training
- Provide clarity on roles/responsibilities
- Schedule regular communications meetings and processes



## Conclusion

### Implementing recommendations

- Many of the recommendations can be achieved easily
- Work already underway – website upgrade, software investments, decentralized team coordination, strategic messaging
- Recommendations prioritized: key actions for 2021, others for future consideration



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