

PAPER FOR CURRICULUM FOR EXCELLENCE MANAGEMENT BOARD: COMMUNICATIONS, ENGAGEMENT AND KNOWLEDGE MANAGEMENT

Purpose

1. This note provides Management Board with a forward look of the planned communications activity over the next two months.

Background

2. The May Management Board confirmed the objectives of the communications activity and the proposals to take these forward, which were set out in paper 9.1. The importance of prioritising communications and engagement as an essential feature of implementation of CfE has been underlined by two recommendations in the Gateway Review on communications activity which have been given essential status. These are:
 - A. The programme should seek more effective ways to communicate the fundamental messages of Curriculum for Excellence to all stakeholders; and
 - B. The Management Board should retain a programme oversight role and ensure a co-ordinated approach to planning and communications.

Planned Activity

3. We aim to appoint a project manager for the communications and engagement activity workstream for CfE by the end of June. The manager will be tasked with managing the communications and engagement activity to achieve the Management Board's objectives.
4. A meeting of the stakeholders responsible for communicating cfe is being held on 23rd June. The aims of this event are to agree the key roles and responsibilities of the various stakeholders; the key messages for the range of stakeholders the methods which will be most effective and a delivery plan . (We will table a short note of agreed actions to the June Management Board.)
5. The May Management Board noted the importance of information for teachers, which would not only support their understanding of cfe but also their communication of cfe to parents and pupils. This insight has been confirmed by the research work conducted with parents which concluded:
 - A. The most appropriate and main source of any communication on education with parents should be via schools. This specific communication will make cfe relevant and allow tailoring for what it means for their own children
 - B. It is essential that teachers are properly equipped with straightforward information that is relevant to parents and guidelines on how best to communicate this.
 - C. Information on the key elements of the changes, including the new qualifications, supported by a sound rationale is important but this must not imply that the current system is lacking.

6. This research has also given some useful pointers for those themes which will help improve parents' understanding and positive support for cfe. Widespread interest and enthusiasm was noted for:
 - A. A curriculum based on all pupils achieving the 4 capacities
 - B. Qualifications designed to suit our rapidly changing world
 - C. Skills for learning, skills for work and skills for life
 - D. Achieving a better balance between academic and vocational subjects
 - E. Encouraging more learning through experience.
 - F. Offering all young people challenge as well as enjoyment in their learning
7. Taking this forward in relation to teachers and pupils is critical but this approach also needs to be replicated across the range of stakeholders. The proposals and planned action will be provided in more detail at the August Management Board where we propose to discuss the content of the various communications strands.
8. As noted at the May meeting, there is substantial ongoing communications activity. Annex A provides an updated list of activities which we are aware of across Scotland and we will update this for each Management Board meeting.

Management Board Action

9. Board members are asked to note the contents of this paper and in particular:
 - The appointment of a project manager by the end of June
 - That a detailed discussion of the proposed communication activity and the project plan will take place at its August meeting.

SCOTTISH GOVERNMENT
JUNE 2009

APPENDIX A: June – December 2009
Known Communications Activity for CfE

Event	Date
<p>Building the Curriculum 4 “Skills for Learning” published Issue a joint news release around the publication of Building the Curriculum 4. <i>Audience:</i> Skills sector, stakeholders, media, parents, professionals</p>	TBC
<p>Education Ministers’ visits to every local authority. CfE is an agenda item. <i>Audience:</i> Chief Executives, Council leaders, Directors of Finance, Directors of Education, Education Convenors</p>	May - August
<p>Testing the Framework Event (Murrayfield Edinburgh) <i>Audience:</i> Skills, professionals, employers, parents</p>	4 June
<p>Curriculum for Excellence – Turning the new Experiences and Outcomes into action (Inverness - TBC) <i>Audience:</i> Regional Conference for education practitioners to overview the Experiences and Outcomes. Practical sessions offer opportunity to senior managers to a) explore and reflect on E and Os features. b) identify implications for planning c) identify implications for capacity building d) explore potential of Glow for encouraging collaboration and sharing good practice.</p>	12 June
<p>Parental Involvement in Curriculum for Excellence <i>Audience:</i> Parent councils. Aim is to bring Parent Councils up to speed re Curriculum for Excellence and qualifications</p>	13 June
<p>ADES Implementation Partnership: Partnership Working in Implementing Curriculum for Excellence <i>Audience:</i> Directors/Heads of service and implementation officers from each authority; representatives from CfE partner organisations.</p>	18 June
<p>Announcement on shape of new qualifications <i>Audience:</i> Parents, stakeholders, teachers, young people, skills sector, employers.</p>	11 June
<p>Publication of Building the Curriculum 5 Assessment <i>Audience:</i> Parents, stakeholders, teachers, children and young people, skills sector, employers, media</p>	TBC
<p>Creativity and Innovation in School Leadership: Realising the Potential of CfE <i>Audience:</i> A leadership Summer School for educational practitioners from Scotland and from abroad</p>	27-30 July
<p>Release of good practice materials <i>Audience:</i> Teachers</p>	Ongoing
<p>Curriculum for Excellence – Turning the new Experiences and Outcomes into action (Stornoway - TBC)</p>	18 August

Audience: Regional Conference for education practitioners to overview the Experiences and Outcomes. Practical sessions offer opportunity to senior managers to a) explore and reflect on E and Os features. b) identify implications for planning c) identify implications for capacity building d) explore potential of Glow for encouraging collaboration and sharing good practice	
Curriculum for Excellence – Turning the new Experiences and Outcomes into action (Benbecula - TBC) Audience: Regional Conference for education practitioners to overview the Experiences and Outcomes. Practical sessions offer opportunity to senior managers to a) explore and reflect on E and Os features. b) identify implications for planning c) identify implications for capacity building d) explore potential of Glow for encouraging collaboration and sharing good practice	19 August
ADES CfE Implementation Partnership	10 September
Scottish Learning Festival – Curriculum for Excellence and Glow Audience: All involved in Education	23/24 September
Curriculum for Excellence – Turning the new curriculum guidance into action (Shetland - TBC) Audience: Regional Conference for education practitioners to overview the Experiences and Outcomes. Practical sessions offer opportunity to senior managers to a) explore and reflect on E and Os features. b) identify implications for planning c) identify implications for capacity building d) explore potential of Glow for encouraging collaboration and sharing good practice	October - TBC
Research on Recognising Achievement enquiry projects published <i>October</i>	October - TBC
Curriculum for Excellence: Leading the change - building capacity and professional confidence Audience: Primary Head Teachers, stakeholders. A series of regional events based on the same format as the Secondary HT event in March	September/October TBC
ADES CfE Implementation Partnership	8 October, 19 November, 10 December

Scottish Government
May 2009