



AAROM Marketing and Partnership Toolkit



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Why develop a toolkit?

The Indigenous Program Review's Phase One Report provided the following recommendations for the AAROM program:

- Raise awareness and promote the AAROM group services and network
- Invest in Indigenous knowledge systems and enable networking opportunities among groups to learn from best practices

Initial Concept:

- Web-based platform hosted by AAROM department.
- Provide a forum to market AAROM department's skills and expertise.
- Provide a forum for AAROM department network to share information and knowledge to help build capacity.



Ongoing Recommendations



Recommendations from National AAROM meeting in Kelowna included:

- Create a map of all AAROM departments
- Develop co-design mechanisms to develop toolkit content

Recommendations from agenda survey (July 2019):

- AAROM 101
- AAROM Fact Sheets
- Guidance to increase Indigenous procurement opportunities
- Map of all AAROM departments



What tools should be developed as part of the AAROM marketing and partnership toolkit? / Quels outils devraient être élaborés dans le cadre de la trousse d'outils pour la commercialisation et le partenariat du PAGRAO?

Answered: 18 Skipped: 0

ANSWER CHOICES	RESPONSES
<ul style="list-style-type: none"> ▼ AAROM 101 (i.e. what is the AAROM program, who are AAROM departments) / PAGRAO 101 (c.-à-d. qu'est-ce que le PAGRAO, qui sont les agences du PAGRAO?) 	55.56% 10
<ul style="list-style-type: none"> ▼ Map of AAROM departments head offices / Cartes des bureaux principaux des agences du PAGRAO 	44.44% 8
<ul style="list-style-type: none"> ▼ AAROM department fact sheets / Feuillet d'information des agences du PAGRAO 	50.00% 9
<ul style="list-style-type: none"> ▼ Guidance documents for human resouces (e.g. template job advertisements and descriptions) / Documents d'orientation pour les ressources humaines (p. ex. modèles de descriptions de travail) 	22.22% 4
<ul style="list-style-type: none"> ▼ Guidance documents to increase Indigenous procurement opportunities (i.e. setting up service agreements) / Documents d'orientation pour accroître les possibilités d'approvisionnement autochtones (c.-à-d. établir des relations contractuelles) 	55.56% 10
<ul style="list-style-type: none"> ▼ AAROM to AAROM mentorship opportunities / Occasions de mentorat au sein du PAGRAO 	55.56% 10
<ul style="list-style-type: none"> ▼ Other / Autre 	Responses 11.11% 2

Showing 2 responses

Reconciliation agenda is focused on partnerships.. AAROM as a program needs to focus on shared outcomes and less on accountability via reporting.

8/1/2019 12:40 PM

[View respondent's answers](#)

[Add tags](#) ▼

Aaron dfo internships

7/18/2019 5:08 AM

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Objectives & Outcomes



Objectives:

- Update on the development of the AAROM marketing and partnership toolkit web platform
- Receive feedback on the initial web based platform design and content
- Discuss next steps and ongoing development

Outcomes:

- Receive feedback on the initial web based design of the marketing and partnership toolkit platform
- Outline next steps for the ongoing development of toolkit content



Update



- Host organization
 - AGHAMM is hosting the web based platform
 - Web developer secured to develop initial platform
 - Acquired www.aarom.ca and www.pagrao.ca domain names
- Bilingual web platform, which includes 3 sections:
 - AAROM Overview
 - Highlight AAROM departments (i.e. fact sheet contents)
 - Geographic Map of AAROM departments
 - National AAROM meeting overview and content
 - Contact Information
- Website set to launch January 2020



Next Steps



- Establish a mechanism to develop and approve web content
- Begin developing draft content on:
 - Human resources
 - Indigenous procurement
- Continue to upload AAROM fact sheets content to website
- Coordinate with the ongoing development of the capacity assessment and development models and tools





Questions?



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