

NUCHATLAHT FIRST NATION 2016-2017 COMMUNICATIONS PLAN V.2

Goals and Objectives

- Ensure members are consistently well-informed about current events and information about the Nation.
- Build a strong sense of community identity and community awareness for both on and off reserve members.
- Establish a clear, consistent and unique brand identity for the Nation that is reflective of its history and culture.
- Increase attendance and participation at workshops, meetings and community events.
- Increase youth involvement in community events.
- Create an Events Committee to fully coordinate and execute community events.
- Establish a complete and updated database of all members contact information.
- Complete genealogy (family charts) for Nation.
- Be inclusive with all members.

Background

The Nuchatlaht (people of the mountain) First Nation is a member of the Nuu-chah-nulth Tribal Council on the northwest coast of Vancouver Island. Their territory includes much of Nootka Island, Nuchatlitz Inlet, and a portion of Esperanza Inlet. The Nation has 159 registered members living on and off the reserve.

Audiences

- Membership
 - On-reserve
 - Living away from home
 - Children and youth (up to 19)
 - Young Adults
 - Families
 - Elders
- Other governments
 - Municipality of Zeballos
 - Regional District of Strathcona
 - Government of BC
 - Government of Canada
- Other First Nations governments
 - Nuu-chah-nulth Tribal Council

- Other Nuu-chah-nulth Nations
- Other First Nations in Canada
- AFN

Communication Topics

- About the Nation
 - Organization structure
 - Governance structure
 - Roles and responsibilities of Chief and Council and staff
 - Programs and services offered and how to access them
 - Goals
 - Current initiatives, success stories and milestones
 - Forms and policies
 - Contact information
- Genealogy (family) charts
 - How to access and provide updates
- Member Database
 - Continue to update
- Branding and image
 - Be clear and consistent; proactive and not reactive

Recommended Tools and Activities

Tool/Activity	Detail	Lead	Cost	Date/Frequency
Newsletter (Mail, email or online)	- Current and relevant information - Have each staff member be in charge of their own section and have one person project manage the completion - Success stories/Member of the Month - Guess Who? Section – use an archival photo and have members figure out who it is, fill out their contact info on the provided slip and submit it to the office in a monthly draw for a prize - Other proposed sections: Letter from the Editor, Question to the Editor and Community	Bailee Mark, Community Liaison	TBD	Monthly

Tool/Activity	Detail	Lead	Cost	Date/Frequency
	Events			
Website	<ul style="list-style-type: none"> - Ensure it is mobile ready - Assign one staff member to check for broken links monthly - Assign a second staff member to complete updates - Complete and update sections: About NFN (org chart, roles and responsibilities, etc.), About the Territory (maps, photos, history), Programs and Services, Member Information, News, Contact Information 	Mason Ducharme, Bailee Mark and Ida John	TBD	Updated and check for broken links monthly
Facebook	<ul style="list-style-type: none"> - Contact FB to delete unassociated Nuchatlaht Facebook pages. - Use more frequently to share current news, introduce staff, announce events, post Did You Knows, answer Frequently Asked Questions - Post photos and videos often - Add a Code of Conduct to the FB page in the long description section to manage trolls and unfavourable comments 	Mason Ducharme and Bailee Mark	TBD	2-3 times/week
Instagram	<ul style="list-style-type: none"> - Use to engage youth - Mobile-first app used to post pictures with a short description 	Bailee Mark	TBD	2-3 times/week
Community Meetings (Regular and Special)	<ul style="list-style-type: none"> - Agenda - Code of Conduct - Facilitator - Incorporate more culture and youth involvement (ask Qua'asa To be involved with some meetings) - Meeting booklets with presenter notes - PPT presentations with video and pictures 	Staff	TBD	As required
Workshops	<ul style="list-style-type: none"> - Offer honourarium or incentives to participants 	Bailee Mark	TBD	As required

Tool/Activity	Detail	Lead	Cost	Date/Frequency
	- Offer alternative ways to receive information (i.e. on website, Facebook, YouTube channel, newsletter or door to door – use more than one method)			
Events Committee	- Hired community members to work for an honourarium on a per event basis - Coordinate and execute community events under the supervision of the Band office - Create a mandate to incorporate more culture and youth at the events	Bailee Mark	TBD	As required for community events
Member Database (Name, phone number, address and email)	- Offer incentive to update contact information (contest) - Include reminders on Facebook, website, newsletter and on Bulletin in office - Use Facebook to find and contact members for contact information	Bailee Mark	TBD	Monthly

Evaluation

- *Community Meetings* – Track attendance with the use of sign in books and check in sheets
- *Website* – Track traffic with Google Analytics or website’s metric tool
- *Social media* – Track the conversation and traffic by using the platform’s analytic tools or download Hootsuite (FREE) and sync your online accounts onto its dashboard
- *Overall* – Ask the community to provide feedback through a survey mailed out and available online through the website. Provide incentive and a deadline to complete.

APPENDIX A

Meetings

March 5 (PW): *Community Visit* - Met with the interim Band Manager, NTC Board Director, Chief and Council, and Community Liaison in Nuchatlaht. Note: Ida who does the newsletter and updates the website was not present.

May 4 (PW): *Phone* - Spoke with Ida, who does the Newsletter and website to find out how that process works and what she may need from the NTC. She was pleased to share information about what she was working on and we talked for some time. She seems well invested in the work and does not require any assistance at this time. She reiterated that Education – particularly post-secondary education – is a high priority for the Nation. She said she would welcome any information sent by NTC to put in their Newsletter.

July 21, 2016 (ND): *Meeting at Tigh-Na-Mara* – Met with Band Manager and staff to discuss last year’s communications planning done with previous NTC Communications Coordinator

October 26, 2016 (ND): *Community Visit* – Met with staff and member of council to discuss current communication wants and needs for both on and off reserve members.

Notes (PW)

Current Communications Activities - Communication with members is by website, newsletter (print and online) and email.

Internet Access - Community has reasonably good internet access but not all members have computers (getting better).

Community Issues - Residential School and a recent unsuccessful experience with a band manager have caused significant issues but the community is healing and hopeful.

Education - Highest priority is education and they said that they need more information about what courses students should take to prepare for Post-Secondary Education. The meeting members spent quite some time discussing this subject and seemed quite willing to be active participants in getting this information to students and their children. They have a fairly high percentage of students attending post-secondary but they are having a hard time getting clear information about what courses students needed to take to graduate with a proper Dogwood Certificate and not just a Completion Certificate. They said that some students believe that they are “graduating” and are surprised to find they are only “completing”. Others are disappointed to find that they need upgrading when they apply for Post-Secondary or that they don’t have the right courses for the program they are interested in. Participants also expressed

that they wished the post-secondary education funding was applicable to some non-traditional training and education programs. The community also noted that their attempts at discussing these issues with NTC often received a response of “We are doing what our policies require us to do”. *Note:* I shared this information on the community’s priorities with Reg in Education when I returned. He responded that they were doing what their policies require them to do.

Communications Planning - Because the community is small and tight knit, the website and newsletter and emailing they are doing is sufficient and the Communications Advisor and the Community leaders agree that they do not require a formal Communications Plan at this time. They do have a dedicated person to undertake Communications activities.

ACTIONS (PW):

- Leadership meeting to gather information about the community and communication priorities. (Completed)
- Share community expressed priorities with Education. (Completed)
- Follow Up with Ida (Completed)
- No Communications Plan is requested.

Notes (ND)

July 2016

- Strategic communications planning and training requested
- Social media strategy and training an interest
- Build member email list database – consider contesting
- Implement the use of YouTube as part of the communications planning – reach members online, especially the youth
- Community visit with Band Manager and staff requested in the Fall to begin drafting communications work plan

October 2016

(Raw feedback from community visit)

- Increase interest around workshops for all membership.
- Have a complete, up-to-date database (name, address, phone number and email) of all Nuchatlaht members.
- Update materials like Emergency Preparedness Booklet for on-reserve community and send out to members and post online. Hold a community meeting to review and present updates.

- Ensuring genealogy (family charts) are current and up-to-date including name, phone number and address.
- Ways to deal with workplace violence (training and workshops).
- Increase participation in community events
- Increase collaboration on community events (shared responsibilities).
- Engage and increase members (especially youth) involved in community events and dinners.
- Budget to hire members from the community to support meals and events.
- Calendar of events/newsletter (monthly).
- Use Bulletin Notice boards consistently for upcoming events.
- Increase attendance at important workshops like Managing Finances Better
- Create an events page on website and on Facebook (like Alert Bay).
- Seek a Community Leader – MC and facilitate dinners and meetings.
- Incorporate entertainment and games at dinners.
- Incorporate more culture into community meetings and events (prayer, brushings, etc.).
- Increase youth and elder involvement in community meetings/events.
- Qua’asa participation in events/meetings.
- Updates to website because of high traffic
- Up-to-date and current Facebook page (currently only used for urgent postings)
 - Post videos from meetings and workshops
- Start producing newsletter on a regular basis (monthly).
 - Have staff involved with putting it together.
 - Staff is responsible for specific sections.
 - Part of receptionist’s role.
 - Mail out (to off-reserve members).
 - Available at office (for on-reserve members and visitors).
 - Available on website.
- Notices/postings for jobs are faxed, hand delivered, posted to Bulletin, Facebook and website.
- Language workshops:
 - Low attendance.
 - Better turnout with off-reserve members.
 - Members informed by:
 - Bulletin
 - Facebook
 - Hand delivered notices
 - Emails

- Administrator is the only one that has access to the Nuchatlaht Facebook page.
- Need to close unassociated Nuchatlaht Facebook pages.
- Engage on-reserve youth more.

ACTIONS (ND):

- Meeting to gather information about the community and communication priorities.
(Completed)
- **FIRST DRAFT OF COMMUNICATIONS PLAN SENT FOR REVIEW**