PUBLIC AWARENESS pLAN

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| Version: V 1.1 |
| Last Updated: August 2, 2019 |

1. Project Purpose

The purpose of the project is to develop a public awareness plan to identify stakeholders and determine a calendar of proposed events for the Security Awareness Team.

1. Background/Context

This plan is created to satisfy the ministry mandate for a public awareness plan and active engagement by our ministry to provide awareness education and support throughout the Province. The Security Awareness Team has been attending meetings and events with municipalities, schools, businesses, senior citizen facilities and local communities and would benefit from a formalized plan.

1. Project Objectives

The objectives of the project are:

* Develop a comprehensive stakeholder registry of key municipalities, local governments, educational facilities, community groups, key businesses, senior citizen facilities and other organizations that would value our initiative. The project will also provide potential stakeholders for many other ISB projects (such as Onboarding to our security services)
* Create a realistic and achievable schedule with a mix of organizational types
* Allow for accurate financial forecasting

1. Project Scope

The major areas of work that are **in scope** of this project include:

* Stakeholder Repository
* Proposed calendar of events
* Public Awareness Plan

The following areas of work are out of scope of this project and listed here to provide further clarity:

* Actual execution of proposed calendar engagements
* Perpetual calendar of events

1. Stakeholders

| Stakeholder Group | Represented by | Interests, Expectations, Concerns |
| --- | --- | --- |
| Security Management | Gary Perkins (Sponsor)  Don Costello (Director)  Brian Horncastle | Execution of public awareness initiative to fulfill mandate of the Ministry Service Plan resulting in a full year calendar of events and extensive stakeholder repository  Improvement in overall security behaviour in the Province leading to fewer incidents. Budgetary and travel restrictions may inhibit execution of plan. |
| Awareness Management  And Team | Trace Muldoon (Owner)  Jackie Campbell (Lead)  Layth Holubeshen (Team member)  Calder Brown (Team member) | Proactive plan for the awareness team  stakeholder list  relationship-building with stakeholders for future awareness initiatives  clarity of stakeholder’s needs and better picture of the Province’s awareness status, habits and appetite  a more structured schedule and plan with a controlled timeline  being able to anticipate staff and supplies required to execute the plan. A concern is being able to identify and contact all stakeholders within the project parameters and having the resources to satisfy their needs. |
| Municipalities and Local Governments | Management  Administration  Technical Contact | Leveraging the available knowledge and materials offered by the provincial awareness initiative  Possible requests to assist with the creation of a customized awareness plan or training within their organizations  May desire road shows for employees. |
| Educational Organizations | School District Administrators  PR coordinator  Principals | Awareness initiatives directed to their students and unique needs (level/age, technology being used, and services accessed)  Information on cyber issues (internet, social media bullying, security best practices, etc.). Potential issues may arise with competing groups or Ministry of Education approval. |
| Ministry of Education | School liaison  Safer Schools  ERAC (Educational Resource Acquisition Consortium) | Must approve overall plan and be informed of all school visitations so Provincial initiative is realistic and non-invasive. |
| Key Businesses | Security Management  Security Staff | Knowledge and materials available to leverage for company awareness program  security event or road show  awareness training. |
| Community Organizations | Community Centers  Chamber of Commerce  Event Organizations | In-person participation in community events and distribution of information and marketing materials  engagement with event attendees  community educational talks. |
| Senior Facilities | Event Coordinator | In-person presentations and dissemination of information and marketing materials. |
| Other Public Organizations | Various | Focused on the organization and their needs (in-person, presentations, games, etc.) |

1. Risk ASSESSMENT

The most significant risks facing this project are…

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| --- | --- |
| Risk Description | Mitigation Strategy |
| Travel Restrictions for plan execution | Manage non-travel locations until restrictions have been lifted or request an exemption |
| Lack of approval by GCPE and/or Communications | Ensure GCPE and/or Communications has oversight on shared information |
| Lack of approval by Ministry of Education | Partner with person/organization that is approved |

1. Critical Success Factors
2. Cooperation of Municipalities, Local Governments, Educational Facilities, Senior Facilities and Community Organizations
3. Approval for future travel to execute plan
4. Approval of Ministry of Education for school visitations and presentations
5. Communications approval of shared information
6. Availability of community calendars and events
7. Deliverables/Milestones

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| --- | --- |
| Deliverable/Milestone | Date |
| Iteration 1 – create format and begin stakeholder list, develop basic plan with team | August 16, 2019 |
| Iteration 2 – continue adding stakeholders, begin calendar development and scheduling engagements | August 30, 2019 |
| Iteration 3 – continue adding stakeholders and scheduling engagements, finalize plan | September 12, 2019 |

1. BUDGET

Estimated budget requirements for the project:

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| Item Description | Cost |
| No budget items with the exception of internal salaries |  |

1. PROJECT Team

The resources required for the project are:

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| --- | --- | --- | --- |
| Project Role | Name (if known) | % of FTE | Duration  (in weeks/months) |
| Project Manager | Trace Muldoon | 5% | 6 weeks |
| Project Lead | Jackie Campbell | 75% | 6 weeks |
| Team Member | Layth Holubeshen | 5% | 1 week |
| Team Member | Calder Brown | 5% | 1 week |

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| **Approver** | **Signature** |  | **Date** |
| **Project Sponsor** |  |  |  |
| **Gary Perkins** |  |  |  |
| *Executive Director* |  |  |  |