

5390-8-5 (CFPSA/NRYSM)

28 September 2005

Distribution List

CFPSA COMMUNITY GATEWAY AND YOUTH WEB SITE CONTENT COLLECTION PROJECT

References: A. Canadian Military Community National Youth Model Connecting Youth Project, dated 23 June 2004

1. As outlined at the reference, the CFPSA has been the recipient of National Defense On-Line (NDOL) funds for the past three years. The mandate of NDOL is to identify, assist and enhance opportunities for CF community members to access information and service delivery options on-line. NDOL exists to help CF community service providers foster a client centric 'one stop shop' approach using both Internet and intranet technology. As a beneficiary of NDOL, in 2004, the CFPSA engaged in a number of web based initiatives with the intent of expanding the availability of current and relevant information for specific and general target audiences within the CF community.
2. Two of the initiatives originating in response to the NDOL mandate were the *Community Gateway* and the *Connecting CF Youth* web sites.
3. The *Community Gateway*, which is one component of the CFPSA's Customer Relationship Management (CRM) initiative, consists of a series of linked websites, one site for each Base/Wing, that have a common look, feel and structure and provide a map to all CFPSA programs and activities. The CFPSA embarked on the CRM initiative with the aim of improving consumer experiences through the efficient sharing of information across all lines of CFPSA business areas.
4. The *Connecting CF Youth* web site is an interactive medium for, and created by, youth of CF families where youth can engage actively in activities that support transition; ease the stress of relocation; build and sustain meaningful relationships; and encourage a sense of belonging within the community.
5. Developmentally, both the *Community Gateway* and the *Connecting CF Youth* projects are at a stage where the technical and functional architecture components of the sites are complete. The next step in finalizing both initiatives is the collection and inputting of locally generated content.

6. To maintain the established timelines of launching the *Community Gateway* and *Connecting CF Youth* web sites in 2005, the CFPSA has recently engaged the services of Louise Gratton Consulting, to coordinate the compilation and entry of content into the two sites. In the next three months Louise Gratton Consulting will undertake the following activities:

- a. research and assess all local services that are of interest to CF families;
- b. compile all local service information into a database, populating general and specific service categories common to CF communities;
- c. validate the integrity, accuracy and relevancy of the information captured in the database;
- d. publish the community services information on the *Community Gateway* and the *Connecting CF Youth* web sites; and
- e. launch the fully populated *Community Gateway* and *Connecting CF Youth* sites.

7. Throughout each of these activities, Louise Gratton or one of her associates, may be in contact with you to collect information, assess the applicability of local services, and evaluate data gaps related to community services. While the information Louise Gratton Consulting is collecting is universal in its scope, the research methodology will focus primarily on contacting local PSP representatives during the data collection stage for the *Community Gateway* site, and PSP and MFRC representatives for the *Connecting CF Youth* site.

8. Your assistance in directing Louise Gratton Consulting to community service resources both within and outside the local CF community is greatly appreciated. It is anticipated that Louise Gratton will be in contact with you between September and November 2005.

9. Should you or your staff have any questions please contact the undersigned, Brian Nolan CFPSA CRM Project Manager at (613) 996-6594 or Laurie Ogilvie, NRYSM at (613) 995-7802.

// Original Signed By //

G.W. Pearson
Executive Vice President - Personnel Support Programs
Canadian Forces Personnel Support Agency

Distribution List

External

Action

PSP Managers/WPersSvcOs
C/MFRC Boards of Directors/Advisory Committees Chairpersons

Information

PSP Community Recreation Directors/Coordinators
C/MFRC Executive Directors

Internal

Action

CFPSA / NRYSM
CFPSA / CRM Project Manager
CFPSA / DMFS SMRPPD
CFPSA / DMFS SMFO
CFPSA / DMFS FOMs

Information

CFPSA / DPSPR
CFPSA / DMFS
CFPSA / DPE
CFPSA / DHPHP
CFPSA / DComm