



BIGSTONE CREE NATION

2023 TRUST PROPOSAL

APPLICATION

PART A – Information About You

Date:

The following information is essential for approval and for **BCN Trust Administration** to contact you.

Project Director: Bigstone Executive Director **Treaty No:**

Address: BOX 960

City/Town: WABASCA

Province: Alberta

Postal Code: T0G 2K0

Telephone Number: 780-891-3836

Cellular Phone: 780 891-7332

Email address: lorna.auger@bigstone.ca

Fax Number: 780-891-3888

Which Trust classification are you applying to access funding?

(Check off only one Trust Fund category, with amount requested for that category)

**Please note that all application submissions need to be in by
January 17, 2022 at 11:59 pm, no exceptions.**

(It is recommended to submit all proposals 5 business days prior to deadline)

Bigstone Cree Nation Department Members at Large/Committee

BCN Trust Off-Reserve Members Calling Lake Chipewyan Lake Wabasca/Desmarais

Team Members	Position on Team	Roles and Responsibilities	Signing Authority
Lorna Auger	Director	Administrator	<input checked="" type="checkbox"/>
Collen Alook	Human Resources Manager	Admin	<input type="checkbox"/>
Shianne McDermott	Communications Officer	Admin	<input type="checkbox"/>
Corrine Cardinal	Membership Clerk	Membership Registrar	<input checked="" type="checkbox"/>
Shannon Ladouceur Alook	Finance Specialist	Financial duties	<input checked="" type="checkbox"/>



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Part B – Information About Your Project

IMPORTANT

Please note that this form is required for formal reviews of the project by the Trustees and Chief & Council and from time-to-time, Bigstone Cree Nation Members. It is also necessary if the Accountable Body is requested to make decisions that materially affect the project, including changes or modifications to the original plan. It is the responsibility of the Project Director to complete the form, assisted by the Project Team or Society/Committee.

Title of your proposal: 2023 Bigstone Communications Officer

Project Start Date: January 01 2023 Expected **end date:** December 31, 2023

Executive Summary

The Bigstone Cree Nation Communications initiative was implemented in 2021. The project objectives are to establish a consistent flow of information from the Administration Office to the Members at large. The goal of Bigstone communications is to centralize the communication efforts of the nation. A Communication plan needs to be developed and executed. The communication plan will outline the goals and objectives of the internal and external communication activities for BCN Administration and Departments.

Description

The Bigstone Cree Nation Communications initiative was implemented in 2021. The project objectives are to establish a consistent flow of information from the Administration Office to the Members at large.

- Regular newsletter highlighting the monthly activities across the Nation
- Social media presence
- Annual report, “Year in review”
- Engage members on social media platforms and during events
- Capture photo and video content for the archives and website
- Developing and managing the communication plan
- Administer BCN Cree Nation websites and social media platforms
- Post and coordinate radio ads, postings, news bulletins, etc.

Having a communications plan and staff in place assists the Nation when communicating during times of crisis, change, and when promoting new programs and services. Regular updates and notices help to keep the community and members informed.

Goals of your proposal:



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The goal of Bigstone communications is to centralize the communication efforts of the nation. A Communication plan needs to be developed which will outline the goals and objectives of the internal and external communication activities. The article by Courtney Morrison titled, "Corporate Communications Plan: The Roadmap for Success." Outlines the benefits of having a communications plan as well as what should be included in the document.

The article is referring to companies and corporations. However, the benefits could be applied to the Bigstone Cree Nation in relation to its members. A communications plan is a living document that provides guidance to leadership and staff. Strategic communication efforts minimize wasted resources such as time, money and supplies. In saying that, First Nations are severely underfunded in all aspects, it's important to maximize available resources wherever possible.

Morrison also identifies internal and external communications. Having well-planned internal communications fosters internal cohesion. When departments are unified and working together, they are better equipped to identify and mitigate shortfalls when members are looking to access programs and services.

External communications are equally important. This is how trust is built with the BCN Members and where Leadership can demonstrate transparency in their decision-making. Together, internal and external communication efforts outlined in a plan enable Bigstone Cree Nation Leadership, staff and members to have a clear understanding of one another and their role in the Nation as a whole.

Additionally, as mentioned on the statistics Canada website, "All organizations, whether in the public or private sectors, must advertise and promote their programs and services to their target groups. These are the basic pillars of external communication and outreach. Given the context in which they operate, organizations target and implement the strategies and activities that will help them achieve their objectives and have a positive impact on their audiences." Bigstone Cree Nation departments are service providers to members under the direction of BCN Leadership. Having an external communications plan is integral to the success and accessibility of their programs and services.

Resources:

<https://everyonesocial.com/blog/corporate-communications-plan/> <https://blog.smarp.com/10-shocking-internal-communications-stats-you-cant-ignore> <https://www150.statcan.gc.ca/n1/pub/11-634-x/2016001/section4/chap2-eng.htm>

Target Timelines and outcomes for each Quarter (provide a brief summary):

July-September ○ Provide ongoing communications based on the needs of members and the goals of the departments. ○ Promote and advertise upcoming events and programs ○ Submit quarterly report

October-December ○ Provide ongoing communications based on the needs of members and the goals of the departments. ○ Promote and advertise upcoming events and programs ○ Submit quarterly report



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January-March ○ Provide ongoing communications based on the needs of members and the goals of the departments.

- Promote and advertise upcoming events and programs
- Submit quarterly report

April-June ○ Provide ongoing communications based on the needs of members and the goals of the departments.

- Promote and advertise upcoming events and programs
- Submit quarterly report
- Provide an evaluation report as requested by the Trust administrator. **Result:**

Evaluation Plan:

Short-term evaluations will be measured by surveys when doing intake/ registration for programs and services.

Long-term evaluations will be measured by focus groups and Nation awareness

List the resources needed for the project:

Describe the manpower, tools and resources being utilized to achieve the goals of the project.

- Briefly describe the activities and methods you/your team will employ to achieve your goals and objectives.

Which departments will oversee specific aspects of the plan and what programs or information are they using?

- What results do you expect to achieve?
- What criteria will you be using to measure success?
- Will you be subcontracting out? Briefly describe who, when, where, why and how?
- The reader should be able to understand who manages certain deliverable.
- **Members at Large will need WCB and Insurance to undergo Trust Proposal Projects.**

The communications coordinator will work with department staff to develop the communication goals and objectives for the programs and services they are looking to promote/ offer.

- Regular meetings to discuss plans and execute strategy
- The coordinator will have access to information needed
- Direct and indirect marketing/ communications will be utilized to promote/ and or advocate initiatives
- Criteria for measuring success will be outlined at the onset of the project. Each department/ program has its own unique evaluation measures

The Bigstone Executive Director will oversee the communications coordinator and provide information from the Chief & Council meetings to be transcribed and presented to the members using the approved communication mediums available.

The role of the communications coordinator would be subcontracted until ISC funding has been identified to cover the cost of a full-time position.



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Project End Evaluation by the Administrator:

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Indicate below which category your proposal request fall under:

- Community Development **
 - Health Care
 - Education and Training
 - Elder Care
 - Infrastructure improvement
 - Preserving culture and language
 - Community activities
 - Economic development
 - enrichment
 - Protection of aboriginal identity and Treaty Right
- X**
- Cultural

**If you have chosen *Community Development*, which additional categories does your proposal request fall under?

- Improve health and well-being (emotional, physical, mental, spiritual)
- Benefits from improving awareness of culture, traditions, identity
- Networking-building relationships with the community and outside the community
- Creating temporary jobs
- Occupational training and development of infrastructure
- Opportunity for creating greater economic independence



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What research and/or studies have you/your team completed to determine the requirements of membership or the community, that this proposal will provide?

*Add additional sheets as needed

Projected Budget

How much money are you/your team requesting with this proposal? \$70,000

2023 Bigstone Communications Officer

** At 3 communities ***

Salary/Contract Wages	(Labour 25/hr)	\$45,500
Supplies	(Stationary/laptop.)	\$2,000
Travel	(Surrounding communities if required)	\$10,000
Advertising	(job posting, printing, radio, etc.	\$12,000
Admin Fees	(Benefits and Insurance	\$1,500
Total		\$70,000

Have you included a Cash Flow budget? Yes No

If you checked off “no” please explain why you didn’t submit a Cash Flow budget?



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*Add additional sheets as needed

Is the funding request from BCN Trusts to be used with any other funding source(s) or partner(s)?
Yes No

If you checked off “yes”, identify the funding source or partner:

Bigstone Administration

What is the % breakdown of funding from other source(s) or partner(s)?

Bigstone Health Commission % 50 to add on BHC Department programs

_____ % _____

_____ % _____

Quarterly Report

If you/your team do not submit the first (1st) quarterly report within the first three (3) months of starting the project and subsequent quarterly reports thereafter until the conclusion of the project, your funds may be suspended indefinitely at the phase, the delinquency had been committed.

Definition

Quarterly means every three (3) months.

Summary/Evaluation Report:

It is equally important to submit the final Summary/Evaluation report at the end of the project.

IMPORTANT to KNOW

BCN Trusts will no longer tolerate negligence, procrastination and non-compliance.

1. The consequence for irresponsible acts of postponement, may be a “rejected proposal” by the Trustees and Chief & Council because of non-performance.
2. It is equally important to RETURN assets (property/equipment etc.) back to Bigstone Cree Nation when such items are purchased with BCN Trust funding, at the end, of the project.



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- Trust Administrator will conduct an Project End Evaluation Report.

When the Project Director undertakes to coordinate a project, it is his/her responsibility to comply with the requirements of the program and to ensure that his/her Team conforms.

BCN Trusts is responsible to Membership, the Trustees and to Chief & Council.

Lorna Auger

Print Name

Signature

Incomplete applications will not be accepted.