

5. STRENGTHENING STAKEHOLDER RELATIONSHIPS: OUTREACH, MARKETING, & CONSULTATION

ACTIVITY	OUTPUTS	INPUTS	PERFORMANCE MEASURES	OUTCOMES		
				SHORT TERM	MEDIUM TERM	LONG TERM
<p>This purpose of this program is to strengthen stakeholder relationships, ensure clear health and safety messaging, and to increase the visibility and credibility of the Centre.</p>	<p>20th marketing anniversary campaign</p> <p>Implemented communications strategy</p> <p>Implemented social media plan & tracking</p> <p>New website</p> <p>Implementation of new self-service portal to access and track training for workers and employers</p> <p>Restructured Technical Advisory Committee for the operations of the Centre.</p> <p>Production of proprietary resources, including translation of resources into additional languages</p>	<p>Funding</p> <p>Staff</p> <p>Travel</p> <p>Consultants</p> <p>Outreach and marketing</p> <p>Technology</p>	<p><i>To be determined.</i></p> <p>The Centre's outreach, marketing, and consultation plan is currently under development in consultation with Point Blank Creative</p>	<p>Increased use of social media platforms to communicate health & safety information.</p> <p>Integration of virtual resources including webinars</p> <p>Increased flexible delivery options for Centre content</p> <p>Implementation of best practices of adult education in course offering</p> <p>Implementation of best practices of OHS in course offerings</p> <p>Increased use of Centre resources by workers and employers</p> <p>Increased use of Centre resources by affiliated unions</p> <p>Increased use of Centre resources by partnered community groups</p> <p>Increased brand recognition</p>	<p>Increased brand recognition and credibility</p> <p>Increased engagement and interaction with Centre's social media activities</p> <p>Increased access to OHS education in remote regions of British Columbia</p> <p>Routine collaboration between the Centre and other partners, including unions, associations, and community groups</p>	<p>Establish the Centre as centre of excellence for OHS education in British Columbia and Canada</p> <p>Province-wide recognition of the Centre and its work activities</p>