

RESPONSIBLE CITIZENS



EFFECTIVE CONTRIBUTORS



SUCCESSFUL LEARNERS

CONFIDENT INDIVIDUALS



SCOTTISH EXECUTIVE

Curriculum for Excellence Communications

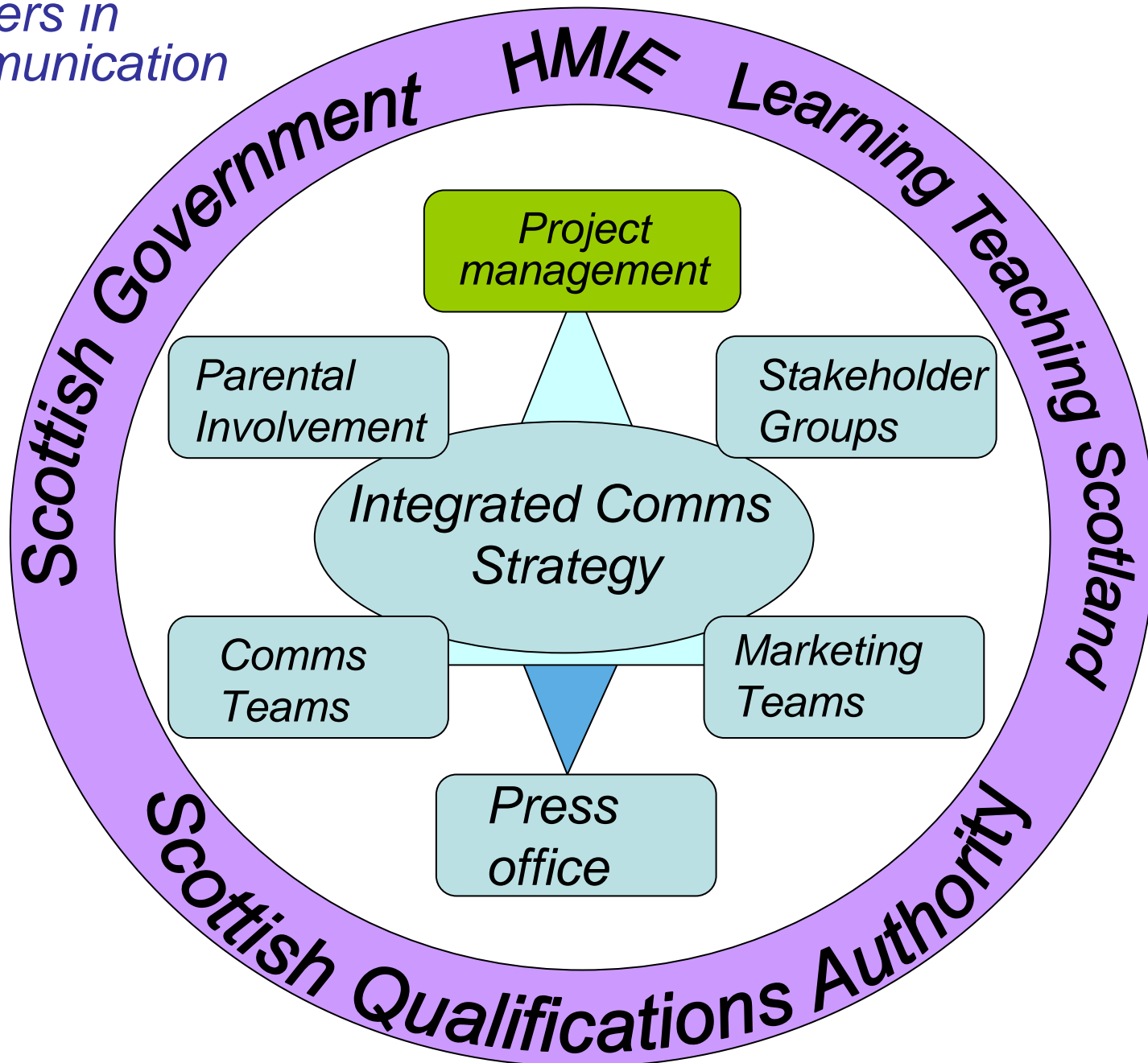
Aims:

- Raise awareness and understanding
- Facilitate involvement and discussion
- Provide appropriate and timely information

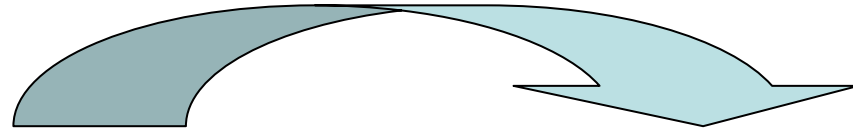
Clear and consistent messages



Partners in
Communication

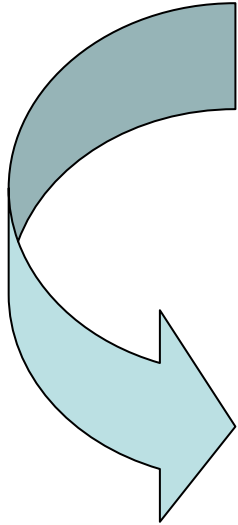


Building the knowledge

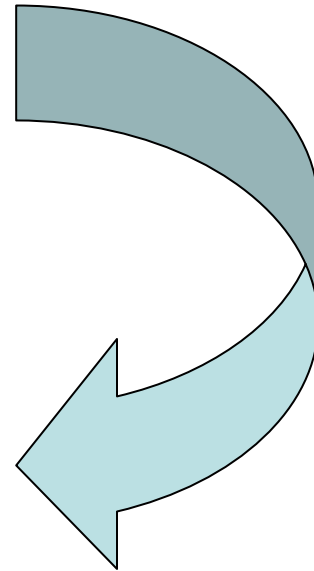


Conferences
and Events

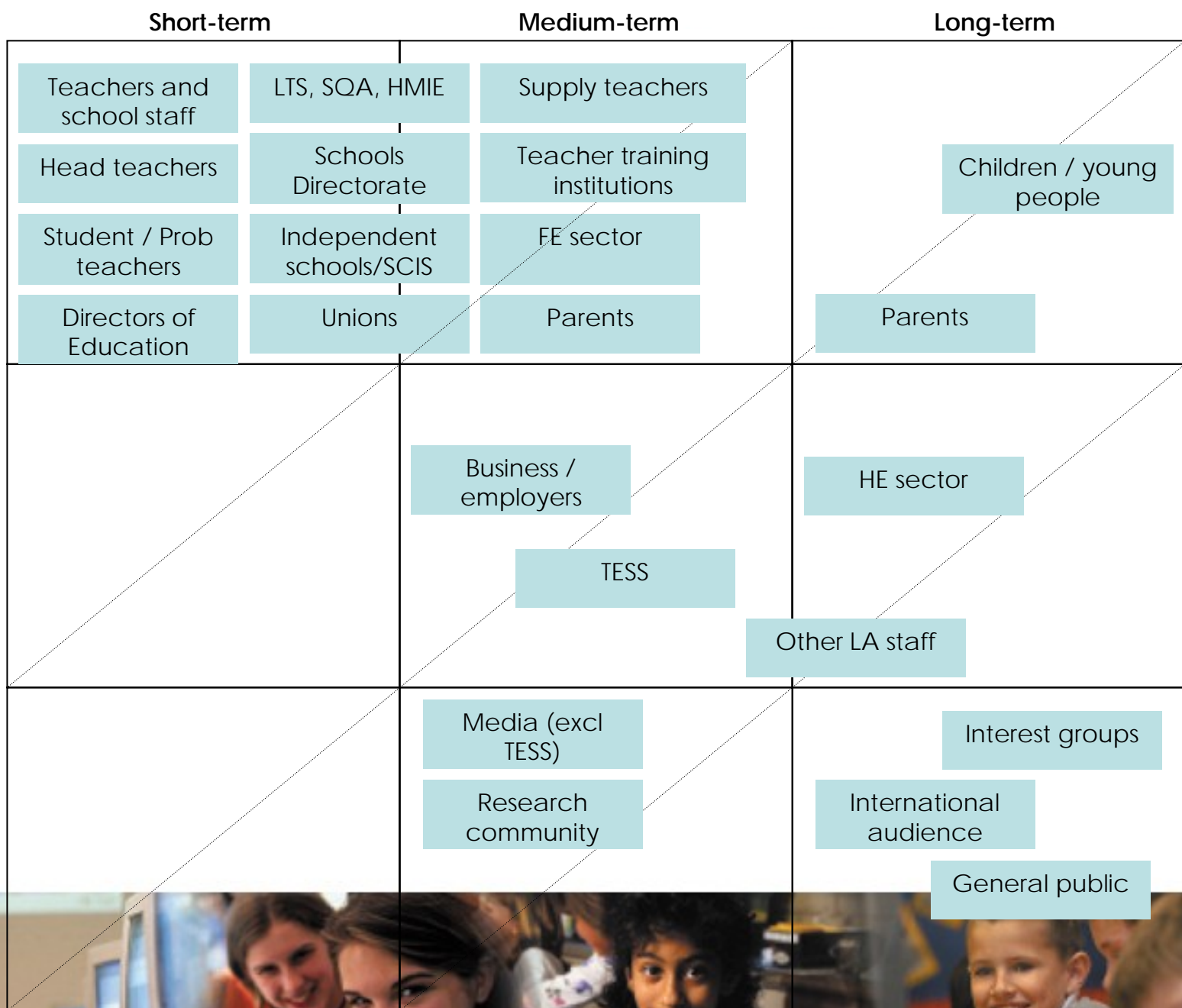
Capturing feedback



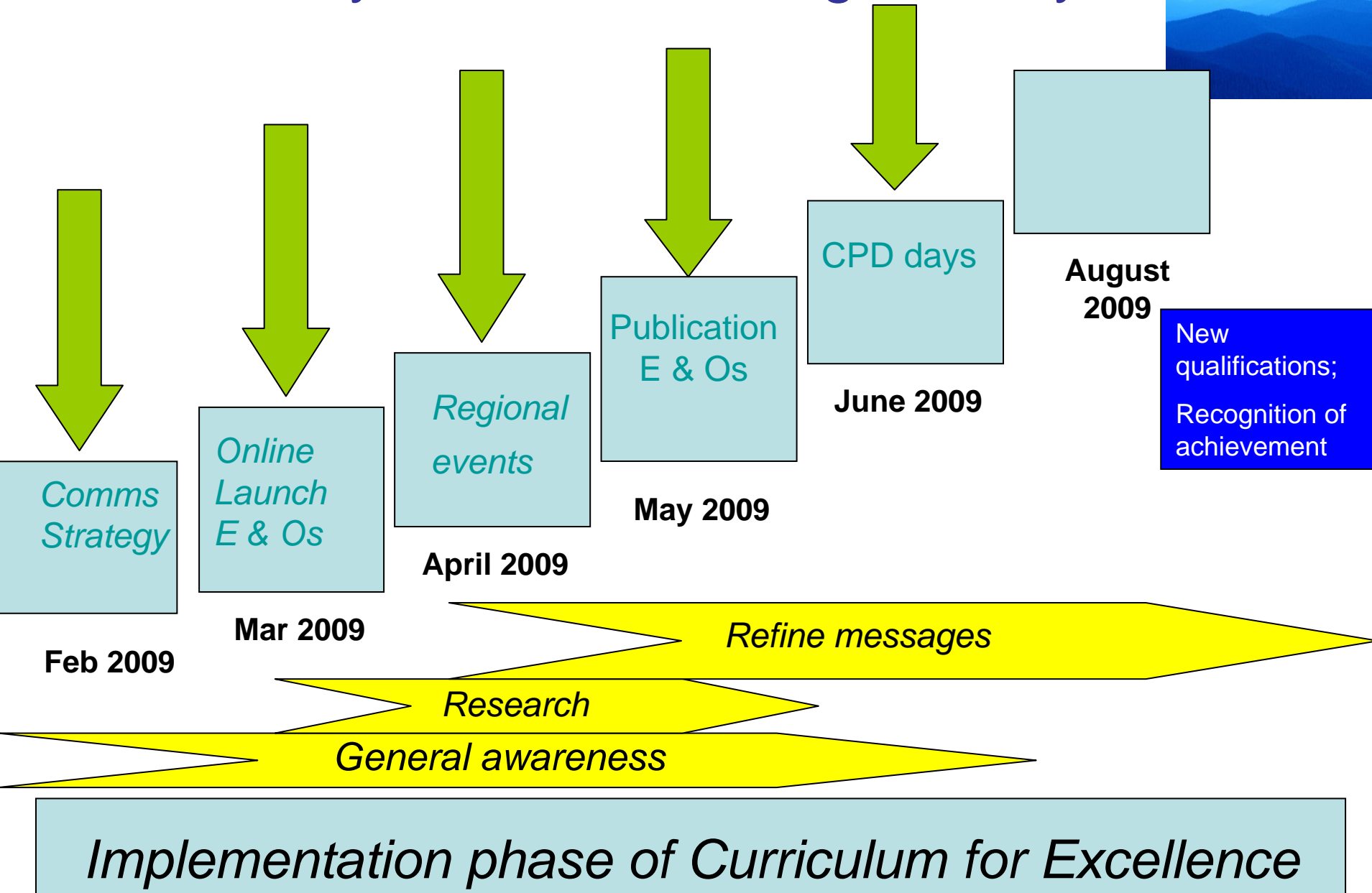
Refining the messages



Target audiences



Key milestones along the way



Curriculum for Excellence Communications

- Engagement activities around the development of Experiences and Outcomes
 - Education authorities
 - Teachers
- Engagement activities with parents
- Market research with parents



Leaflet for Parents – first in a series

Improving Scottish Education

What can parents and carers do to find out more?

- Find out what is happening in your area and how this will affect your child.
- For more information, contact your child's school or nursery, your Parent Council, or your local authority.
- Visit the Parentzone website. It is a site aimed at parents and carers, providing lots of information about children's learning and how parents can help.
www.parentzonescotland.gov.uk
- Further information on the consultation on the next generation of national qualifications in Scotland is available on the Parentzone website.
www.parentzonescotland.gov.uk
- Ask your school about Glow, the world's first national intranet for education which will help bring *Curriculum for Excellence* to life.
www.glowscotland.org.uk
- Look at the DVD which explains the background to *Curriculum for Excellence* and the changes being introduced. A copy of the DVD is available from your school or nursery or can be downloaded at
www.curriculumforexcellencescotland.gov.uk/resources/video.asp

Teach a child a fact and they can remember, teach a child to think and they can learn. John Dewey

www.parentzonescotland.gov.uk

www.curriculumforexcellencescotland.gov.uk

Curriculum for Excellence A Guide for Parents and Carers



A change to the curriculum affects us all. The school is my first port of call, but I find the Parentzone website really useful for more background information. Parent
www.parentzonescotland.gov.uk





What is Curriculum for Excellence?

- Scottish education is changing with the introduction of *Curriculum for Excellence*.
- *Curriculum for Excellence* puts the issues that parents value at the heart of Scottish education.
- *Curriculum for Excellence* will enable all children and young people to get the best possible teaching and learning experiences.
- *Curriculum for Excellence* will provide a broad, rounded education and improve achievement.
- The education community is now involved in developing new and revised qualifications to support *Curriculum for Excellence*.
- Some schools have already begun planning for and introducing *Curriculum for Excellence*, and will be fully immersed in *Curriculum for Excellence* by August 2010.

Parents need to be involved in these changes too. After all, it is not just the job of the teachers to prepare our kids for life.

Parent

Parents have a key role to play in the success of *Curriculum for Excellence* and what it can bring to their children. By working together with schools, nurseries and others involved in *Curriculum for Excellence*, parents can make a real difference. All parents want the best for their children. *Curriculum for Excellence* aims to achieve the best for all children and young people in Scotland.

Fiona Hyslop MSP
Cabinet Secretary for Education and Lifelong Learning

Why are we changing the curriculum?

- *Curriculum for Excellence* has been designed to ensure children and young people can be as fully engaged in their learning as possible whether in nursery, primary or secondary school and at all crucial stages.
- Scotland is proud of its education record. We must continue to adapt what is taught, and how it is taught, to suit our ever changing world.
- The new curriculum will help children and young people develop the skills for life and the skills and knowledge that employers need now and in the future.
- There will be greater choice for children and young people, so that their learning is more directed at their interests and abilities.



Curriculum for Excellence Communications

**Communications Workshop with stakeholders
11 March at Barcelo Carlton in Edinburgh**

Aims:

- Develop clear and consistent messages
- Identify opportunities for communication-events, networks etc



Overarching core messages

- Current economic conditions highlight why Scotland's young people must be equipped with the skills for learning, skills for life and skills for work that will benefit them now and in the future



Overarching core messages

- CfE is about providing a better quality of learning and teaching, improving literacy and numeracy skills, enabling all children and young people to engage in a way which maximises their opportunities for increased attainment and achievement



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