



## Corporate Profile - jmpconsultants

### JMPCONSULTANTS

Company founded	1998
Security Clearance	Secret
Number of Associates	20
Website	<a href="http://www.jmpconsultants.com">www.jmpconsultants.com</a>
<p><b>JMPCONSULTANTS is now ITIL certified (Basic)</b> <b>(Information Technology Infrastructure Library)</b> <b>Principal Associate of jmpconsultants: AKELA Multimedia Productions Ltd.</b> <a href="http://www.akelamultimedia.homestead.com/home.html">www.akelamultimedia.homestead.com/home.html</a></p>	

### Network of Associates of jmpconsultants

- Akela Multimedia Productions Ltd
- Peeta Consulting Inc.
- Leong Software (Australia)
- Tesslon Communications
- Brent Moore and Associates Inc.
- GGS Communications and Translation
- Variart
- EnviroTek Associates
- Tadger Group International
- Stay Technologies Inc.
- RHDF2000
- Romifications Publishing Inc.
- Digital Interactive
- APR Associates
- Aptus Design
- Echelon communications
- CHN & Associates





# Corporate Profile - jmpconsultants

## SERVICES AND PRODUCTS

### COMMUNICATIONS

- Communications Consultation and Management
- Management of the Communications Function
- Reorganization of the Communications Effort and Function
- Management of Communications Activities
- Development of Comprehensive Communications Strategies, Plans and Tactics
- Design and Management of Communications Strategies and Plans associated with the IT environment - Communications Support in the IT environment
- Communications Project Management Support
- Communications Advice to Senior Management
- Internal Communications – Strategies, Plans and Implementation
- Communications Audits
- Consultation Strategies and Plans - Public Participation and Public Education
- Media Relationships
- Web Presentation and Content Development
- Design and Layout for a variety of products such as: Posters, Brochures,
- Promotional Packages, Web Design, Multimedia, Signage, Logos, Newsletters, Annual Reports, Slide Shows,
- Illustrations and Photography
- Calligraphy
- Writing – Editing
- Speech Writing
- Translation
- Language Concordance
- Video Production

### MULTIMÉDIA

- 3D modeling
- Simulated worlds
- Virtual reality
- Virtual Walkthroughs
- Web-Based Virtual Exhibits
- Animated Flythroughs
- Web Casting
- 3d, Immersive, Interactive Web application
- Concept Visualization
- Multimedia, Archiving
- Internet-based Project Control
- Conference recording solutions
- Conference websites
- E-publishing, Information Publishing, CD-ROM Publishing, Web Publishing, CD-Web Hybrids, E-process
- Multimedia Presentations and CD-ROM Production and Duplication Services

### OTHERS

- Executive Counselling & Coaching
- Conference Communications and Conference recording solutions
- Conference websites
- Event Planning, Management, Coordination, Displays
- Print Procurement and Brokerage
- Media Coverage Value and Analysis
- Advertising Analysis and Value
- Marketing
- Sales
- Negotiations
- Research & Evaluation
- Training

### PRODUCTS

ePoster4, the most effective and innovative internal communications tool featuring an emergency alert system

Event Planning & Management Software - Plan, organize and manage all aspects of your event on line, maintain all event information, track expenses, and manage details.... Reuse the information for the next similar event.

### HUMAN RESOURCES

- Staffing
- Job description writing
- Classification
- Coaching
- Conflict Resolution
- Appreciative Leadership





## Corporate Profile - jmpconsultants

### About jmpconsultants

[jmpconsultants](#) is a business organization operating in the National Capital Region. Its founding member is an individual with professional development in communications. [jmpconsultants](#) is a consulting company specializing in communications consultation and management, offering the full spectrum of communications services. The firm's CEO has over twenty years of communications experience with the federal government supplying value-added experienced consultation combined with the highest quality communication services. For the last seven years, [jmpconsultants](#) has been a broker of top quality and hard-to-find communications specialists in a number of fields but mostly in the Information Technology field. [jmpconsultants](#) is now ITIL (Information Technology Infrastructure Library) certified.

As the former Director, Creative Services for the Communications Branch of the Correctional Service of Canada, Jean-Marc Plouffe provided communications advice and management support to hundreds of communications activities and projects, some of which received highest recognition from the communications community. He has extensive experience in the Canadian public policy and the business environments.

Our experience extends to every facet of the communications process and each one of us is committed to developing solid client and partner relationships. Having been in the communications business in both the public and the private sector, we understand the realities of today's business environment and the importance of achieving operational goals on time. We also understand that expectations are high in this field and that leveraging resources is often difficult.

We have the people you need, where and when you need them, to ensure that your projects stay on schedule. Our bilingual team is made up of communications professionals who are trained to be flexible and responsive to your requirements. Whether you need a single consultant or a team to meet your short-term or long-term objectives, we can adapt to your specifications and budget.

We would be proud to assist you with your communications projects - on budget, on schedule and on track with your expectations. Whether your needs are immediate or down the road, whether they are for a short period of time or a longer one, we invite you to consider our firm to work with you.

### Structure

[jmpconsultants](#) is team of communications professionals dedicated to developing and implementing effective communications strategies, programs, services to assist clients in achieving their strategic communications objectives. Its Associates are former communicators and marketers of consulting services, communications services, and market research. [jmpconsultants'](#) principal and associates have held a number of leadership positions in public organizations. They apply a number of specializations within affiliated enterprises with a wide range of experience in dealing with different levels of government, public and private corporations and associates. They bring a wealth of expertise in marketing, communications, copywriting, design, sales, media, rich media advertising and a thorough knowledge of public and business environments.

*Akela Multimedia Productions Ltd.*, [jmpconsultants'](#) main associate, provides turnkey solutions for clients in need of compact disk manufacturing and replication as well as offering other related value-added services such as design, films and proofs, printing and product packaging and assembly. Our knowledge and experience extends through every facet of the CD production process. We can also help organize and



## Corporate Profile - jmpconsultants

manage the multimedia content of your product, objectively evaluate market opportunities, set realistic marketing objectives and plans, and recommend efficient distribution channels.

### Our Clients

On all projects, an advisor is responsible for client liaison. He or she will provide an active link between the client and our team specialists. Our team is tailored to your project requirements. The combination of our resources offers the flexibility of timing, skills and budgets to satisfy the specific requirements of any communications project.

Our professionals bring valuable insight into the federal government's approach to communications because they understand federal policies and sensitivities. We organize specialist teams to provide the experience and knowledge necessary to manage, research, implement and administer any type of project effectively, on schedule and on budget

- Abbey Reid Public Safety and Security Group
- ADR Institute
- Agence de santé et des services sociaux de l'Outaouais
- Agriculture Canada
- American Correctional Association
- Canada Communications Group
- Canada Customs and Revenue Agency
- Canadian Criminal Justice Association
- Canadian Firearms Centre
- Canadian Food Inspection Agency
- Canadian Heritage
- Canadian Public Service of Canada
- Canadian Radio and Television Commission
- Communications Canada
- Conflict Resolution Network Canada
- Correctional Service of Canada - Chaplaincy Division
- Correctional Service of Canada - Communications Branch
- Correctional Service of Canada - Community Involvement Directorate
- Correctional Service of Canada - Correctional Education
- Correctional Service of Canada - Offender Programs
- Correctional Service of Canada – Operations Sector
- Environment Canada
- Defence Research and Development Canada
- Génôme Canada
- Governor Generals of Canada
- Government Executive Directors and Directors
- Health Canada
- Industry Canada
- International Defense Force
- International Resolution Network
- Justice Canada - Information Technology Directorate
- Justice Canada - Information Technology Division
- Ministers
- Mitel
- National Defence
- National Research Council Canada



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- Nortel Networks – Multimedia Enterprise Division
- Office of the Auditor General of Canada
- Office of the Commissioner of Official Languages
- Office of the Prime Minister of Canada
- Parks Canada
- Pascam Media
- Peeta Consultants Inc.
- Phoenix Creative Services
- RHDF2000
- Save the Children Canada
- Solicitor General Canada
- Stay Technologies
- Tadger Group International
- Tercom
- Tesslon Communications
- YouCan

### Past and recent Projects

- Senior Communications Advisor at Nortel Multimedia Enterprise Division
- Senior Communications Advisor at Justice Canada (over 3 years)
- Providing Training to Managers and HR Advisors (Federal Public Service) on the Statement of Qualification Builder Tool at Communication Canada
- Translation Services at Defence Research and Development Canada (DHDC)
- Translation Services at Canadian Heritage
- Editing Services at Canadian Heritage
- Writing Services at Heritage Canada
- 3 year contract with Social Development Canada / Speech writing, Writing, Editing and Translation
- Translation Services at Parks Canada
- Editing Services at Parks Canada
- Developing an automated Event Planner at Parcs Canada
- Translation Services at YouCan
- Translation Services at Resolution Network Canada
- Centre for Conflict Resolution International
- Human Resources Services at RHDF2000 (job description, classification review)
- ePoster Sales Representative (Territory: Canada)
- Media Coverage Value and Analysis Parks Canada
- CD Replication at Justice and Corrections Canada
- Graphic Design, layout and printing services at Corrections Canada and CFIA
- Conference Support at Canadian Criminal Justice Association
- Translation Services Leong Software (Australia)
- Communications Support Peeta Consultants Inc.
- Translation Services for Canadian Society For Industrial Security
- Communications Support for RHDF2000
- Communications Support for Yves Chevalier International
- Job Description Writing for a number of federal government departments
- Communications Support for Stay Technologies
- Communication Support for Akela Multimedia Productions
- Communications Support for Tercom
- Communications Support to Tesslon Communications



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- Translation Services for Center for Conflict Resolution International
- Translation Services for National Research Council Canada
- English/French Concordance Review for National Research Council Canada
- Translation Services for Pascam Media
- English/French Concordance review and Editing services for Canadian Heritage
- Translation services and communications support services for Abbey Reid Safety and Security Group (Calgary)
- Translation services for ADR Institute (Toronto)
- Article for The CGE Magazine - Special Events - A Challenge even for the most skilful!
- Training sessions at Parks Canada - Event Management Solution software
- Translation Services for Abbey Reid Public Safety and Security
- Executive Counselling Services at Public Service Commission
- Exclusive Distributor of the Tadger for Tadger Group International in Canada and 7 countries
- Translation Services for Tadger Group International
- Translation Services for International Defense Force
- 3 year (2004-2007) standing offer communications services - writing, editing and translation services - Heritage Canada
- 3 year (2006-2009) standing offer communications services writing, editing and translation services - Heritage Canada
- Agence de santé et des services sociaux de l'Outaouais
- Save The Children Canada



[www.jmpconsultants.com](http://www.jmpconsultants.com)



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**Gatineau Qc. J9A 1X3**

**JEAN-MARC PLOUFFE**

### PROFILE

Jean-Marc Plouffe has experience (20 years) in the management of communications operations (communications, policy, plans, strategies and creative services, public education and social marketing; media relations; environmental analysis; ministerial liaison; special projects; publications; A/V materials, multimedia presentations, CD production and replication, and special events), federal/provincial/territorial relations, and management of an executive secretariat and Directorate; in policy analysis and development, negotiations and consultations; and translation.

**Innovation Delivered - 819-664-5253**



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Mr. Plouffe has 10 years of experience in the management of communications operations in an Information Management environment. Jean-Marc is also Information Technology Infrastructure Library (ITIL) Certified.

Mr. Plouffe's areas of expertise include:

Communications Strategies  
Communications Planning  
Internal Communications  
Public Relations  
Government Relations  
Events Planning  
Corporate Communications  
Issues Management  
Public Affairs

Mr. Plouffe is bilingual and he possesses a Secret Level Clearance. PROFESSIONAL EXPERIENCE

### **JMP Consultants**

President

Duration: 1998 – present

JMP Consultants is a communications firm offering a complete spectrum of communications services in the Ottawa/Hull area.

### **Akela Multimedia Productions Ltd**

President

Duration: 1998 – present

Akela Multimedia Productions Ltd. is a firm specializing in CD production and manufacturing services, electronic publishing and all communications related services.

Mr. Plouffe has had a varied work experience in the Department of the Solicitor General and Justice Department for twenty-eight years, which has allowed him to acquire and demonstrate skills required in a senior management role.

Major accomplishments and acquisition of skills in the areas of Project Management, Planning, Communicating, Organizing, Co-ordinating, Consulting/Advising, and Counselling/Teaching.

- Development and implementation of major communications strategies at Correctional Services Canada, Justice Canada and Nortel Networks.
- Development of a comprehensive Communications, Marketing and Public Education strategy.
- Development of a Public Participation strategy.
- Co-ordination of the work of Citizens Advisory Committees (volunteers) across the country at CSC.
- Promoting effective communications and consultation with partners, working groups and Citizens Advisory Committees, as Director Consultation and Public Participation.
  
- Development of a number of limited scope communications plans for Information Management Plan projects at Justice Canada.
- Development and implementation of the Transition Management project of IMT Directorate at Justice.
- Directing the activities of a team of Communications experts as Director Creative Services and Director Consultation and Public Participation at CSC.



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- Administering a 1.5 million annual communications budget from 1990 to 1993 with some 80 ongoing communications projects daily.
- Knowledge of government procurement practices.
- Experience in contract negotiation and administration.
- Plan the operations of a network of one national, five regional and twenty nine sub-committees across the country which included responsibility for the allocation of resources, mandate and membership promotion, the establishment of a communication program aimed at all agencies of the criminal justice system.
- As Director Creative services and Communications Advisor at CSC, and as Communications advisor at Justice, he has produced or assisted the production of hundreds of communications products for internal and external communications, the public, the media and interest groups. Employee information sessions across the country at Justice Canada.
- Organizing the communications effort and sector at Correctional Service Canada, in Information Management and Technology at Justice, in MED Directorate at Nortel Networks, and in CFRS at Justice.
- Participated in the re-organization of the Communications Sector at CSC a number of times over the years.
- Organized the National Joint Committee of the CACP and FCS into an effective countrywide structure of 35 committees.
- Co-ordination of information, special events and conferences (some international) at both CSC and Justice.

### Some of Mr. Plouffe's Major Projects:

**Department of Justice  
Canadian Firearms Centre  
Canadian Firearms Registration System  
Senior Communications Advisor  
Duration: 5 months (June 1998 – November 1999)**

Senior Communications Advisor at the Canadian Firearms Centre, Justice Department, responsible for establishing and implementing the communications function in CFRS and the production of communications products for the over 2000 CFRS users across Canada. Mr. Plouffe was the link between the systems developers / all systems related functions and the CFRS User Community in Canada.

Responsibilities included:

- Advising Senior Managers and Portfolio Managers on communications planning, communications assessment and delivery.
- Designing and writing of a communications strategy and plans covering all aspects of communications planning, delivery and assessment.
- Communications Assessment including performance measurement, communications evaluation, client satisfaction surveys.
- Co-ordinating implementation plans, and conducting research, including facilitating focus groups, conducting workshops, seminars, and other out-reach and in-reach initiatives and administering surveys.

**Department of Justice  
Canadian Firearms Centre  
Canadian Firearms Registration System  
Senior Communications Advisor  
Duration: (November 1999 – October 2001)**



## Corporate Profile - jmpconsultants

Senior Communications Advisor at the Canadian Firearms Centre, Justice Department, responsible for implementing the communications function in CFRS and the production of communications products for the over 2000 CFRS users across Canada. Mr. Plouffe was the link between the systems developers / all systems related functions and the CFRS User Community in Canada.

Responsibilities included:

- Advising Senior Managers and Portfolio Managers on communications planning and delivery.
- Drafting of a communications strategy and plans.
- Delivering communications products and services.
- Carrying out special projects and exhibition development.
- Communications Assessment including performance measurement, communications evaluation, client satisfaction surveys.
- Coordinating implementation plans, and conducting research, including facilitating focus groups, conducting workshops, seminars, and other out-reach and in-reach initiatives and administering surveys.
- Participating as a member of the Management of Change team – training, client satisfaction.
- Writing and research pertaining to documents, articles, speeches, pamphlets, brochures, special project, electronic presentations videos, websites, advertising copy for print media..
- Production of support materials, including copywriting, translation, graphics design and distribution.
- Developing articles for publications and research studies and surveys, and gather and consolidate resources, including the conversion of print and imagery media to electronic format;
- Providing reports and studies pertaining to the assessment, evaluation and performance measurement, including the development of recommendations pertaining to all aspects of internal and external communications.
- Presenting findings pertaining to the facilitation of seminars, workshops, conferences and other information sharing requirements.

Publications:

- InBrief (over 300)
- JustNews
- CFRS Training
- Communiqué for CFRS Outreach program

Communication to CFRS users was an integral part of the Management of Change activities. Communications conveyed in an effective manner, on an on-going basis, the changes that would impact users with regards to system operating processes/parameters, business functions, and legislative or regulatory changes to the Firearms Act.

Strategy or Approach

The CFRS Communications Strategy (part of the Strategic Communication Plan – CFRS- August 8, 1998, developed by Mr. Plouffe) stated that a Communications Strategy was required to:

- Ensure that communications was accorded the appropriate level of attention and priority in CFRS;
- Identify the purpose of the communication activity, build consensus and participation in a function that is everybody's responsibility, and set the direction CFRS management desired to proceed with in the short and long term;
- Identify the audience, the organization and the management of communications within the CFRS;
- Identify approaches for delivering the communications activity and obtaining feedback;
- Ensure all groups were aware of the functions and processes being developed and delivered, the broad categories of items to be communicated to the partners, i.e. instructions, schedules, contacts,



## Corporate Profile - jmpconsultants

process changes, release contents, changes being investigated, etc., as well as other critical management strategies and initiatives being developed and delivered in support of the implementation of CFRS, and;

- Contribute to the issues and action management processes.

It also defined the overall communication objectives as the following and represented priority areas to be addressed at all levels:

- position CFRS, in the eyes of end-user as a new way to do business and as providing an effective and efficient licensing system for the owners, users, buyers, and sellers of firearms, and a registration system for all firearms and associated devices;
- focus communications on re-engaging partners and end-users in the purpose of the initiative;
- quickly and effectively respond to partners and end-users information requirements;
- provide products and delivery mechanisms that serve the information needs of the target audience(s);
- increase partner focus on improving the user's awareness and understanding of the CFRS initiative and processes;
- broaden dialogue with partners through campaigns and outreach activities, and;
- strengthen the communications function within CFRS, at all levels, and with CFC, and encourage and promote the communications effort.

The communication initiatives that are deemed as requirements to meet its communications objectives included:

- Increasing visibility and awareness of the CFRS delivery;
- Increasing and improving communications with partners and end-users;
- Understanding the views of user and improving user relations;
- Strengthening the communications function;
- Managing the communications function.

### **Nortel**

#### **Multi-media Enterprise Division**

**Duration: January 1999 – April 1999 (4 Months)**

Mr. Plouffe was responsible for the development and implementation of major strategic communications plan within the Multimedia Enterprise Division at Nortel Networks. Duties included: the analysis of the environment, strategic plan, and recommendations as to how to implement.

Scope of the assignment :

Communications Challenges

Why A Strategic Communications Framework?

Overall Strategic Communications Objectives

Why A Communications Strategy?

Overall Communications Objectives

Overall Key Messages

Mechanisms to Realize Communications Objectives

Nortel Networks

Acquisition / Merger

Core Values

1999-2000 Global Objectives

Multimedia Enterprise Division Business Environment



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Mandate Of Multimedia Enterprise Division  
Organizational Structure And Major Responsibilities  
1999-2000 Objectives  
Products

Time to Market and Portfolio Management Team Process  
Communications Needs and Achievements  
Achievements  
Activities  
Existing Communications Vehicles  
Expectations

Scope  
Communications Planning Framework  
Statement of Principles  
Statement of Overall Goal  
Statement of Communications Objectives  
Key Activities  
Themes and Messages  
Communications Activities And Tools  
Recommended Communications Initiatives  
Action Plans and Ongoing Planning Activity  
Action Plans  
Ongoing Planning Activity  
Monitoring and Feedback  
Long Term Communications Considerations  
Roles and Responsibilities  
Target Publics

### **Director Consultation and Public Participation, Correctional Service of Canada 1995 – 1998**

The responsibilities carried out by Mr. Plouffe here applied to all Sectors of Correctional Service of Canada including the IT Sector.

Mr. Plouffe was accountable for advising and counseling senior managers on the consultation and public participation aspects and implications of departmental policies and programs, and the development of strategies and programs to ensure public awareness and support.

He was accountable for the formulation and implementation of consultation and public participation policies and strategies to support the programs and initiatives of the Department and for the delivery of an information service on behalf of the Portfolio to ensure the understanding of such plans and initiatives by clients, the media and the general public, and also the access of the views of clients and their various interest groups to senior officials of the Department, the Minister and the Government.

He provided advice on and exercised control over all information products; developed and implemented policies, quality standards and procedures for the cost-effective production of creative material, performance measures; directed the publishing, printing, audio-visual and exhibit programs; published the internal employee publication.

He was responsible for CSC's Public events Program.

KEY ACTIVITIES



## Corporate Profile - jmpconsultants

- Providing information, advice, guidance and assistance to the public and the media, departmental management, regional offices, other departments, provincial authorities and other interest groups in order to promote departmental objectives, to resolve complex and sensitive cases and to respond to critical issues and inquiries.
- Participating in the preparation of briefing materials and providing expert advice and assistance to the Minister, Commissioner in their appearances before standing committees and for providing information and advice to staff and members of standing committees on parliamentary processes and issues of interest and concern to CSC.
- Determining CSC Communications research requirements and designing communications projects to assess the information needs of departmental audiences, to develop information bases supporting communications planning and to manage communications research projects and activities.
- Drafting communications plans for present and/or proposed departmental initiatives not requiring Cabinet approval.
- Analyzing a wide variety of CSC programs, policies, operational issues, strategies and specific cases relating to communications, public and inter-governmental programs, and operational policies and program development.
- Providing advice, guidance, information and assistance to the office of the Minister, Commissioner, departmental managers and personnel at headquarters and the regions regarding the resolution of complex cases and issues; discussing and investigating issues regarding CSC strategies, information and communications, and public participation;
- Acting as a representative and expert in the field in order to consult and discuss complex cases, issues, programs and systems with other departments, provincial/municipal representatives, the public, the media and other interest groups.
- Responding to inquiries and explaining CSC objectives, strategies, programs and policies; discussing and seeking solutions to common problems; and promoting and influencing the development of common systems, programs and projects to improve the use of resources and the exchange of information.
- Providing advice and guidance to management at national Headquarters and Regions; discussing and explaining difficult and sensitive issues and cases; and presenting reports and information to resolve these issues.
- Responding to and resolving complex issues, cases and projects by leading and conducting investigations, audits, surveys and other fact finding projects.
- Leading working groups, training sessions, committees and projects to improve policies, systems and procedures, to address highly complex issues and cases, to develop CSC positions and strategies and to provide advice, guidance and information to management and regional offices.
- Designing, developing and delivering training sessions to inform and educate CSC personnel in specialized areas such as Consultation and Public Participation.

### **Senior Communications Advisor, Information Management and Technology Directorate, Justice Department**

**Duration: April 1993 – April 1995 (2 Years)**

Mr. Plouffe established and developed the communications function and the mechanisms to support the function. Supporting the function included Communications Planning, Communications Delivery and Production and Communications Evaluation as well as Communications Advice to over a dozen Informatics Portfolio Managers. Mr. Plouffe was assigned the responsibility Senior Communications Advisor in the Infrastructure Standardization Initiative (ISI project.). From 1993-1995, he was responsible for the implementation of the communications function in IMT Directorate, development and implementation of the strategic communications plan and publishing.



## Corporate Profile - jmpconsultants

Jean-Marc's responsibility was to provide internal communications services and products for the Information Management Directorate. The services were provided to an internal audience (Justice personnel) through monthly bilingual newsletters called IMTD EXPRESS and IMTD INBRIEF.

Jean-Marc also assisted with an incredible number of employee information sessions across the country and was responsible for all display/kiosque material required for these information sessions.

### **Director Creative Services in Communications, Correctional Service of Canada. 1990 – 1993**

The responsibilities carried out by Mr. Plouffe here applied to all Sectors of Correctional Service of Canada including the IT Sector.

Mr. Plouffe was accountable for advising and counselling senior managers on the communications aspects and implications of departmental policies and programs, and the development of strategies and programs to ensure public awareness and support.

He was responsible for planning, developing and implementing creative services plans and strategies and the subsequent management and coordination of creative services activities Canada-wide both at corporate and 5 regional locations in accordance with these plans and strategies.

He advised the DG and senior management and provided leadership in developing and implementing internal communications programs in the Department. He coordinated the review and assessment of all departmental communications programs and projects against planned objective professional standards, and the provision of leadership for developing and implementing changes in communications strategies and approaches. Another challenge facing the incumbent was to foster innovative approaches to creative services such as advertising, public exhibits and displays, audio-visuals, publications and to provide professional, effective services to a variety of demanding clients in an unstable environment.

Actively contributed and participated as a departmental senior manager, not only as confined to communications objective and concerns, but also in the formulation of decisions concerning departmental objectives, plans, policies, programs, projects and major issues. He met daily with senior departmental personnel, and serves as the creative services representative in a number of departmental committees dealing with various program items. Regular communication was also maintained with officials of the PMO, PCO, other federal departments and agencies, other levels of government and private industry.

Coordinated the work of Citizens Advisory Committees (volunteers) across the country at CSC.

### **Senior Communications Advisor, Communications Branch, Correctional Service of Canada. Advised all Sectors at Correctional Services, including IT. 1988 – 1990**

The responsibilities carried out by Mr. Plouffe here applied to all Sectors of Correctional Service of Canada including the IT Sector.

#### KEY ACTIVITIES

- Providing information, advice, guidance and assistance to departmental management, regional offices, other departments, provincial authorities and other interest groups in order to promote departmental objectives, to resolve complex and sensitive cases and to respond to critical issues and inquiries.
- Participating in the preparation of briefing materials and providing expert advice and assistance to the Minister, Commissioner for providing information and advice to staff.



## Corporate Profile - jmpconsultants

- Determining CSC Communications requirements and designing communications projects to assess the information needs of departmental audiences, to develop information bases supporting communications planning and to manage communications projects and activities.
- Drafting communications plans for present and/or proposed departmental initiatives not requiring Cabinet approval.
- Providing advice and guidance to management at national Headquarters and Regions; discussing and explaining difficult and sensitive issues and cases; and presenting reports and information to resolve these issues.

### **1986 – 1988**

Director, Program Planning and Management Information Services, Correctional Service of Canada

Mr. Plouffe was accountable for Program Planning, Management Information Services, financial administration and control, managing personnel and administrative matters as well as supervision of data input.

He supervised the creation of accurate and reliable offender data bases for use by the Correctional Service Canada, Statistics Canada and other Government Agencies in Canada and other foreign countries.

He managed and maintained the quality assurance of these data bases, supervised the creation of Data Report programs, in VAX, DEC, 1032, FoxPro, RW for presentation and publication and general access by staff and the creation of a Data Warehouse for Correctional offender data.

He directed and supervised staff in the retrieval, quality assurance and production of offender statistics for senior management and other government agencies.

### **1983 – 1986**

Executive Assistant to Deputy Commissioner, Correctional Service of Canada

Mr. Plouffe maintained financial, personnel, systems and general office management systems for the Deputy Commissioner, Offender Programs.

### **1973 – 1983**

Executive Director, National Joint Committee of the Canadian Association of Chiefs of Police and the Federal Correctional Services, Solicitor General of Canada

The main mandate of the National Joint Committee was to set up a network of regional and local sub-committees across Canada with a view to facilitating and achieving concerted action between all the actors in the criminal justice system. The Executive Director was the Committee's only employee and is responsible for identifying resource persons across the country, for promoting the creation of sub-committees, for encouraging the holding of regional and local functions, for coordinating the activities of the various committees, for advising them of the issues under consideration, for managing the budget and ensuring the fair distribution of resources to the various committees. He reported to the National Joint Committee on all progress.

He was responsible for all aspects pertaining to the planning, organizing and holding of two national meetings per year. He ensured that minutes were circulated to all members of all committees and put together the Committee's publication, CONTACT, which was circulated to 7,000 readers.

He maintained relations with each of the organizations participating in the National Joint Committee (The Canadian Association of Chiefs of Police, the Canadian Association Crown Counsel, the Royal Canadian



## Corporate Profile - jmpconsultants

Mounted Police, the Correctional Service of Canada, the National Parole Board) and he was responsible for forwarding the Committee's recommendations to the Minister or other government agencies.

### **1975 – 1980 (The following positions were carried out concurrently)**

- Senior Policy Analyst, Policy Planning, National Parole Board
- Professor of Criminology, CEGEP de l'Outaouais (1971 – 1977)
- Executive Director, National Joint Committee of the Canadian Association of Chiefs of Police and the Federal Correctional Services, Solicitor General of Canada (1975 –1983)

### **1975 (The following positions were carried out concurrently)**

- Evaluation Officer, Policy Planning, National Parole Board
- Professor of Criminology, CEGEP de l'Outaouais (1971 – 1977)

### **1970 – 1975 (The following positions were carried out concurrently)**

- Parole Officer, National Parole Service
- Professor of Criminology, CEGEP de l'Outaouais (1971 – 1977)

### OTHER ASSIGNMENTS

1972

Co-ordinator of community resources,  
Ottawa District Parole Office,  
National Parole Service.

1973

Member of the Audit Team  
Canadian Penitentiary Service

1974

Co-ordinator of procedures and methods  
National Parole Board

1974 – 1975

Co-ordinator of community resources - implementation of an American program of classification of offenders in terms of their risk to the community and their potential for adjustment in the community.

1991 – 1998

President of the Board of Directors,  
Centre d'intervention et de prévention en toxicomanie de l'Outaouais.

### ACCOMPLISHMENTS

Recipient of the ISI Award of Excellence in 1991 and a number of Merit and Honourable awards as a communicator.

Recipient of the United Way Award of Excellence as President of the Centre d'intervention et de prévention en toxicomanie de l'Outaouais in 1996.

Recipient of a Humanitarian Award, 1998, CSC.

Recipient of a CSC Merit Award, 1995 for contribution to the success of a third IPCA World Conference.



## Corporate Profile - jmpconsultants

### EDUCATION

B.A. - Bachelor's degree with specialization in Psychology and Sociology, Laval University, 1968

M.C.A. - Master's degree in criminology\Correctional Administration, University of Ottawa, 1970

### PROFESSIONAL DEVELOPMENT

Numerous courses in senior management orientation, consultations, communications, public relations and a number of administrative and other courses (e.g. contracts administration, staffing, time management, classification, grievance procedures).