



Communications + Outreach overview

February 16, 2023

**Adam Gould, Manager of
Communications + Outreach**

Today

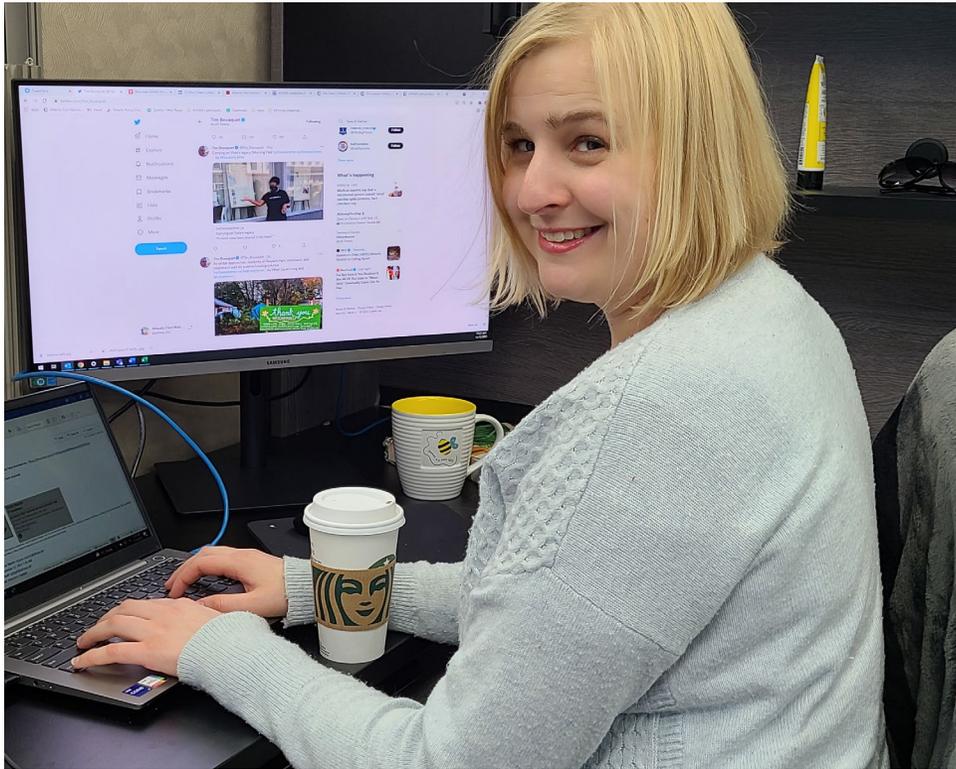
- Intros
- Background + milestones
- Upcoming projects + collaboration
- PR tools available
 - Publications
 - Outreach: Academic awards + Sponsorships
 - Digital: Social media + Website
 - Brand building: Promo items

Our team

- **Adam Gould**

- Manager of Communications + Outreach
- Joined December 2020
- Royal Roads University [MAIIC], Mount Saint Vincent University [BPR], University College of Cape Breton [BA]
- UNSM [Tripartite Forum], Membertou, CMM [Tripartite Forum], Elections Canada

Our team, cont.



- **Lauren Mills**
 - Communications Associate
 - Joined October 2021
 - Mount Saint Vincent University [BPR]
 - Wilson's Fuels, NDP caucus (federal), volunteer for NSHA

What we do now

- Update website
- Administer social media sites and apps
- Publish Samqwan/Samaqan+Sage, annual report
- Order promo items for outreach and staff
- Oversee annual education awards
- Receive sponsorship requests (ex. NAIG)
- Elders Advisory Lodge [EAL] liaison, social committee (internal)
- Communications support to Operations

Upcoming: *The road ahead...*

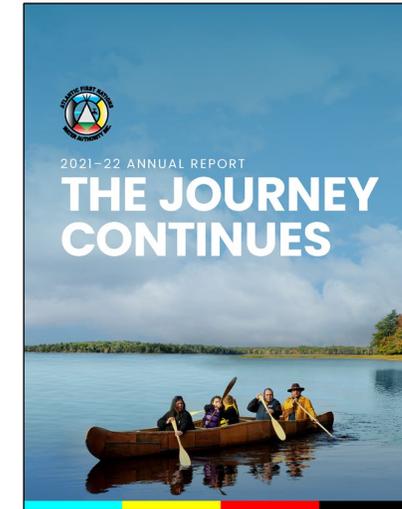
- Outreach
 - Conferences and symposiums; workshops; career fairs; grassroots events; our team wants to be in communities
 - Send info and invites to our team
- AFNWA Brand
 - Truck fleet, infrastructure, equipment and gear, PR tools
 - Name and logo to be recognized regionally
- Sponsorships
 - NAIG23: \$50K monetary, \$25K in-kind for canoe relay (Operators!);
 - Requests are welcomed from communities

Collaboration

- AFNWA should highlight and demonstrate the work that we do
 - All staff roles are recognized, all dept work is a mosaic
 - community-level needs focus, highlight Supervisors, Operators, Ops dept
- C+O 'in the field' with 'all' Ops team members, shadowing and media
 - Community sees what Ops do for us daily, re: Water Movement videos
 - Education and learning, plant seeds in youth, interest in STEM

PR tools: publications

- Annual Report
 - 2020-21, 2021-22,
 - 2022-23 in September (Agreements, Onboarding)
- Samqwan/Samaqan+Sage
 - Quarterly newsletter
 - 8 issues, no. 9 soon (Winter 2023)
- YouTube video
- narrated by Regional Chief PJ Prosper



Education awards

Nujo'tme'k Samqwan Award *'Taking Responsibility for Our Water'*

- \$4,000-\$8,000* (full-time, *renewable), \$2,000 (part-time)
- Spring rollout
- Indigenous recipient(s) selected by NSCC Foundation from industry-related programs
- First winner, 2021

The logo for NSCC, consisting of the lowercase letters 'n', 's', 'c', and 'c' in a bold, blue, sans-serif font.

Danny Lantaigne Memorial Award

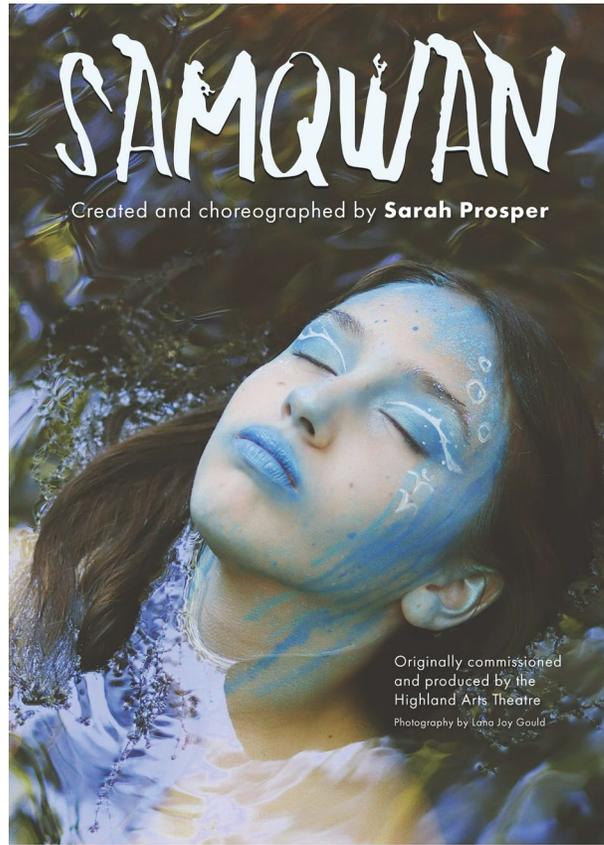
- \$4,000-\$8,000* (full-time, *renewable), \$2,000 (part-time)
- Spring rollout
- Indigenous recipient(s) selected by NSCC Foundation from industry-related programs
- First winner, 2022

The logo for NBCC, featuring a stylized graphic of a blue and yellow wave on the left, followed by the uppercase letters 'NBCC' in a bold, blue, sans-serif font.

Education award winners!

- NSCC *Nujo'tme'k Samqwan Award*
 - Merina Sark, Paqtnkek; Business Admin
- NBCC *Danny Lantaigne Memorial Award*
 - Jayden Dedam, Esgenoôpetitj; Business Admin
- Third cohort is this spring for fall classes
- Possible co-op student employment (term)

Sponsorships



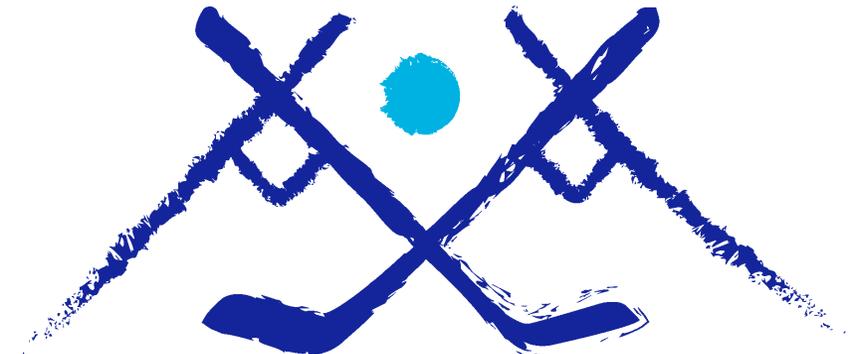
SAMQWAN
Created and choreographed by **Sarah Prosper**

Originally commissioned and produced by the Highland Arts Theatre
Photography by Lana Joy Gould

May 5 – May 8, 2022
HIGHLAND ARTS THEATRE

May 12 – May 15, 2022
NEPTUNE THEATRE

FUNDED BY: NOVA SCOTIA
SPONSORED BY: [Logo]



MEMBERTOU 2022
NATIONAL ABORIGINAL HOCKEY CHAMPIONSHIPS

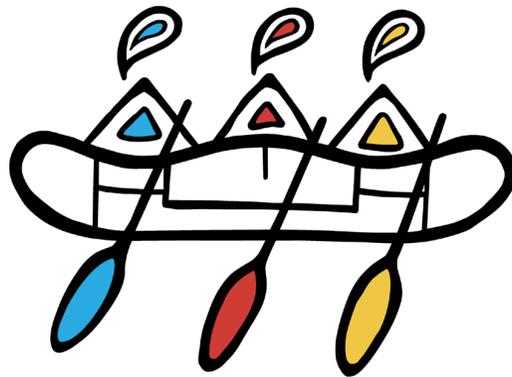


NOVA SCOTIA
MI'KMAW
SUMMER GAMES

Sponsorships, upcoming

- AFNWA has resources to support community-hosted events
- Staff, leadership are welcome to send sponsorship requests to us
- 2023: National Engineering Month, MPWWA annual seminar, NAIG23 and **Canoe Relay (May-July)**

**2023 JEUX
AUTOCHTONES**
de l'Amérique du Nord ■
HALIFAX • NOUVELLE-ÉCOSSE



North American ■
**INDIGENOUS
GAMES 2023**
HALIFAX • NOVA SCOTIA

Social Media

Facebook, [@AFNWAinc](#)



Instagram, [@afnwa_inc](#)



Twitter, [@afnwa_inc](#)



YouTube, [afnwa_inc](#)



LinkedIn, [atlantic-first-nations-water-authority](#)



Social Media procedures

- All AFNWA-related content is posted by C+O department.
 - Emergencies, advisories, notices and announcements, updates
- Operators asked to send messages + photos of all work-related material to C+O for posting
 - 'official communications from AFNWA' and then shared by staff
- Be mindful of safety codes or guidelines before sharing anything
 - Compliance and safety, service commitment, violations and fines
- If AFNWA is listed as your employer, you are responsible for your posts.
 - Never attack the employer, leadership, community members, etc. as it reflects on AFNWA and teammates
- If you're unsure, do not post it!

Website: www.afnwa.ca

- About AFNWA [Employment, RFPs, Board, management, EAL]
- Water [water cycle, infrastructure]
- Communities [participants, benefits, how to join AFNWA]
- **Operators [resources and links, Operators Corner]**
- FAQs [general, governance, finance, operations]
- Documents [publications, Board meetings, policies, etc.]
- Events and contact

Website: Operators page

- Support for training and certification, compensation
- Resource Links:
 - alphabetically from *AWWA to Water Movement*
- Operators' Corner:
 - Workshop documents and learning material
 - Suggestions welcome!

Branding

- Logo placement
 - In community:
 - Infrastructure, fleet, staff gear,
 - Outreach:
 - Shirts, hats, drinkware, useful tools, giveaways, etc.
- Swag and promo items
 - C+O facilitates purchase of all promotional items
 - But not 'equipment' or 'gear'
 - Swag available for sponsorship and staff
 - community events, hosting delegates, visiting leadership, etc.

Swag in the future

- Items that promote our principle of *Two-Eyed Seeing*:
 - Nujo'tme'k Samqwan + Wolankeyutomune
 - *We take care of our water / Let's take care of our water in a good way*
 - Possible image to be created, or use our logo
- AFNWA Operators
 - Heart and soul of our organization
 - Tees and mugs so far, what else?

**NO OPERATOR
NO TEA**

 American Water Works Association



Wela'liog, Woliwon, Thank You!

Contact us anytime:

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