

2012 – 2014 STRATEGIC BUSINESS PLAN ACHIEVEMENT REPORT

Corporate Communications

GOAL/OBJECTIVE	GREEN Achieved (Carry Forward)	YELLOW Not achieved & need to carry on	Pink Not achieved and not relevant	EXPLANATION
Goal 7.1, Objective 7.1.1	x			Continue to redesign the Intranet to improve performance and functionality. Use analytics to determine the frequency that members are accessing the Intranet. No internal satisfaction surveys have been completed relating to the Service Intranet.
Goal 7.1, Objective 7.1.2		x		Internal Communications Strategic Plan is yet to be developed and integrated into the Master Plan. Electronic briefings have not been completed.
Goal 7.2, Objective 7.2.1	x			Media Procedure has been achieved and completed. Crime prevention tips are distributed currently but the electronic capability needs to be expanded and promoted. Corporate Communications Strategic Plan needs to be developed.

Goal 7.2, Objective 7.2.2		x		<p>Toll free number is to be explored further for functionality and cost effectiveness in addition to community stakeholder partnerships.</p> <p>Automated Attendant information line requires further expansion. The message should be changed more frequently to increase effectiveness.</p> <p>Ongoing development of media and technology to enhance and increase contact with the community.</p>
---------------------------	--	---	--	---