

**Edmonton
Social Planning Council**

**EXPANSION PROPOSAL
COMMUNICATIONS COORDINATOR
for 1990**

UNITED WAY OF EDMONTON AND AREA
AGENCY SUBMISSION RE: PROGRAM EXPANSION FUNDING

1. AGENCY NAME AND PHONE NO. Edmonton Social Planning Council 423-2031

2. PROGRAM NAME

a) AGENCY PROGRAM NAME Organized Social Action

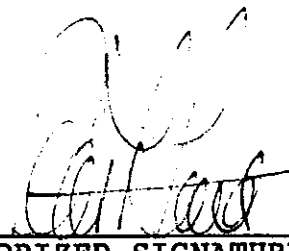
b) UNITED WAY PROGRAM NAME Organized Social Action

c) UWASIS PROGRAM NUMBER 8.0.00.00

3. CONTACT PERSON, TITLE, AND PHONE NUMBER

Peter Faid, Executive Director, 423-2031

4. DATE THIS PROPOSAL WAS BOARD APPROVED October 24, 1989



AUTHORIZED SIGNATURE

October 31, 1989
DATE

[COV-EXP.FRM]

Edmonton Social Planning Council
Program Expansion Application to United Way
Communications Coordinator
October, 1989

1. The Problem or Need

A. What problem or need will this program expansion address?

The Edmonton Social Planning Council believes that in order for social policy to be formulated in a way that benefits the community as a whole, the various sectors of the community must understand the issues and must see the value in working together to find solutions. To this end, one of the Planning Council's major goals is to increase public awareness and understanding of current social issues and to exercise an independent voice in the community. We are particularly interested in beginning to reach out to the business community to find common interests in social policy development.

The Planning Council has done an effective job of this within a relatively limited sphere. That is, we have commented to the press on social policy issues when asked to do so, we have produced First Reading and Alberta Facts and distributed them to our membership and to others interested in the topics covered, and we have produced briefs commenting on various social policy initiatives for presentation to varying levels of government. However, we recognize that there have been limitations on our effectiveness in this area because our approach has been rather fragmented and sporadic. What we have been lacking is a coherent plan, strategies for implementing that plan, and a person to take responsibility for overall coordination of communication.

B. What process did the agency undertake in order to identify both the problem/need and the proposed solution? Please provide details and, if applicable, attach supporting reports, data, etc.

The Edmonton Social Planning Council has undertaken a number of activities and initiatives that have helped us to bring into focus our need to greatly enhance our communication effectiveness.

Evaluation. In September, 1987, the Edmonton Social Planning Council contracted with T.D. Weiden & Associates, Ltd. for an evaluation of the Planning Council's activities. A number of the recommendations coming out of that evaluation were related to the goal of the Planning Council mentioned above, that of increasing public awareness and understanding of current social issues through the exercise of an independent voice.

These included a recommendation that the Planning Council provide "social policy alerts" to its members in order that they might participate more fully in influencing policy making. It was also recommended that Council publications, particularly First Reading should be used as a tool to: "apprise readers of relevant upcoming community events, particularly those sponsored by the Council, list and briefly describe the types of activities and projects Council is currently engaged in, inform readers of Council's major functions, and provide readers with a tear-out page so that they may inform Council of issues for future Council attention".

Planning Workshop. In April, 1988, the Planning Council held a Board/Staff Planning Workshop to review our overall mission and to develop a long range plan. It was during that successful workshop that our vision and mission statements and goals were crystallized. The goal mentioned above of increasing public awareness and understanding of current social issues through exercising an independent voice in the community was affirmed at that workshop.

Writer/Editor. In April, 1989, the Planning Council hired a part time Writer/Editor. This Writer/Editor worked with the Public Education Committee of the Board of Directors to write a Communication Plan for the Planning Council. The Communication Plan noted that, "As the Council enters its second half century, it seems appropriate to start telling its story more forcefully, to add to each project and program a strategy for getting the word out to those who need or want to know about it. Both Board and Staff seem to recognize this need and its timeliness. The missing ingredients have been a communication plan and a person to implement it."

Follow up Workshop. In October, 1989, the Planning Council is holding another Board/Staff planning workshop, this time to concentrate on our Communication Plan and strategies for implementing it.

(Please see attachments.)

C. Provide justification for the program expansion in light of availability of the same or similar services in the community.

As the 1987 evaluation of the Edmonton Social Planning Council pointed out, the role we play in exercising an independent voice in the community is unique. The Planning Council is not involved in ongoing delivery of service in either a for profit or non-profit context and therefore has no particular vested interest when analysis of a policy and advice to the community is required. In short, there is no similar service existing in the community.

II. Goals and Objectives

A. What are the goals and objectives of the program expansion?

1. To increase community awareness of major social issues in Edmonton by:

- a. communicating effectively with the media through:
 - issuing timely press releases as events/activities dictate (about four per year)
 - distributing public service announcements about Evening Forums and other activities (monthly for Evening Forums)
 - distributing issue-oriented public service announcements four times a year
- b. publishing six issues of First Reading on timely social issues
- c. expanding distribution of First Reading widely to politicians, business people, decisionmakers and other influential figures in the social issues world.

2. To stabilize the production and distribution of Alberta Facts by:

- a. publishing four issues in September, December, March and June

- b. promoting its use through distribution in Edmonton Public Library branches
 - c. promoting its use through churches' social justice channels
 - d. obtaining sponsorship to recoup printing costs (approximately \$800/10,000 copies).
3. To promote Planning Council activities, events by:
 - a. issuing media releases and public service announcements
 - b. providing articles and/or advertisements to allied publications willing to carry Planning Council information at no cost
 - c. developing a strategy and plan for communications as part of each Planning Council activity, event, and publication launch
 - d. developing an up-to-date ESPC brochure.
4. To promote the Planning Council's work through its annual report by:
 - a. making the report verbally and visually exciting
 - b. distributing it widely and strategically to media, politicians, business leaders, and other "movers and shakers"
 - c. making it the basis of an annual meeting/year-end press release to local media.
5. To promote membership involvement by:
 - a. issuing regular Policy Alerts with suggestions for action
 - b. including "how to get involved" sections in each First Reading
 - c. encouraging members to promote membership in their professional and personal groups.

6. Promote the use of the Roger Soderstrom Library by:
 - a. sending promotional letters/brochures to the appropriate faculties at the University of Alberta, Grant MacEwan Community College, Concordia College, King's College, NAIT, and United Way member agencies
 - b. "piggybacking" promotional material on the Social Research Directory.
7. Promote the Planning Council's publications by:
 - a. holding an annual press conference on existing publications
 - b. launching new publications with press conference, invitation list, festivities.
8. To maintain professionalism in the Planning Council's communication program by:
 - a. describing the Planning Council and its activities in a consistent manner using consistent terminology; developing an image
 - b. ensuring that The Canadian Style and conventional grammar, spelling, and usage are used in all print materials
 - c. ensuring that all uses of the logo adhere to established PMS color specifications
 - d. actively participating in the International Association of Business Communicators.

B. How do these goals and objectives relate to or complement the program as a whole?

As the United Way has recognized, the function of the Edmonton Social Planning Council is to facilitate organized social action. Our overall program is "designed to facilitate social, economic and environmental improvement through increased understanding and constructive public debate". This we achieve through the activities of:

- researching the nature and magnitude of social issues
- increasing public awareness and understanding of current social issues
- encouraging greater public participation in the development of social policies and the implementation of programs
- providing training and consultation services to non-profit human service organizations.

The Planning Council realizes that each of these activities is interrelated and that, in fact, each one builds upon the other. To conduct research into social issues without increasing public awareness and understanding is an empty exercise. Without public awareness and understanding, encouragement of greater public participation in the development of social policies and the implementation of programs is not possible. If the public is not participating in development of social policies and programs, governments lose touch with their constituents and the community is unable to organize to provide for its needs and to hold government accountable. Expanding our communication activities through the hiring of a full time Communication Coordinator would therefore increase the effectiveness of all areas of the Edmonton Social Planning Council's program.

C. How will the program and/or services to clients be enhanced by the expansion?

As noted above, all areas of the program are interrelated and communication is an integral part of each of these areas. In terms of "services to clients", the provision of information and of opportunities and support in addressing social issues is the service we perform for the Edmonton community. Informing the community about the availability of this service and about the nature and effects of specific policies and practices will of course be greatly increased through this expansion.

Outcome measurement. Through the Planning Council's production and distribution of Alberta Facts (and indeed through virtually all of our work) it is our aim to show that complex issues can be made understandable. We strive to make Alberta Facts relevant to the current social situation and understandable at a Grade 8 reading level. While our present goal concerning this publication is to stabilize its availability, our reason for producing it remains one of public education. We can measure its usefulness through the requests we receive for each issue.

Goal 3: To promote Planning Council activities, events, and publications.

Output measurement. The objectives of developing a strategy and plan for communications as part of each Planning Council activity event, of publication launch, and of developing an up-to-date brochure are very easily and directly measurable in terms of output.

Outcome measurement. Again, we should see an increase in interest in Council activities, events and publications through increased inquiries and requests for assistance. In addition, increased participation in Council activities and events will be an effective way of measuring our promotional efforts.

Goal 4: To promote the Planning Council's work through its annual report.

Output measurement. Strategic distribution can be measured through our development and use of a distribution plan in conjunction with publication of the annual report.

Outcome measurement. Inquiries and requests for assistance that come about as a result of broader distribution of the annual report will be tracked.

Goal 5: To promote membership involvement.

Output measurement. We will track the number of policy alerts and "how to get involved" sections in First Reading. We will also track the numbers of new members who come to us through encouragement by current members.

Outcome measurement. We will track the numbers of members who become involved in Planning Council activities and ask how or why they became involved. Sign-up sheets with a section for checking whether a person is a member of the Planning Council will be available at

Council events. We will also survey members at the end of the year to ask whether they followed up on any letter writing or other "how to get involved" suggestions.

Goal 6: Promote the use of the Roger Soderstrom Library.

Output measurement. We will count the numbers of promotional letters and brochures sent out.

Outcome measurement. We will have a sign-up sheet for users of the library and ask how they heard about our Library.

Goal 7: Promote the Council's publications.

Output measurement. The objective of holding an annual press conference on existing publications and of launching new publications with press conference, invitation list and festivities are easily measured.

Outcome measurement. We will track carefully how much media attention we get, how many people respond to our invitations to attend a press conference and festivities. We should also see an increase in orders for publications.

Goal 8: To maintain professionalism in the Planning Council's communication program.

Output measurement. A random sample of press releases and other promotional materials will be reviewed annually to ensure adherence to the principles outlined.

Outcome measurement. We will measure outcome through solicited and unsolicited feedback from users of our publications. Feedback will be solicited in tear-off sheets to be sent back to us.

COSTS

Costs of evaluating this expansion are to be absorbed in the ongoing evaluation of our overall program.

hours to hiring a Writer/Editor to work with us in our office three days a week.

We have engaged in a series of activities including our agency evaluation in 1987, our Board/Staff Planning Workshop in 1988, the hiring of a part-time Writer/Editor in 1989 and the development of a draft communication plan. Through these activities we have come to realize the vital importance of well planned and executed communication on a full time basis to realize the core goals of our organization. What we must have in order to implement our plans is a full time Communications Coordinator.

F. Regarding Supplementary Fundraising:

If this request is for expanded funding and does not involve an expansion of service, how will expanded funding reduce your agency's need to raise additional monies.

Our request for expanded funding does, ultimately, involve an expansion of our service. Through the employment of a full time Communications Coordinator, we will further increase public awareness and understanding of current social issues. Further, the independent voice the Planning Council exercises in the community will be heard by a wider audience in a way that is more coherent and therefore more effective.

In addition, if our request for funding through United Way is granted, we can give greater attention to the main thrust of our overall program which is to facilitate organized social action. Without this funding, we will be forced to perform more fee for service work which detracts from the time and attention we could focus on our primary function.

G. Regarding volunteerism:

Briefly describe the role of volunteers in the program expansion.

The Edmonton Social Planning Council has 15 volunteer Board members and some 250 members who have expressed a desire through our agency evaluation to become more involved in the activities of the Planning Council. This expansion plan describes ways in which we hope to assist these players in becoming more active. In addition, it is the goal of our overall program to involve members of the broader Edmonton community in taking part in social policy and program formulation and administration. In this sense, a great deal of the work of the Planning Council involves activating volunteers.

AGENCY NAME Edmonton Social Planning Council AGENCY PROGRAM NAME _____

UWASIS PROGRAM NAME & NO. Organized Social Action 8.0.00.00

<u>INCOME</u>	(A) PROGRAM MAINTENANCE BUDGET 1990	(B) EXPANSION BUDGET JULY-DEC 1990	(C) TOTAL PROGRAM BUDGET 1990 (A + B)	(D) ANNUALIZED EXPANSION BUDGET 1991
200 GOV'T FEES FOR SERVICE	\$ 40,000			
210 FEES FROM USERS	50,000			
410 FEDERAL GRANTS	6,000			
420 PROVINCIAL GRANTS	2,500			
430 MUNICIPAL GRANTS	19,500			
610 MEMBERSHIP FEES	6,000			
640 FOUNDATION GRANTS				
650 CASINOS/BINGOS	6,386			
690 DONATIONS	1,000			
<u>OTHER - CODE & NAME</u> Miscellaneous	1,000			
Bank Interest	500			
Sale of Publications	5,000			
<u>INCOME SUB-TOTAL</u>	136,886			
1010 UNITED WAY ALLOCATION	173,226	8,000	\$181,226	: 16,000
<u>TOTAL INCOME</u>	\$310,112	8,000	318,112	: 326,112
<u>EXPENDITURES</u>				
1100 SALARIES/BENEFITS	\$208,564	8,000	216,564	16,000
1300 BUILDING OCCUPANCY	21,000			
1400 OFFICE EXPENSE	21,900	4,500	26,400	
1500 RECRUIT/EDUCATION	3,750			
1600 PROMOTION				
1700 PURCHASED SERVICES	7,000			
3100 TRANSPORTATION	700			
<u>OTHER - CODE & NAME</u> Projects	24,000			
1st Reading/AB Facts	15,000			
Publications	2,500			
50th Anniversary	6,500			
<u>ALL OTHER EXPENDITURES</u>	9,820			
<u>TOTAL DIRECT PROGRAM COSTS</u>	\$318,384	12,500	330,884	334,234
5999 ADMIN PRO-RATION				
6998 <u>TOTAL EXPENDITURES</u>				
6999 <u>SURPLUS/DEFICIT</u>				

Edmonton Social Planning Council

**Program Expansion Proposal
Budget Notes**

October, 1989

INCOME SUB-TOTAL

1010 United Way Allocation. The Planning Council is asking that the United Way provide \$8,000 to increase this half time position to full time in the period July - December, 1990. Thereafter the annualized expansion budget would be twice that amount or \$16,000..

EXPENDITURES

1100 Salaries/Benefits. It is the intention of the Planning Council to pay out the full \$8,000 in salaries and benefits to the Communication Coordinator in the period July - December, 1990. Thereafter the annualized expenditure would be \$16,000 in 1991-92 (plus any cost of living increase).

1400 Office Expense. The Planning Council will provide out of Casino funds \$4,500 for purchase of a Macintosh SE personal computer.