

Communications Strategy 2016

As agreed at Dec 2015 Council Meeting

Role / Mission

We support an inclusive education system that enables students and adults with special educational needs to achieve their potential

Core Values / Key Messages to All Audiences

1. Students and adults with special educational needs are at the centre of what we do
2. We provide schools with additional supports to help students with special educational needs receive an appropriate education.
3. We allocate resources fairly and equitably to schools
4. We base policy advice on research evidence, international best practice and expert knowledge
5. We are experts in what we do and are a source of valuable information

Key functions and activities

1. We plan, co-ordinate and review the provision of additional education supports to schools that enrol students with special educational needs in line with Department of Education and Skills (DES) policy.
2. We provide the Minister for Education and Skills with expert, independent, evidence-informed policy advice on special education for students and young adults.
3. We commission, conduct and share research on national and international practice on all aspects of special education
4. We scope the continuing options available in further and higher education for adults with special educational needs
5. We provide information on special education to all who need it

Audiences

- Schools- Boards of Management, Patrons / Trustee Bodies, Principals, Class Teachers, Support Teachers, SNAs
- Parents/Guardians of students with and without special educational needs and students
- Government / Political- Key Departments: Education, Health, Finance; and key agencies e.g., HSE /Oireachtas Committees / Local politicians & elected representatives
- Staff
- Media
- Wider Public

Key Communications Messages

Message	Audience
We provide schools with additional supports to help students with special educational needs receive an appropriate education. We allocate resources fairly and equitably. [re-inforce the staffing numbers]	Schools, parents/guardians, government, media, wider public.
We stress the core role of the class teacher in the education of all students- particularly students with special educational needs. We are clear on the role of the class teacher, support teachers and the role of the SNA (and the roles of the SENO and assessing professionals).	Schools, parents/guardians, government, media, wider public.
We stress that the aim of educational supports is to support learning and promote as much independence as possible.	Schools, parents/ guardians, government, media, wider public.
We stress the importance of reviewing the need for and measuring the impact of additional resources for student's learning. [will be more important to emphasis if new model is introduced]	Schools
We consider the budget of €1.37bn currently allocated to special education to be significant.	Schools, government, media, wider public, parents/guardians.
We are experts in what we do and are a source of valuable information.	Schools, parents/guardians, media, wider public.
We conduct research and provide policy advice based on research evidence, international best practice and expert knowledge.	Government and media

Key Messages for Staff

1. We are all aware of our core values.
2. We are clear on our role- we support schools so that student's needs can be met
3. Our role is important in supporting a society where students and adults with special educational needs can achieve their potential.
4. We represent the organisation at all times.
5. We are a dedicated, professional and committed staff.