

## APPENDIX A: Communication Action Plan for 2009/10

### Target 1: To increase awareness of *the information authority* and our work within the FE and training sector

<p><b>Key Issues:</b></p> <p>Summary of key issues identified:</p> <p>Our 2009 perception survey highlighted that 90% of respondents were aware of <i>the information authority</i> before taking the survey, an increase of 32% on last years survey (58%). This is encouraging news especially amongst colleges and independent providers who were the key respondents in the 2009 survey. We need to therefore further engage with other FE providers to continue to increase our awareness amongst providers such as local authorities, government agencies and employers. However, we recognise that we also need to do more - 32% of respondents felt that we'd made no beneficial impact to their organisation in relation to data issues, so we must work harder to consult with our colleagues to seek out the issues that matter, and to drive forward solutions – either through our own influence, or by bringing relevant organisations together.</p>
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Action	Outcome	Timescale	Lead
Development of internal communications with SFA and YPLA, continue to utilise available communication channels (internal bulletins, web updates)	To develop brand awareness and build relationships with the new successor bodies	By Sept 2010	Comms Manager
Regular features/contributions to partner newsletters – AoC/ALP/FE Skills	Increased brand recognition and awareness of the work of <i>the information authority</i>	Ongoing	Comms Manager
Improved publicity materials	As above	By Sept 2010	Comms Manager
Development of online presence with stakeholders – reciprocal links, online features e.g. BRG/ISB/BIS websites	As above	By Sept 2010	Comms Manager /Community Facilitator
Publication and distribution of annual report	As above		Comms Manager
Improving online consultation activities	As above	By Sept 2010	Stakeholder Engagement Managers/Community Facilitator
2010 annual perception survey	To identify levels of awareness	By Sept 2010	Comms Manager
Continue to engage with key stakeholders within BIS, DCSF, as well as engaging with new stakeholders YPLA/SFA	To create advocates for our work amongst these stakeholders	By Sept 2010	All CST Team
Working effectively with the Data Service and IM shared services to deliver key messages of <i>the information authority</i>	To create advocates for our work across IM shared services directorate	By Sept 2010	All CST team
To distribute <i>inform</i> newsletter widely and encourage more subscriptions	Increased brand recognition and awareness of the work of <i>the information authority</i>	By Sept 2010	All CST team

Utilise the advisory groups to increase awareness of our work	As above		Stakeholder Engagement Managers / Community Facilitator
To hold joint workshops with the Data Service to key FE stakeholders – BIS/AoC/SFA/YPLA roadshows	As above, and to create advocates for our work amongst these stakeholders	By Sept 2010	Stakeholder Engagement Managers
Workshop and exhibition at AoC NILTA 2010	Increased brand recognition and awareness of the work of <i>the information authority</i>	By July 2010	Comms Manager
Joint conference with the Data Service – Data in the wider FE and training sector conference – brand building, awareness and feedback tool	Increased brand recognition and awareness of the work of <i>the information authority</i>	By Dec 2009	As above
Follow up conference to the above, based on feedback	As above	By July 2010	As above

## Target 2: Engagement with new organisations, such as the YPLA and the SFA

### Key Issues:

Summary of key issues identified:

To capitalise on the Machinery of Government changes, we need take a proactive role in engaging with the new successor bodies, the YPLA and the SFA, to actively promote the work of *the information authority*. To identify and target key colleagues within these organisations, to identify the new communication channels and points of contact for both these organisations to enable us to raise our profile and facilitate good working relationships

Action	Outcome	Timescale	Lead
To hold lunch and learn events for the YPLA/SFA	To create awareness of the information authority and develop good working relationships	By Sept 2010	C&S Manager/Comms Manager
To utilise communication channels to promote the work of <i>the information authority</i> e.g. intranets, web updates, internal newsletters	As above	By Sept 2010	Comms Manager
Contribute to the IM monthly briefings	As above	By Sept 2010	Comms Manager
Utilise internal email distribution lists (senior managers, Comms Managers)	As above	By Sept 2010	Comms Manager
To present at internal SFA/YPLA team meetings	As above	By Sept 2010	C&S manager/Stakeholder Engagement Managers
To invite YPLA/SFA to host 'hotseat' events online ( <b>feconnect</b> )	To build relationships and create awareness		Stakeholder Engagement Managers

### Target 3: To increase stakeholder engagement in our activities and gather useful feedback

**Key Issues:**

Summary of key issues identified:

To be seen as the key organisation for consultation and collaboration on data and collection standards for the FE and training system through effective stakeholder engagement. The 2010/11 ILR change consultation process resulted in 60 change requests being submitted. Through the use of key communication channels we want to engage actively with new and existing stakeholders to reiterate the processes for requesting ILR changes, and to enable providers and data users to contribute and influence the decisions made on the requests.

Action	Outcome	Timescale	Lead
To utilise the advisory groups for feedback and collaboration	To gather qualitative and quantitative feedback to assist in informing our processes	By Sept 2010	Stakeholder Engagement Managers
To solicit feedback from workshops to be held with key stakeholders e.g. BIS/AoC/YPLA/SFA	To gather qualitative and quantitative feedback to assist in informing our processes	By Sept 2010	Stakeholder Engagement Managers
To increase online consultation through feconnect	To engage stakeholders in consultation on ILR changes, hotseat	By Oct 2010	Community Facilitator/Stakeholder Engagement Managers
To utilise online/offline channels with Partner organisations e.g. AoC/ALP/BIS/DCSF/SFA/YPLA	To engage stakeholders in consultation	ongoing	C&S Manager/Comms Manager

### Target 4: To engage effectively with BIS and DCSF policy makers

**Key Issues:**

Summary of key issues identified:

Having developed relationships with key colleagues at BIS and DCSF over the last year, we need to focus our efforts on putting in place key channels for communication post Machinery of Government and to create advocates for our work.

Action	Outcome	Timescale	Lead
Regular contributions to the FE Skills newsletter/intranet (BIS)	To develop relationships and increase the understanding of the work of the ia, its aims and objectives amongst policy makers	Ongoing	Comms Manager

Contribute to the internal briefing system (BIS/DCSF)	To develop relationships and increase the understanding of the work of <i>the ia</i>	Ongoing	As above
Contributions to the DSP bulletin (DCSF) ISB Bulletin	To develop relationships and increase the understanding of the work of <i>the ia</i>	ongoing	As above
Signing up to RSS feeds, newsletters and proactively spotting trends and news stories, publication of white and green papers that signal policy changes	Increase in invitations to attend policy meetings and to contribute to policy documents or decisions	Ongoing	Comms Manager

**Target 5: To take an active role in the development and promotion of communications activities within the new Shared Services function**

**Key Issues:**

Summary of key issues identified:

As a new function, it is important that *the information authority* is involved in the development of communications activities as well as working to proactively engage and develop relationships with key colleagues at IM shared services.

Action	Outcome	Timescale	Lead
To develop a unified approach to Stakeholder engagement, utilise existing relationships and to share best practice	To ensure cooperative working	Sept 2010	C&S Manager / Stakeholder Engagement Managers
Working with the Data Service to develop a CRM database	To develop a single provider contacts database for use by <i>information authority</i> /Data Service/IM shared services	Sept 2010	Comms Manager
Regular communication to the Service Desk of key issues	To ensure providers are kept up to date on issues and the service desk has the correct information to cascade	Ongoing	Comms Manager
Sharing information with the Data Service /IM briefings	To ensure cooperative working with our sister organisation	Ongoing	Comms Manager

**Target 6: To ensure that *information authority* staff are kept informed and consulted**

<b>Key Issues:</b>
Summary of key issues identified:
To continue to work as a unified team, with the Community and Stakeholder Team working effectively with the Quality and Standards Team to ensure a good standard of information flow and co-operation is created and maintained.

Action	Outcome	Timescale	Lead
Monthly team meetings	Better working relationships between employees	Ongoing	<i>information authority</i> management team
Weekly buzz sessions	Keeping staff up to date and informed on each team's key activities	Ongoing	All
Team away days	As above	Ongoing	<i>information authority</i> management team
Utilise team-site for communication/consultation	As above	Ongoing	All
Encourage team involvement at workshops, conferences etc	Increase understanding of each others work and the role of providers and stakeholders in this	Ongoing	All

**Target 7: To increase brand recognition of *the information authority* and Data Service at a regional and national level**

<b>Key Issues:</b>
Summary of key issues identified:
To be recognised as two separate brands, distinct in identity and roles, working towards a common goal of servicing the data requirements of the FE and training sector. To continue to raise awareness of both brands, their roles and their work.

Action	Outcome	Timescale	Lead
Conference and event attendance to promote the work of each brand, visual dressing to help distinguish the brands as separate identity's	Increased brand recognition and awareness amongst key audiences	Ongoing	Comms Manager
Use of brand guidelines and editorial style guide to ensure consistency and correct usage of each brand on all online and offline communications	As above	Ongoing	Comms Manager
To contribute regular features/news item to partner newsletters to promote the work of each brand and distinguish it	Positive news coverage in partner publications	Ongoing	Comms Manager
To sponsor workshops at key conferences e.g. AoC NILTA to drive brand recognition	Increased brand recognition and awareness amongst key audiences	Ongoing	Comms Manager

## Target 8: To increase our media coverage / general profile

### Key Issues:

Summary of key issues identified:

To engage proactively with key media in the 'FE' and training system, to raise the public profile and build brand recognition for *the information authority* amongst stakeholders and wider audiences.

Action	Outcome	Timescale	Lead
To develop inroads with key media producing FE supplements e.g. The Guardian, Independent and the Observer	To raise the public profile of <i>the information authority</i> , positive news coverage	Ongoing	C&S Manager/Comms Manager
To continue to contribute to partner newsletters in both online and offline publications	To raise the public profile of <i>the information authority</i> , positive news coverage	Ongoing	Comms Manager
To update the news section of <i>the information authority</i> website regularly, with a web alert for each news item	Up-to-date and informative website, increase web traffic	Ongoing	C&S Team
To update blogs and news items on <b>feconnect</b> every week	Up-to-date and informative website, increase web traffic	Ongoing	Community Facilitator/Stakeholder Engagement Managers
'Spotlight' section on website to be updated on monthly basis	Up-to-date and informative website, increase web traffic	Ongoing	Community Facilitator
Generate news coverage on release of annual report	To raise the public profile of <i>the information authority</i> , positive news coverage	Ongoing	Comms Manager
To maximise conference attendance for building profile by running informative and relevant workshops	To raise the public profile of <i>the information authority</i> , positive news coverage	Ongoing	All