

## CORPORATE AFFAIRS AND COMMUNICATIONS

### STRATEGY PROGRESSIVE REPORT 2015

Goals	Measures	5 years Targets	Achievement 2015
<p>1. To raise the Scouting Profile and increase Visibility of KSA to members and the general public</p>	<ul style="list-style-type: none"> <li>• Number of Scouts registered</li> <li>• Number of new Partners</li> <li>• Positive Media Items in the Broadcast Media</li> <li>• Positive Media Items in the Print Media</li> <li>• Workshop for Key Scout Officials</li> <li>• KSA events covered and documented, internally and externally</li> <li>• Establishing a Scout's TV Channel</li> <li>• Developing Radio Programmes on Scouting</li> <li>• Develop a KSA Communication Database to aid communication internally and externally</li> </ul>	<ul style="list-style-type: none"> <li>• Create the right perception and understanding of the KSA Brand</li> <li>• To sell the Scout Brand to all Counties</li> <li>• To Partner and establish projects with like-minded partners</li> <li>• To strengthen internal and external communications</li> <li>• To harmonize the KSA signages</li> <li>• To promote the KSA Brand</li> <li>• Develop Radio programmes to be aired on radio</li> <li>• Start a TV Channel that is owned and managed by KSA</li> </ul>	<ul style="list-style-type: none"> <li>• Over 1 million Scouts Registered</li> <li>• Positive Media Coverage (Print and Electronic)</li> <li>• KSA events covered and documented, internally and externally</li> <li>• KSA Communication Database to aid communication internally and externally Developed</li> <li>• Linking of partner websites to the KSA website</li> <li>• KSA Brand promoted via the production of IEC materials</li> <li>• KSA Communications Strategy validated</li> <li>• KSA monthly e-newsletter introduced and circulated</li> <li>• Standard county letter heads designed</li> </ul>

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			<ul style="list-style-type: none"> <li>• Placement of Ads in Print and electronic media</li> <li>• Drafting and ratification of the KSA Communications policy</li> <li>• Preliminary study for setting up a radio Station and Licensing done</li> </ul>
<p>2. To strengthen the means of communication through IEC materials, advertising and the website among others</p>	<ul style="list-style-type: none"> <li>• Number of Magazines produced</li> <li>• Number of IEC Materials produced</li> <li>• Number of adverts produced</li> <li>• Traffic use of the website; daily and monthly</li> <li>• Engagement with Social Media: Facebook, Twitter, Skype, YouTube e.t.c</li> </ul>	<ul style="list-style-type: none"> <li>• To develop co-branding partnerships with like-minded partners</li> <li>• To reach all the public and private primary and secondary schools through dissemination of IEC Materials</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly updating of the KSA website</li> <li>• Production of IEC Materials including monthly e-newsletter, KSA Annual Report</li> <li>• Daily updating of KSA social media platforms</li> <li>• Increased traffic on KSA social media platform</li> </ul>
<p>3. To ensure courtesy, etiquette, customer care and discipline when communicating, both internally and externally</p>	<ul style="list-style-type: none"> <li>• Existence of KSA Communications Strategy</li> <li>• Existence of KSA House Style Policy</li> <li>• Existence of a Service Charter</li> </ul>	<ul style="list-style-type: none"> <li>• Achieving a Professional Image</li> <li>• Professional Communications at all levels</li> </ul>	<ul style="list-style-type: none"> <li>• KSA communications strategy in place</li> <li>• KSA service charter in place</li> </ul>
<p>4. To upgrade and strengthen the operations of Corporate Affairs and Communications System to a modern capacity</p>	<ul style="list-style-type: none"> <li>• Existence of a feedback and appraisal system for KSA's internal and external communications</li> <li>• Set up an equipped Communications Department</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure KSA is up to date with Media and Communication changes</li> <li>• Continued update of professional image and KSA Brand</li> </ul>	<ul style="list-style-type: none"> <li>• A feedback and appraisal system for KSA's internal and external communications in place</li> </ul>

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	<ul style="list-style-type: none"><li>• Feedback to our e-mails</li><li>• Feedback/ Comments from the Social Media</li><li>• Periodic appraisal of the Communications Department</li><li>• External Media perspectives and coverage</li><li>• KSA internal Digital Data Back up</li></ul>	<ul style="list-style-type: none"><li>• Embrace high levels of ICT in KSA Communications processes</li><li>• Install a BULK SMS system in KSA</li></ul>	
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