

EXCELLENCE THROUGH
EDUCATION AND TRAINING

FET Communications Strategy

2023-2027

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The Further Education and Training (FET) communications strategy for Laois and Offaly Education and Training Board is to ensure that all learners, staff, communities and external stakeholders are supported and encouraged by our vision, values and organisational goals in direct response to the QQI Inaugural Review. Our innovation, responsiveness and clear direction will continue to strive forward and advance strategically and consistently. The mission of Laois and Offaly Education and Training Board, Excellence through Education and Training, is upheld by core values of equality, collaboration, innovation, professionalism and integrity. The FET communications strategy will focus, internally and externally, on leading learning, building sustainability, promoting partnership and encouraging a proactive organisation to encourage better collaboration in achieving our overarching goals and priorities. Developing a clear and consistent message that is unified across all departments within FET is essential to ensure effective communications both internal and external. The overall FET communications strategy will enhance processes in terms of our online and offline presence which will continue to position Laois and Offaly Education and Training Board as a leader in FET education provision on a local, regional and national level in line with best practice. This strategy will enhance partnerships through the continued development and building of relationships in line with our Statement of Strategy. The purpose of our communications activities is to support the smooth running and transformation of our organisation and to empower our colleagues in achieving the strategic objectives outlined in our strategy. We will strive to educate the public of the services of LOETB and increase brand awareness in a unified and cohesive manner. To ensure all communication is clear, consistent, written in plain English as per NALA guidelines and can be accessed, received and interpreted as it is intended without barriers. We strive to be more customer focused and provide open two-way symmetrical communications and respond to all queries and requests promptly and efficiently. We will continue to engage and build relationships with stakeholders using relevant and effective content.

Aim	Action
Increasing engagement	<ul style="list-style-type: none"> • Targeted social media approach • Media – radio • Tracking the engagement/reach
Increasing internal communications	<ul style="list-style-type: none"> • Internal FET App launch • Increasing numbers on the internal app • Newsletter • Develop House Style Guide
Brand awareness	<ul style="list-style-type: none"> • Consistent signage • Media
Compliance	<ul style="list-style-type: none"> • ESF logos • Official Languages Act
Achieving goals	<ul style="list-style-type: none"> • Fulfilling Strategic Priorities
Leading learning	<ul style="list-style-type: none"> • Examples of best practice • Promotion of best practice • Innovative training initiatives