



Communication : C1
Diversity and Inclusion Task Force
March 18, 2021
Item # 1

Corporate and Strategic Communications Update

Diversity and Inclusion Taskforce
March 18, 2021





CSC Overview





Marketing and Creative Services

- Brand Management + Creative Development
- Marketing + Digital Media
- Photography + Videography
- Website + Digital Services





Intergovernmental Relations

- The Intergovernmental Relations Business Unit seeks to advance and align Council-approved priorities with the priorities of other governments.



Corporate and Strategic Communications

2020 Key Results

- Received six MarCom Awards which honour excellence in marketing and communication internationally
- More than 60 integrated internal communications campaign to all staff and People Leaders
- More than 2,260 graphic design requests, 64 photo/video ops, 207 video/media products, 4 virtual event productions and 1,995 website edits
- More than 131 Intergovernmental Relations (IGR) communications to Council and the administration
- Activated a robust COVID-19 Crisis Communications Plan



Commitment to removing barriers



- Continuous improvement mandate
- Accessibility enhancements to websites and communications products
- AODA legislation requirements
- Jurisdictional reviews and industry best practices
- Spearheaded training and development for Corporate and Strategic Communications



Flag Raisings and City Hall Illuminations



- Structured policy and protocol facilitated by the City Clerks office
- Council endorsed flag raisings, proclamations and illuminations receive full communications support: **Council communications package, photo/video and graphic support**



Cultural Media Strategy



More than 15 different cultural media outlets including:

- Canadian Jewish News
- CHIN TV
- Cija.com
- Corriere Canadese
- Fairchild TV
- French CBC Radio
- Johnny Lombardi (OMNI)
- Jpost.com
- Lo Specchio
- Ming Pao Canada
- OMNI Cantonese
- OMNI Italian
- OMNI Mandarin
- Radio Canada (French)
- TLN

2020 Coverage: **59** media products

Platforms leveraged: **Broadcast** (TV & radio), **print and online**

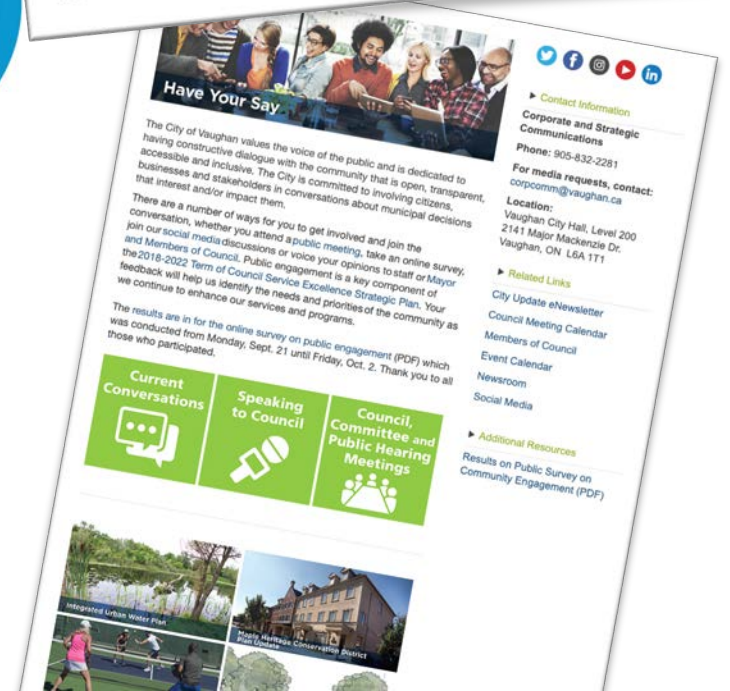
Total reach: **More than 3,552,078**

Support for Access Vaughan



- Key message and communications support
- Immediate updates on all external communications being deployed by the City
- Live translation services for Citizens
- Supporting Service Vaughan and Counter Service Modernization initiatives

Engagement Framework





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