

**Priorities Committee Meeting\_Apr11\_2017**

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**STRATEGIC INITIATIVE AND UPDATE****Communications update – external website****Report Purpose**

To provide the Priorities Committee with an update of 2016 activity on Strathcona County's external website and outline changes coming as part of the website redesign project.

**Council History**

March 8, 2016 – 2015 web statistics presented to Priorities Committee

**Strategic Plan Priority Areas**

**Economy:** As a central repository of all things Strathcona County, the external website is an economical means of making County information widely available to all County stakeholders. It is a window into all County programs and services.

**Governance:** Through the website, citizens can access Mayor and Councillor pages, Council meeting information, as well as frequently requested bylaws and organizational policies.

**Social:** All of the organization's social programming is available on the website. A community calendar provides a central source of information on County and community events.

**Culture:** All of the organization's recreational, historical and cultural programming is available on the website.

**Environment:** All of the organization's environmental programming is available on the website.

**Other Impacts**

**Policy:** N/A

**Legislative/Legal:** N/A

**Interdepartmental:** All Strathcona County departments make extensive use of the external website to communicate with citizens and other stakeholders.

**Summary**

Strathcona County's website provides a single point of reference and access to information and services to residents and staff alike. An integrated communications strategy for social media, print and web, promotes the website as the trusted source of information on County programs and services. Citizens, responding to the yearly public satisfaction survey, consistently rate the external website as their first or second choice for information on Strathcona County programs and services. In 2015, Communications upgraded the website's analytical tools, and worked with communicators across the organization to apply advanced metrics, such as events and conversion goals, to measure the site's effectiveness. As the 2016 report demonstrates, these metrics continue to support innovative approaches to marketing and communications efforts.

Changes to Strathcona County's external website, coming as part of the redesign project scheduled for completion in 2017, will further enhance user experience and increase accessibility of County information.

**Communication Plan**

A copy of the web statistics report will be shared with department directors and communicators.

**Enclosures**

- 1 2016 web highlights with notes
- 2 website update