STRATEGIC INITIATIVE AND UPDATE

Communications update – 2015 website statistics

Report Purpose
To provide the Priorities Committee with an overview of 2015 activity on Strathcona County's external website.

Council History
N/A

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 and Priority Committee Meeting agendas, reports, minutes and webcasts, 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. These metrics were implemented July 1, 2015.

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

Enclosure
1   2015 web highlights