

Case Study



Client: Engineers Canada

Services: Communications Audit and Plan

Languages: English

Duration: December 2011 to February 2012

Website: www.engineerscanada.ca

Challenge

Delta Media was retained by Engineers Canada to develop an internal communication audit and strategic communication plan. This project proposed as a result of Engineers Canada 2010 Annual Report which lists four strategic objectives and accompanying goals that are all related to communications.

Project

Our work began with a preparation phase in which an extensive literature review was performed. Over 45 different communication vehicles consisting of documents and websites were reviewed. Next, the assessment phase provided the client with a selection of different methodologies to assess the current communication programs at Engineers Canada. The first methodology consisted of 37 executive interviews with CEOs of the Constituent Associations (CAs), their Presidents and senior communication staff. The interviews allowed us to get a clear sense of the strengths and weaknesses of the current internal communication program, as well of the needs and preferences of the individuals. The second methodology was a best practices review and a review of internal communication vehicles of three comparable organizations to Engineers Canada. Our team next conducted an audit of a sample of recent internal communication vehicles by Engineers Canada.



Results

The findings were recorded into a SWOT analysis (strengths, weaknesses, opportunities and threats) which became the basis for the internal communications strategy. The plan also details a series of strategic directions, a list of internal communication tactics, a set of internal communication goals and a list of key internal audiences beneficial to Engineers Canada.