

Unclassified

EDU/CERI/CD/RD(2004)2



Organisation de Coopération et de Développement Economiques
Organisation for Economic Co-operation and Development

19-May-2004

English - Or. English

**DIRECTORATE FOR EDUCATION
CENTRE FOR EDUCATIONAL RESEARCH AND INNOVATION (CERI) GOVERNING BOARD**

EDU/CERI/CD/RD(2004)2
Unclassified

COMMUNICATIONS STRATEGY FOR CERI

Note for the Governing Board

The Governing Board is invited to comment on the room document.

Tom Schuller, Head of CERI (tom.schuller@oecd.org; telephone +33 1 4524 7901)

JT00164578

Document complet disponible sur OLIS dans son format d'origine
Complete document available on OLIS in its original format

English - Or. English

CERI COMMUNICATIONS STRATEGY: NOTE FOR GOVERNING BOARD

Background

1. This paper should be seen as part of broader OECD moves to develop communications strategy. An effective communications strategy is not an add-on, but an integral part of CERI's work. It will require designated resources.

2. OECD Council approved a paper outlining the principles, objectives and requirements of its communications strategy [C(2004)74]. The objectives are to:

- enhance the Organisation's ability to promote inter-governmental co-operation
- assist governments of OECD countries in communicating policies to their constituencies
- improve understanding of and support (including financial support) for the organisation's activities among governments and representatives of business, organised labour and other areas of civil society.

The instruments include effective use of ICT; high quality-publication; and successful public events. All of these apply to CERI's communication strategy, which will itself be nested within an EDU strategy.

3. The paper follows consultation with the Public Affairs and Communications Directorate (PAC), with whom we are already working very constructively (cf collaboration over the Dublin Ministerial). PAC have given valuable advice, e.g. on designing messages simply and appropriately to achieve maximum effect.

4. The proposals are still at an early stage, but the preparation and (hopefully) approval of a new Programme of Work is the right moment to move forward with a coherent approach. The overall aim is to:

- make CERI's work better known, to a number of different audiences;
- allow better feedback and interaction with those audiences, and our main stakeholders.

Audiences

5. CERI has a number of different audiences. In many cases these coincide with those of the Directorate generally, but there are some which will be specific to CERI. \ Moreover individual projects within CERI will have their own target audiences.

6. Some of the audience is internal, within OECD. CERI's work is not as well known as it might be, which reduces potential collaboration. Our strategy should include raising CERI's profile within OECD.

7. A key internal audience is the Delegations. We have very good working relationships with many OECD delegations, but can extend these and work with delegations to reach external audiences more effectively (see below).

8. The principal target audiences are external. The main ones are:

- policy-makers, at national and regional level. These should be as closely targeted as possible, e.g. members of Parliamentary Education Committees rather than all MPs.
- researchers and those involved in the dissemination of research
- teachers, practitioners and managers of educational services.
- the media: journalists, radio, TV, both those specialising in education and general (see below).

Instruments

9. We need to include a range of instruments. The main ones are:

Printed output

Promotional material

- CERI brochure, within EDU corporate style, based on Programme of Work
- CERI list of publications
- Project update sheets (extracted from the above).

Publications

- Books and reports are our major tangible output. All books published by OECD are to have an Executive Summary, translated into several languages. They should have a proper publication plan, covering launch information, publicity and promotional material (this is currently in hand).
- Brighter more personalised forewords locating the publication in CERI's overall programme would be an advantage.
- We are progressing plans for a distinctive cover for CERI publications, within the OECD house style.
- PAC emphasises the value of *intermediate outputs* in order to build up awareness of activities, including on the web.

I also encourage staff to aim for publications in *external journals and books*.

We should aim to ensure inclusion in scientific indexes and citation databases.

Placing of *OpEd pieces* in newspapers and journals is another major publicity tool.

Electronic

- The *website* is crucial. The revamped website should help better dissemination. The experience of the Learning Sciences project on website development and interactive use will be extremely helpful.
- For reasons of efficiency, web and hardcopy information should be as far as possible identical. Good internal links between different parts of CERI's work and with other EDU projects should be clearly flagged.
- The website should also carry brief biographies and contact details for CERI staff.
- An important part of the website will be current/recent developments, clearly flagged.
- *Electronic Messaging Groups*: these should be built up as an effective and almost costless way of reaching targeted audiences, informing them of publications, events etc. We need to work on how many of these there should be, but in principle there is no reason why each project should not have its own EMG. Some might be interactive. Again, the LS project's experience will pilot the way forward.

Media

We need to cultivate media relationships systematically:

- building up a media contact list. This is an area where Delegations can be particularly helpful.
- planning visits to key journalists in Member countries, as part of staff missions.
- paying attention to presentational issues: style of writing, key messages, focussing on the audience.

The designation of a person with specific responsibility for promoting media links within CERI is an option.

Evaluation

10. Measuring the success of a communications strategy is not straightforward. It should involve:
 - regular reviews of the different outputs
 - monitoring the volume of publication sales and downloads
 - monitoring website hits
 - monitoring references to CERI work in the media
 - gathering feedback from stakeholders, including Governing Board members.

Tom Schuller

May 2004

