

Communications Working Group

SPARC (Supporting Performing Arts in Rural Communities)

Related SPARC Objective: *to sustain an on-going process of identifying and sharing key challenges, innovations and opportunities that impact the performing arts in rural and remote communities.*

Goals:

1. Create an effective online communication platform
2. Develop consistent, clear branding and messaging
3. Engage and connect users online
4. Continually evaluate efficacy of the communication platform

Deliverables:

1. Assess SPARC website for potential upgrades while keeping it simple and user-friendly
2. Review applicable communication platforms to inform modifications to SPARC's existing platform that are accessible, affordable and sustainable
3. Test select communications platform/upgrades with focus groups to ensure accessibility
4. Recommend upgrades to SPARC Network Steering Committee
5. Clarify role of moderators and identify specific individuals as moderators
6. Recommend SPARC brand guide regarding visual, verbal and textual promotion of SPARC

Resources:

There is a budget within the current Ontario Trillium Foundation grant for website upgrades and communication platform. Currently, SPARC has a simple Forum for use on the website.