



Strategy and Action Plan for a First Nations Shared Cultural, Land and Marine Resource Information Service Communication Plan

INTRODUCTION:

This Communication Plan will assist in raising awareness and marketing of the First Nations Technology Council's Strategy and Action Plan (SAP) for a First Nations Shared Cultural, Land and Marine Resource Information Service. The SAP has been developed with input from an Advisory Group comprising First Nations community technicians, as well as representatives from GeoConnections Canada and Indian and Northern Affairs Canada and GeoBC. The goal is to support and strengthen First Nations natural resources information management.

The SAP identifies 7 strategies - strategy #7 calls for the creation of a Communication Plan as an expected outcome.

Through use of this Communication Plan, FNTC will follow and model best practices of good communication (transparent decision-making and processes for sharing information) - *openness* and - *accessible* and - *inclusive* by embracing and promoting two-way processes.

The FNTC's Strategy and Action Plan for a First Nations Shared Cultural, Land and Marine Resource Information Service promises to provide First Nations with the assistance necessary to improve information management, and this Communication Plan will inform communities of the progress being made.

OVERVIEW:

The purpose of the Communication Plan is to:

Inform First Nations communities in British Columbia about FNTC's information management services, specifically as they relate to the SAP.

Assist in the achievement of FNTC's information management goals and objectives as described in the SAP.

Provide a foundation for creating greater awareness and understanding of the information management aspects of the SAP.

Identify opportunities for FNTC to successfully market the organization's information management services.

Meet the obligation of FNTC's performance management as articulated in the SAP - "Open communication tailored to audience and venue will result in both transparency and accountability in the implementation . . ." being one of the Guiding Principles of the SAP.

Develop and maintain respectful, creative and productive dialogue on the subject of natural resources information management with First Nations and FNTC's key stakeholders.

Provide a vehicle to ensure that FNTC will better understand the varied interests of First Nations related to improving information management.

Provide a vehicle to ensure that First Nations better understand the information management resources available to them through FNTC's programs and services, strategies and plans.

Help build FNTC and First Nations' pride in their information management progress.

IMPLEMENTATION and ACTION:

Action described in the *Communication Work Plan* will lay the foundation to deliver relevant, clear and concise communication related to FNTC's information management services. It is important to provide context and continuity.

Work Plan activities should reflect the key messages and themes related to information management as provided for in the Strategy and Action Plan for a First Nations Shared Cultural, Land and Marine Resource Information Service.

The Key Messages and Themes can be guideposts to assist in implementing the Communication Plan.

Key Messages / Themes:

Guided by community interests and by community input, FNTC is planning and developing a First Nations Shared Information Service.

There are benefits to better information management.

- A collaborative approach will benefit all stakeholders.
- First Nations governments and economies can be strengthened by information management.
- First Nations efforts to protect and assert their Aboriginal Rights and Title can be strengthened by information management.

- First Nations decision-making processes can be improved with access to current and reliable information.
- FNTC is collaborating with First Nations communities to find the best information management solutions.
- Where appropriate and with permission, FNTC can serve as a clearinghouse for disseminating key information among First Nations.

The First Nations Shared Information Service will help address some of the current information management needs of First Nations:

- capacity to respond to current system of Crown land referrals.
- easier access to information in the possession and control of governments and proponents.
- access to current, reliable and trustworthy information.
- access to infrastructure and related technologies.
- access to shared services that some communities cannot afford to host themselves.
- develop cost-effective strategies and best practices through collaboration.
- develop policies, guidelines and standards.
- help build or provide access to skilled, professionally trained staff.

Work Plan Activities

The Communication Plan will be implemented through the use of traditional and innovative mediums. Specific actions are laid out in the Work Plan.

Mediums for Marketing

- Use of the FNTC web site and other popular sites such as Facebook and YouTube.
- E-mail and e-list distribution.
- Video-conferencing / web casting.
- Producing pamphlets and brochures.
- In-community events, both formal and informal.
- Public speaking opportunities at First Nations organization's gatherings, including conferences and workshops.

- Partnering with stakeholders for shared marketing opportunities, such as governments, and relevant university groups.
- Media outreach, both print and broadcast / Aboriginal and non-aboriginal media outlets.

Use of inserts in community newsletters.

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Communication Work Plan

Action	Timeline	Roles and Responsibilities
Update FNTC Web Site: raise the profile of the Strategy and Action Plan -add the Strategy and Action Plan in the section on Information Management -highlight the Strategy and Action Plan in the Discussion Forum section and invite comments. -showcase and promote the above features on the web site's index page	Immediate – April 2009	FNTC
Prepare Q. and A's: include key messages for Shared Service; Infrastructure; Applications and Tools; Data; Policy, Guidelines and Standards; Capacity	Immediate – April 2009	FNTC
Prepare Speaking Notes: include key messages for Shared Service; Infrastructure; Applications and Tools; Data; Policy, Guidelines and Standards; Capacity	Immediate – April 2009	FNTC
Identify Public Speaking Opportunities: e.g. -Band Administrator's conference -FNS activities -seek invitations to relevant subject-driven gatherings including Provincial, Federal Government / University topic-shared events, forums, workshops	June 2009 / Ongoing	FNTC and Partners
Prepare Pamphlets: a series that describes Shared Service; Infrastructure; Applications and Tools; Data; Policy, Guidelines and Standards; Capacity	May 2009 / Ongoing	FNTC
Formal Launch: Have an event to shine the public spotlight on the Strategy and Action Plan. Use of optics to juxtaposition of First Nations culture and information management	June 2009	FNTC and Key Partners

Action	Timeline	Roles and Responsibilities
Traveling Road Show: regional information sessions for First Nations representatives community-based and culturally-flavored utilizing summer activities and venues	June, July, August 2009	FNTC and Communities
Media Outreach: -distribute materials, arrange interviews with Aboriginal media to assist in getting key messages to communities -arrange contacts with mainstream media – e.g. CBC Almanac radio program with province-wide audiences -tie into summer events and activities	June, July, August 2009 and Ongoing	FNTC
Online Help Desk -develop a live chat feature to facilitate q. and a. and community feedback	September 2009	FNTC
FNTC e-DIGEST: an email-based communications tool that can be daily, weekly or monthly distribution to key stakeholders to provide updates on the Strategy and Action Plan featuring a summary of key developments, opportunities, news, research, perspectives, events, and milestones This can be an e-list format for opting in and out, or a basic distribution to a predetermined list of recipients	September 2009 / Ongoing	FNTC
Stakeholder Updates: weekly teleconferencing, video-conferencing, or web casting to provide useful information about the Strategy and Action Plan.	September 2009 / Ongoing	FNTC
Community Networks: Use First Nations communication vehicles to help deliver key messages about the Strategy and Action Plan. Provide materials to communities for inclusion in their local newsletters	September 2009 / Ongoing	FNTC and Community Contacts