

**Joint Task Force
On Improving Education and Employment for
First Nations and Métis People**

Project Communications Plan

April, 2012

Key Activity (A complete statement that includes a verb)	Deliverable (End product, or end result, of activities)	Due Date / Timeframe	Lead	Collaborating	Risks (Obstacles that may impact your ability to perform the Key Activity)
1. Develop a communications plan to ensure effective communication of the Joint Task Force consultation process to a wide audience.	Draft Plan Final Plan – approved by Joint Task Force	April 24, 2012 April 27, 2012	Helen Horsman Communications Consultant	Secretariat and Joint Task Force	None
2. Procure a part time communications consultant.	Initial meeting with consultant – Eagle Feather News Final Approval	April 17, 2012 April 27, 2012	Helen Horsman Joint Task Force	Joint Task Force Secretariat	Budget constraints.
3. Plan a meeting with the communications consultant , the Joint Task Force and the Secretariat to confirm the communications process throughout the project.	Meeting time and final services agreement completed.	Week of April 23, 2012	Secretariat Joint Task Force	Joint Task Force Secretariat	Scheduling
4. Develop key messages that outline the purpose, principles and processes of the Joint Task Force	Draft set of key messages with supporting documentation prepared. Final messages approved	April 23, 2012 April 27, 2012	Helen Horsman and Communications Consultant Joint Task Force	Secretariat and Joint Task Force Secretariat	None
5. Develop communications supports to invite and receive input through a variety of means, which appeal to a range of participants.	Web Site – mock up Web Site – Final approval Draft Facebook and Twitter	April 19, 2012 April 27, 2012 April 19, 2012	Secretariat Technology Consultant Joint Task Force Secretariat	Secretariat and Joint Task Force Secretariat Secretariat and Joint	Time constraints and work schedule of consultant.

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	Accounts Set up Final Facebook and Twitter Accounts Set up	April 27, 2012	Technology Consultant Joint Task Force	Task Force Secretariat	
6. Record, compile and analyze input received during the engagement process.	To be done after each consultation	On Going	Terry Myers	Secretariat	None
7. Collate and analyze feedback from the web site, Facebook, and Twitter	To be done on a daily or weekly basis depending on the amount of mail received	On Going	Collate – Admin Assistant Analyze – Terry Myers	Secretariat and Joint Task Force	None
8. Prepare public information and documents. Include information on the mandate of the Joint Task Force and what will be accomplished including a strong emphasis on asset building.	Speaking points for Chair of Joint Task Force. Key messages for Joint Task Force as the project progresses.	On Going	Helen Horsman and Communications Consultant	Secretariat and Joint Task Force	None
9. Meet with Senior Officials Table including: the Ministries of Advanced Education Employment and Immigration, Education, First Nations and Métis Relations, FSIN, and Metis Nation of Saskatchewan to confirm mandate, support, present progress, talk about recurring themes, explore budget possibilities etc.	First meeting set Second meeting Third meeting Other meetings	Before April 27, 2012 Last week of September Last week of November As needed	Joint Task Force Joint Task Force Joint Task Force Joint Task Force	Secretariat Secretariat Secretariat Secretariat	Scheduling and availability