

EDUCATE TOGETHER SECOND-LEVEL PROJECT



Information Session
Hilton Hotel, Kilmainham
27th February 2010
Emer Nowlan



PROJECT OVERVIEW

	RESEARCH and DEVELOPMENT	LOBBYING and CAMPAIGNING	BUILDING CAPACITY
end 2007	Feasibility Study	Letter to Minister	Project Manager
2008	Destinations Survey Draft Curriculum Feasibility Study - report	Meeting with DES Patronage Application School Gate Petition 1st application (Waterford)	Working Groups Regional Development Officers Education Officer (Fiona)
2009	Student Voices Study BLUEPRINT	Petition Delivered Further applications Postcard Campaign Presentations Meetings	Educate Together is held in very high esteem in my Department. We take its applications very seriously and we know if it is appointed as a patron it will do an exceptionally good job. Minister O'Keeffe, Dáil Éireann, 28th January 2010 Service Communications Manager (John)
2010	Bridge to College, TCD	Meeting with Secretary General	Service Communications Manager (John)

WHAT NOW?

- **Start-up Groups - Parental Choice - hold politicians to account**
 - System reform. Message - **Choice is essential**
"The availability of choice for students and parents is a powerful stimulus for improving the quality of school and educational outcomes" Don Thornhill, former Secretary General
 - Second-level Reform. Message - **Educate Together is Innovative**
Blueprint has wide support - necessary reforms for knowledge / thinking society
 - Economic Agenda. Message - **Educate Together is Value for Money**
VEC administrative overhead: €300.00 - €1,000.00 per student
Educate Together: €12.50
- **Working Groups - develop concrete plans**
Curriculum, Teaching and Learning and Management and Structure
Campus and Built Environment



EDUCATE TOGETHER COMMUNICATIONS

JOHN HOLOHAN, BA MPRII

INCREASE CAPACITY, INCREASE SCOPE

- **Communications core organisational function**
- **Puts ET on equal footing with peers**
- **Dedicated team ensures consistency of message across all channels**
- **Internal expertise increases organisational effectiveness & ensures comms goals are given equal weight in the business plan.**



KEY COMMUNICATION TASKS

- Drive support
- Create army of advocates
- Marketing, lobbying and media relations
- External Audiences
DES, Gov N&L, Ed Patrons & Professionals, Parents
- Internal Audiences
ET staff, school management & staff, BoMs, PTAs



LOCAL COMMUNICATION OBJECTIVES

- Create and nurture support groups, advocates
- Generate a sense of scale (can't be ignored)
- Brief influencers and create champions
- Be seen as reliable and informed sources of information on local education issues
- Generate positive perception of the ET model; dispel myths; be agreeable, reasonable, rational.