

# YouthLink 2017-19 Communications Plan

## *Purpose of YouthLink Communications*

YouthLink communications has as their purpose to contribute to the following desired results as specified in its current Strategic Plan:

- The attraction and retention of a sufficient number of Board Directors;
- The attraction and retention of qualified staff;
- The renewal and leveraging of organizational relationships with Youth Advisory and Presidential Advisory Committees members, funders and service delivery partners; and
- The development of a greater number of higher dollar grants, new donors, and new unique funding sources.

YouthLink communications contribute to these results by cultivating individuals, groups and organizations within the agency and across the community to respond in these ways. To add value, YouthLink communications bring rigour to the presentation and placement of the organization's identity and the conduct in certain respects of its operations, programs and services. Also encompassed in this domain are specific initiatives in public outreach and education, advocacy and fund development.

## *Policies*

Empowering YouthLink's communications are the Board's policies on:

- Community Engagement Policy (updated version of the previously named Human Resources and Systems: Communications, Media and Events Policy)
- Governance: Board Roles and Responsibilities Policy
- Governance: Risk Management Policy
- Finance, Human Resources/Systems and Organizational Communication
- Community, Media and Events Policy

- Human Resources and Systems: Social Media Policy
- Human Resources and Systems: Privacy Policy
- Governance: Policy Development, Implementation and Review Policy

The major influences (constraints) shaping the agency’s communications include the Board approved organizational vision, mission, values and Strategic Plan.

### *Roles and Responsibilities*

The Board has authority over the organization in every respect including its communications. It exercises that authority through its policies. Through policies it sets expectations and reporting requirements. Under those policies it vets and approves the annual plans respecting the agency’s operations, all of which have communications-related aspects. It then receives quarterly updates on the progress of implementation of those plans.

Beginning in 2019 the Board will have added to that list of annual plans, one related to community engagement following its adoption of a policy in this regard in October 2018.

The Executive Director has authority over and is accountable for YouthLink communications plans and activities and all that flows from them. Within that mix, the Executive Director is the official spokesperson, a responsibility that may be delegated in a specific instance subject to the immediate reporting of this to the Board of Directors. The Executive Director also has final approval over the content and timing of all communications executions.

The Management team participates in decisions concerning communications aims, activities, implementation and assessment. It may also direct specific content and spokesperson(s) toward a specific communications undertaking, and advise on the timing for initiatives.

The authority for day-to-day communications is divided between the Executive Director; the 3 Directors, of Finance and Administration, Human Resources, and Client Services; a Consultant in Community Engagement; a Consultant in Fund-Raising and Online Marketing; and the program manager(s) related to any specific initiative.

- The Executive Director, and the Directors of Finance and Administration, Human Resources and Client services shepherd the organization’s internal communications in their areas of responsibility;
- The Consultant in Community Engagement is responsible for identity standards development and placements, stationery, business cards, signage and annual report, on-line listings, and advocacy;
- The consultants in Community Engagement and Fund-raising and Online Marketing share responsibility for the website development, social media activities and media relations;
- The Fund-Raising and Online Marketing Consultant guides those communications that are related to events and campaigns for raising donations and gifts in kind; and
- Program staff undertake communications initiatives for their programs, including forms, presentations and flyers. Of note, the Manager of Community Services and Youth Outreach Workers lead many organizational initiatives in community outreach. All staff must ensure their manager is aware of any requests for presentations and community events in advance, and any developments on issues of concern to the organization. Beginning in 2019, all staff will have a role to play in maintaining YouthLink’s stakeholder relationship management (SRM) database.

As a matter of practice, the Youth Advisory Committee is consulted at its monthly meetings in the planning stages of any externally oriented communications.

The agency's communications are also guided by its 100+ year history and legacy of community service and its relationships with stakeholders.

## *Protocols*

### Personal Conduct

Communications is embedded in all YouthLink activity and are geared to reflect the organization's values. YouthLink's Board, management and staff conduct themselves in line with the agency's policies and procedures. All behavior is respectful, consistent with our values as a caring community. No YouthLink representative exposes another person or the organization to insult or ridicule in oral or written communications or in electronic and social media.

### Transparency

YouthLink's internal communications are geared to fostering two- to multi-way exchanges of information, ideas and perspectives. Openness at all times, particularly in regards to direction-setting, decision-make and problem-solving, is key to maintaining high levels of engagement, accountability and pride in the organization which, in turn, benefit YouthLink's governance and effective functioning. For YouthLink communications to be transparent, they must be timely, accurate, clear, objective and complete.

### Privacy and Confidentiality

While openness and transparency are valued and necessary, they are limited in practice by the laws, policies and practices for protecting client privacy and the confidentiality of organizational matters related to contracts, salaries and other personnel matters.

### Audience Sensitivity

YouthLink's stakeholder community currently consists of past, current and future clients, Board Directors, staff, program partners and volunteers, government entities, funders, donors, special event purchasers, sector partners, media and those in the community at large with an interest in the emotional wellbeing and mental health of youth generally but particularly in Scarborough.

All YouthLink communications are directed to specific and appropriate audience segments within that community. Care is taken to ensure accessibility and relevance as experienced by individual stakeholders.

Content is applied to the full range of media venues, including website, social media, media relations, signage, printed materials, speeches and presentations, email, *The Connector* newsletter and incentive items. "

YouthLink adapts its content and media usage to its changing environment, employing new approaches as these become appropriate and feasible to do so.

## *Practices*

### YouthLink Identity

The YouthLink identity consists of its name, logo, tagline, font, colours, and the sizing and placement of these items relative to one another. Additional identity standards pertain to the inclusion of the United Way of Greater Toronto logo and, wherever feasible, a summary statement of YouthLink's history, charitable status, accreditation and United Way relationship. The United Way of Greater Toronto identity is included in all YouthLink communications outputs.

The YouthLink identity was last updated in fiscal 2017-18 with the addition of "Since/Depuis 1914" and the summary statement, and the translation of that statement and contact information into French.

Staff members are guided in their usage of the YouthLink identity by the organization's identity standards. Their final drafts of items with the YouthLink identity are vetted against these standards for compliance by the Consultant in Community Engagement.

### Plan First

YouthLink's communications undertakings all begin with a plan. Each plan is designed to ease and unify decision-making, improve control over planned activities, compel results measurement, and build cost-effectiveness into successive efforts

### Internal Communications

Internal communications among or between the Board, management and staff keep others informed about decisions being considered, ensuring that opportunities for providing input or feedback are available. Internal communications also aim to keep others current on activities, programs and services, to encourage participation in YouthLink processes and activities, and to recognize achievements or excellence.

### External Communications

YouthLink undertakes communications with a range of organizations and individuals in the community. Its core aim in every instance is to build and maintain relationships that are mutually productive, for the audience and the organization. Among the results YouthLink seeks from these relationships or to add to these relationships are information, ideas, perspectives and resources related to the mental health and emotional wellbeing of youth generally, and to its organizational policies, programs, services and events specifically. These resources come in the form of data about the environment, positive word of mouth, testimonials, referrals, inquiries, offers to volunteer, applications for employment, sectoral dialogue, donations, gifts in kind, grants and advocacy on its behalf.

Board, management and staff are kept informed of external communications plans, initiatives and results, with opportunities to have input in advance and to offer feedback at the conclusion of each initiative.

### Crisis Communications

A state of crisis is declared by either the Executive Director or their delegate. Such a declaration is conveyed to all member of the Board of Directors as well as applicable staff. The Executive Director will communicate regular updates to the Board in a fashion agreeable to the Board and which may be dependent on the nature of the crisis.

The Consultant in Community Engagement is a member of any crisis management team.



2017-19 Communications Plan and Products

Task	Desired Results	Lead	Team	Completion (Month/Year)	Progress Date	Actions Taken
<i>Adopt a single Board Policy on organizational communications including progress measures and reporting schedule.</i>	A Board-approved policy for empowering a community engagement program of which one component is communications	Dianne	<ul style="list-style-type: none"> <li>• Janice</li> <li>• Board Community Engagement Committee</li> </ul>	Oct 2018	<ul style="list-style-type: none"> <li>• Apr 2017</li> <li>• May 2017</li> <li>• May 2017</li> <li>• May 2017</li> <li>• Oct 2018</li> <li>• Oct 2018</li> <li>• Nov-Dec 2018</li> <li>• By Jan 2019</li> </ul>	<ul style="list-style-type: none"> <li>• Review of existing YL policies</li> <li>• Research of other organizations' policies</li> <li>• Drafting of proposed policies</li> <li>• Submission for review by Board Committee</li> <li>• Presentation of Community Engagement Policy to Board followed by approval</li> <li>• Consultation with interested Board members on implementation plan and Board reporting format</li> <li>• Submission of same to Board for discussion, amendment or approval</li> </ul>
<i>Update the protocols respecting privacy and confidentiality...</i>	Protection of the confidentiality of the addresses for YL's residential treatment home and coop houses	Janice	<ul style="list-style-type: none"> <li>• Michael</li> <li>• Stephanie</li> <li>• Dianne</li> <li>• YL lawyer</li> <li>• Board of Directors</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>• Oct 2017</li> <li>• Apr 2018</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Response to a City Councillor's release of the home's confidential address</li> <li>• Removal of street references to YL residential facilities by renaming them in honour of YL luminaries</li> <li>• Periodic review of YL addresses listed by external sources on the internet, resulting in their removal</li> </ul>
<i>Update the protocols respecting... identity and identity standards.</i>	Further adaptation of YL materials to new address for the main office	Dianne	Management team	Ongoing	<ul style="list-style-type: none"> <li>• Oct 2017</li> <li>• Nov 2017-Jan 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Translation of the tagline</li> <li>• 2 notices of change of address</li> <li>Neighbourhood drop</li> <li>New building signage</li> <li>New stationery</li> <li>New business cards</li> <li>Online directory listings update</li> </ul>
<i>Budget the function</i>	Dedicated budget equal to 3%	Janice	<ul style="list-style-type: none"> <li>• Rick</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>• April 2017</li> </ul>	Budget is driven by organizational

<i>appropriately.</i>	of annual revenues (proposed)		• Dianne			needs and available resources
<i>Hire a communications coordinator.</i>	Retention of 2 consultants and a summer intern	Janice	• Rick • Dianne • Evan	Ongoing	• Apr 2017 • Apr 2018 • May 2018 • July 2018	• Retention of a consultant in community engagement • Retention of a consultant in fundraising and online marketing • Retention of a web designer • Hiring of a summer intern in social media
<i>Assign communications responsibilities to all employees and train them in their respective roles and duties.</i>	(Default: Tailored communications support to staff as requested)	Any staff member	Dianne Evan	Ongoing	As needed	• Fielding of requests • Clarification of requirements •
<i>Establish a consistent and rigorous approval process.</i>	Centralized approval of communications materials bearing YL identity	Janice	• Management team • Dianne	April 2017	• April 2017 • May 2017 • Nov 2018	• Delineation of a process for centralized approval of identity applications • Email to staff specifying that all use of the YL identity in any form is to be approved by Dianne • Placement of YL identity assets on shared drive for all staff to access
<i>Affirm the brand architecture.</i>	Refreshment of the YL identity, determination of standards	Dianne	Management team	January 2018	• Jun-Aug 2017 • Jul 2017 • Jul–Nov 2017 • Nov 2017 onward	• Determination of all existing YL identity placements • Addition of the tag line (Since 1914) and footnote as communications standards • Research of YL archives for historical firsts • Translation into French of the tagline and contact information
<i>(cont'd: Affirm the brand architecture.)</i>	One referral source (The Red Book) containing all information needed for the planning, implementation and	Dianne		Ongoing	Ongoing since Apr 2017	• Gathering of all account user names and passwords, identity placements, and communications practices

	assessment of YL community engagement					
Apply the brand architecture to the creation of foundational communications products and channels.	One database for managing stakeholder relations (SRM)	Dianne		Ongoing	Ongoing since Apr 2017	<ul style="list-style-type: none"> <li>• Identification of source material</li> <li>• Creation of Excel file</li> <li>• Data entry</li> <li>• File maintenance</li> </ul>
	YouthLink SRM 2.0	Janice	<ul style="list-style-type: none"> <li>• Rick</li> <li>• Michael</li> <li>• Oghale</li> <li>• Dianne</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>• January 2018</li> <li>• March 2018</li> <li>• Summer 2018</li> <li>• December 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Identification of possible vendors</li> <li>• Issue of RFP</li> <li>• Assessment of proposals</li> <li>• Contracting</li> </ul>
	Revamped website	Dianne	<ul style="list-style-type: none"> <li>• Management team</li> <li>• Youth advisory committee</li> <li>• Staff work group</li> <li>• Evan</li> <li>• Outside web developer</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>• Sep 2017</li> <li>• Nov 2017</li> <li>• Sep 2017 – Apr 2018</li> <li>• Summer 2018</li> <li>• Summer 2018</li> <li>• Summer 2018</li> <li>• Sep 2018</li> <li>• Ongoing</li> <li>• Nov 2018</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Consultation with Youth Advisory Committee</li> <li>• Creation and ongoing consultation with staff advisory committee</li> <li>• Usability study by Sheridan College students</li> <li>• Upgrade of WordPress template</li> <li>• Change of Internet Service Provider</li> <li>• Contracting of website developer</li> <li>• Advisory of website under construction (home page, newsletter)</li> <li>• Consultation with departments on their program pages</li> <li>• Creation of page templates</li> <li>• Creation of new content (written descriptions, photos, calendar)</li> </ul>
(cont'd: Apply the brand architecture to the creation of foundational communications products and channels.)	Reliability of response to <a href="mailto:info@youthlink.ca">info@youthlink.ca</a>	Dianne	<ul style="list-style-type: none"> <li>• Jennifer</li> </ul>	Ongoing	Ongoing since April 2017	<ul style="list-style-type: none"> <li>• Monitoring of the inbox at least once a day during the week</li> <li>• Acknowledgement of receipt of each email and forwarding to the appropriate YL staff member for further response</li> <li>• Update of the website reflecting</li> </ul>



						this practice
Publishing of the Annual Report	Dianne	<ul style="list-style-type: none"> <li>• Janice</li> <li>• Rick</li> <li>• Michael</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2017</li> <li>• Sep 2018</li> </ul>	<ul style="list-style-type: none"> <li>• 2 months prior to publishing</li> <li>• 2 weeks prior</li> <li>• Oct 17/Sep 18</li> <li>• On receipt of returns</li> </ul>	<ul style="list-style-type: none"> <li>• Gathering of data</li> <li>• Creation of content</li> <li>• Design</li> <li>• Photography/ photo selection</li> <li>• Approval</li> <li>• Printing and distribution</li> <li>• Stakeholder list update</li> </ul>	
Publishing of <i>The Connector</i>	Dianne	<ul style="list-style-type: none"> <li>• Management team</li> <li>• Related staff</li> <li>• Outside editor</li> <li>• Outside designer</li> </ul>	<ul style="list-style-type: none"> <li>• June 2017</li> <li>• June 2018</li> </ul>	<ul style="list-style-type: none"> <li>• 2 months prior to publishing</li> <li>• 2 weeks prior</li> <li>• Jun 17/18</li> <li>• On receipt of returns</li> </ul>	<ul style="list-style-type: none"> <li>• Story identification</li> <li>• Gathering of Data</li> <li>• Photography/ photo selection</li> <li>• Drafting</li> <li>• Design</li> <li>• Approval</li> <li>• Printing and distribution</li> <li>• Stakeholder list update</li> </ul>	
Launch of the YL Transition Home and Emergency Shelter (2019)	Janice	<ul style="list-style-type: none"> <li>• Michael</li> <li>• Stephanie</li> <li>• Evan</li> <li>• Dianne</li> </ul>	January 2019	<ul style="list-style-type: none"> <li>• Nov 2018</li> <li>• Dec 2018</li> <li>• Dec 2018</li> <li>• Jan 2018</li> <li>• Jan 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Communications plan incl. identity for this program and facility</li> <li>• Internal advisories</li> <li>• Notice to partners</li> <li>• Community mail drop</li> <li>• Website update</li> </ul>	
Celebration of Children’s Mental Health Week 2017 through an open community event for public education entitled “Know what’s out there”	Dianne	<ul style="list-style-type: none"> <li>• Lucie</li> <li>• Oghale</li> <li>• All staff</li> </ul>	May 2017	<ul style="list-style-type: none"> <li>• Feb 2017</li> <li>• Mar 2017</li> <li>• Apr 2017</li> <li>• Apr 2017</li> <li>• Apr 2017</li> <li>• May 2017</li> <li>• May 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Recruitment of speaker</li> <li>• Event plan incl. identity</li> <li>• Negotiation w/ vendors</li> <li>• Internal advisory</li> <li>• Promotion, via email, dedicated webpage, social media and print advertising</li> <li>• Hosting of the event</li> <li>• Stakeholder list update</li> </ul>	

(cont’d: Apply the brand architecture to the creation of foundational communications products and channels.)

<i>(cont'd: Apply the brand architecture to the creation of foundational communications products and channels.)</i>	Celebration of Children's Mental Health Week 2018 through an open community event for public education entitled "Blind spots"	Dianne	<ul style="list-style-type: none"> <li>• Evan</li> <li>• Oghale</li> <li>• Nancy Rancone (volunteer)</li> </ul>	May 2018	<ul style="list-style-type: none"> <li>• Feb 2018</li> <li>• Mar 2018</li> <li>• Apr 2018</li> <li>• Apr 2018</li> <li>• Apr 2018</li> <li>• Apr 2018</li> <li>• May 2018</li> <li>• May 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Event plan</li> <li>• Event identity</li> <li>• Negotiation w/ vendors</li> <li>• Recruitment of panelists</li> <li>• Internal advisory</li> <li>• Promotion, via email, dedicated webpage, social media and print advertising</li> <li>• Hosting of the event</li> <li>• Stakeholder list update</li> </ul>
	Open House, Residential Treatment Home	Janice	<ul style="list-style-type: none"> <li>• Stephanie Michael</li> <li>• Dianne</li> </ul>	May 2017	<ul style="list-style-type: none"> <li>• Apr 2017</li> <li>• Apr 2017</li> <li>• May 2017</li> <li>• May 2017</li> <li>• May 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Event plan</li> <li>• Issue of invitations to neighbours</li> <li>• Hosting of event</li> <li>• Stakeholder list update</li> <li>• Follow-up on commitments</li> </ul>
	Celebration of YL's Madison Avenue facility on its closing	Stephanie	<ul style="list-style-type: none"> <li>• Janice</li> <li>• Dianne</li> </ul>	June 2017	<ul style="list-style-type: none"> <li>• May 2017</li> <li>• May 2017</li> <li>• May 2017</li> <li>• Jun 2017</li> <li>• Jul 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Event plan</li> <li>• Negotiation with vendors</li> <li>• Issue of the invitations</li> <li>• Hosting of event</li> <li>• Issue of Thank you's</li> <li>• Stakeholder list update</li> </ul>
	Community BBQ	Zohra	<ul style="list-style-type: none"> <li>• Youth Outreach Workers</li> </ul>	Aug 2018	<ul style="list-style-type: none"> <li>• Jun 2018</li> <li>• Jun-Jul 2018</li> <li>• Jun-Aug 2018</li> <li>• Aug 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Event plan including event identity</li> <li>• Recruitment of participants from YL programs (TMMSP, Residential Treatment Home for entertainment, booths)</li> <li>• Promotion online, handouts</li> <li>• Hosting of event</li> </ul>
	BluesLink 2017	Janice	<ul style="list-style-type: none"> <li>• Lucie</li> <li>• Staff</li> <li>• Volunteers</li> </ul>		<ul style="list-style-type: none"> <li>• Fall 2016</li> <li>• Fall 2016</li> <li>• Fall 2016</li> <li>• Mar-Jun 2017</li> <li>• Mar-Jun 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Event plan</li> <li>• Event identity</li> <li>• Negotiation w/ vendors</li> <li>• Internal advisory</li> <li>• Promotion, via email, dedicated webpage, social media and print advertising</li> </ul>

					<ul style="list-style-type: none"> <li>• Jun 2017</li> <li>• June 2017</li> <li>• Jun 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Hosting of the event</li> <li>• Issue of Thank you's</li> <li>• Stakeholder list update</li> </ul>
	BluesLink 2019	Janice	<ul style="list-style-type: none"> <li>• Evan</li> <li>• Dianne</li> </ul>	May 2019	<ul style="list-style-type: none"> <li>• Fall 2018</li> <li>• Fall 2018</li> <li>• Fall 2018</li> <li>• Dec-Jun 2019</li> <li>• Dec-Jun 2019</li> </ul>	<ul style="list-style-type: none"> <li>• Event plan</li> <li>• Event identity</li> <li>• Negotiation w/ vendors</li> <li>• Internal advisory</li> <li>• Promotion, via email, dedicated webpage, social media and print advertising</li> </ul>
					<ul style="list-style-type: none"> <li>• Jun 2019</li> <li>• Jun 2019</li> <li>• Jun 2019</li> </ul>	<ul style="list-style-type: none"> <li>• Hosting of the event</li> <li>• Issue of Thank you's</li> <li>• Stakeholder list update</li> </ul>
	Golf Tournament 2017	Janice	<ul style="list-style-type: none"> <li>• Volunteer Committee</li> <li>• Dianne</li> </ul>	Sep 2017	<ul style="list-style-type: none"> <li>• Mar 2017</li> <li>• May 2017</li> <li>• Mar-May 2017</li> <li>• Jul-Sep 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Event plan</li> <li>• Event identity</li> <li>• Contract negotiation with vendors and donors of gifts in kind</li> <li>• Direct mailings (print, email), newsletter and external print advertising to sell tickets</li> </ul>
					<ul style="list-style-type: none"> <li>• Sep 2017</li> <li>• Oct 2017</li> <li>• Oct 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Hosting of the event</li> <li>• Issue of Thank you's</li> <li>• Stakeholder list update</li> </ul>
	Golf Tournament 2018	Janice	<ul style="list-style-type: none"> <li>• Volunteer Committee</li> <li>• Evan</li> <li>• Dianne</li> </ul>	Sep 2018	<ul style="list-style-type: none"> <li>• Mar 2018</li> <li>• Apr 2018</li> <li>• Apr-Aug 2018</li> <li>• Jul-Sep 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Event plan</li> <li>• Event identity</li> <li>• Contract negotiation with vendors</li> <li>• Direct mailings (print, email) and newsletter promotion</li> </ul>
					<ul style="list-style-type: none"> <li>• Sep 2018</li> <li>• Oct 2018</li> <li>• Oct 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Hosting of the event</li> <li>• Stakeholder list update</li> <li>• Issue of Thank you's</li> </ul>
Commence the planning of a 2017-18 YouthLink campaign.	City Council approval of YL's proposal to establish a transition home and emergency shelter at YL's 747	Janice,	<ul style="list-style-type: none"> <li>• Dianne</li> <li>• All staff</li> </ul>	Jul 2017	<ul style="list-style-type: none"> <li>• Apr 2017</li> <li>• Apr-May 2017</li> <li>• May 2017</li> <li>• May 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Communication plan incl. identity</li> <li>• Internal advisories</li> <li>• Community mail drop</li> <li>• Open house incl. creation of</li> </ul>

Warden Avenue site

- Jun 2017
  - May-Jun 2017
  - July 2017
  - July 2017
- promotional button and leave PP presentation
- Community BBQ
  - Online and paper petitions
  - Presentation to Committee of City Council
  - Acknowledgement of the contract award online
  - Stakeholder list update