

Communications 2021

DEPARTMENT OVERVIEW

The County of Wetaskiwin Core Value “promote communication with internal and external stakeholders” is intended to improve and strengthen communication and engagement with stakeholders.

The Communications Department, in conjunction with all departments, plans, develops, and implements communications and engagement strategies. The intent is to ensure the organization delivers consistent messages, informs all stakeholders of County bylaws and policies, programs and services, and engages stakeholders in decisions and initiatives that may have an impact on them. The Communications Department is continually looking to grow and improve the ways we communicate and engage with our residents and other stakeholders.

FINANCIAL

	Budget 2020	Budget 2021	% Variance
Total Expenses	\$154,293	\$151,509	-1.8%
Total Revenue	\$0	\$0	0%
Total	\$154,293	\$151,509	-1.8%

The overall -1.8% variance from 2020 is obtained by finding efficiencies and reduction in historically underspend projects.

KEY OBJECTIVES

This budget represents a status quo budget with an expected increase in levels of service. This increase is due to restructuring in department duties.

External Communication Objectives:

1. To ensure stakeholders are aware of and have an understanding of the County, what we do and the services we provide.
2. To support the development and improvement of County image, communications and education through ongoing research that focuses on identifying County needs.
3. To identify and capitalize on County experiences by documenting and communicating successes that in turn cultivates greater awareness among all our stakeholders and creates opportunity for engagement.