

LOETB FET CAMPAIGN CALENDAR

Goals and objectives

Goal 1: Increase course participation

- Objective 1: Increase course enrolments for the upcoming year through targeted promotions and engaging content.
- Objective 2: Increase advertising through social media, radio, TV and other out-of-home (OOH) advertising such as display screens.

Goal 2: Enhance Brand Awareness and Recognition

- Objective 1: Increase social media followers through content that is valuable and interesting to audience, for example, using testimonials, success stories and content which highlights services and facilities.
- Objective 2: Improve brand recognition through consistent branding of all adverts and posts.
- Objective 3: Highlight FET services and provision, increasing audience awareness of what services and supports LOETB provide.
- Objective 4: Highlight FET provision through learner podcasts.

Goal 3: Drive traffic and boost conversions

- Objective 1: Increase traffic to FETCH and FET centre websites by creating compelling call-to-action posts and promotional campaigns.

Goal 4: Increase the percentage of Irish Language in promotional materials to meet our statutory obligations under the Official Language Act

- Objective 1: Increasing Irish language media across social media to meet the 20% requirement.
- Objective 2: Increase radio and TV adverts in Irish Language media to meet the 5% requirement.
- Objective 3: Ensure compliance with the Official Languages Act through adequate tracking of all advertising.

School Leaver

- I have access to further education at levels 3 and 4, up to level 7 and 8, without the stress of CAO applications.
- I want the college experience without committing to a lengthy four year degree.
- I have the option to remain at home without the expense of moving out.
- I can access a range of different options in a diverse and vibrant college setting where learning will be flexible and convenient.
- I can make informed choices about my future and choose a course that has clear pathways to a vocation or career or onto higher education.
- I can have access to previous learner outcomes to allow me to make informed choices.
- If I leave school early, FET allows me to finish my senior cycle or develop employment skills in a supported small group setting.
- Level 5/6 FET course offering can be work or practice based.

Returning to Education

- Being supported to take the big step back into education, with small groups, comfortable environments and experienced tutors.
- Being supported with literacy and numeracy needs alongside my course.
- There are options to have my learning validated and certified.
- Financial support is available while engaging in FET in some circumstances.
- I can make informed choices about my future and choose a course that has clear pathways to a vocation or career or onto higher education.
- Learning is local, flexible and convenient, in environments that are supportive and give confidence to succeed.
- A range of FET supports are available to all learners.

Life Long Learning

- I have access to year-round learning options in a local FET centre.
- I can avail of part-time options allowing me to re-skill or up-skill, enter a new career or find a pathway to further study.
- I can access learning in bitesize chunks enabling me to build certification over time.
- I need flexible courses to fit around my personal and working commitments with accessible blended and online options available.
- I need learning options which can link to longer-term pathways within and beyond FET.
- I want my learning outcomes to be recognised.
- I want to be supported with resources and guidance tailored to individual needs and available within the local community setting.
- My interests are both theoretical and practical based.

Community learners

- Belonging and being part of a group that brings people together to learn, socialise, share ideas and hold community and cultural events.
- Having access to local FET as a beacon for learning and skills development in the community.
- Accessing FET provision locally where Level 5 and Level 6 options can lead to exciting careers and play a huge part in local identity.
- Undertaking courses that understand and respond to the needs of the community by linking with local community and voluntary groups.
- Vulnerable and marginalised community groups having opportunities and pathways to further learning.
- Being able to access community education that is linked to pathways in FET and higher education.

Employers

- Enterprise support serves as a key resource, helping businesses to understand future skills requirements
- I can trust that graduates from FET programmes will possess the essential skills and competencies required for the successful operation and growth of our business.
- A variety of FET courses will guarantee the availability of a future talent pool from the local labour market, meeting the upcoming needs and skills gaps of our business.
- My ETB will offer a significant portion of the up-skilling, professional development, and management support needed for our current employees.
- A single point of ETB contact and a coordinated approach to employer engagement, to ensure that our needs are understood and met in an efficient and effective manner.

Employees

- Access flexible, convenient, local, bitesize courses allowing me to upskill and look at different career pathways.
- Access to a range of FET options relevant to my needs available in a flexible manner so that I can fit learning around my family and work commitments.
- I can keep my skills up to date for little or no cost.
- Having access to good guidance and information to make smart up-skilling and career development decisions.
- Employers can work with local ETB to develop courses which are tailored to employee needs.
- FET can help develop core skills that are critical in my company in areas like digital capacity, communications, marketing and people management.

1st quarter

January



February



March



Subject in focus

Sport & Leisure

Manufacturing and Engineering

Business, Financial services, sales
and Marketing

Area in focus

School to FET pathways

Lifelong learning

Student life

Monthly Highlights:

- Laois Media Day
- Offaly Media Day
- YouthReach
- Student pathways -CAO deadline
- LOETB and Teagasc Agreement TBC
- Highlight sport and leisure courses, including pathways and career opportunities

- Tullamore FETC Launch 27th February
- Apprenticeships
- Lifelong learning
- Launch of VR in Agriculture
- Back to Education
- Highlight Manufacturing and Engineering courses, including pathways and career opportunities

- ETBI Day
- Life at LOETB
- Centre Profile – facilities,
- Student life
- Student Supports
- Seachtaine na Gaeilge
- Highlight Business, Financial services, sales and Marketing including pathways and career opportunities

Content overview:

- Welcome message for new year - English & Irish
- Welcome students back
- **World Education Day** 4th Jan - English & Irish
- Highlight upcoming courses
- School to FET pathways - highlight choices, promote awareness of pathways to FET from school, highlight Youthreach options and CTC

- **National Engineering Week** 18th-24th February
- **Internet Safety Day** 13th February
- **Digital Learning Day** 24th February
- **International Mother Language Day** 21st February celebrating different languages within LOETB - ESOL
- Recruit for Skilled Utilities Operator Traineeship starting date April

- **International Women's Day 8th March**
- Inspirational stories of women in education, feature interviews with women in LOETB.
- **Women in construction/ Apprenticeships**
- **Women in STEM Summit** 13th March
- **National Careers Week** 4th - 9th March: Share success stories of individuals who have advanced their careers through education and training.

2nd quarter

April



May



June



Subject in focus Art, craft, and Digital Media Healthcare/childcare/social studies Green Skills and Sustainability

Area in focus Community Education Returning to education Green Skills

Monthly Highlights:

- Community Learning
Community pathways - course options leading on from Community Education short courses
Easter Mid-term
Highlight Art, craft, and Digital Media courses, including pathways and career opportunities

- Centre open days
Full-time Provision
Year of the Skills
Lifelong learning and returning to education
CIF & Health & Safety Summit - 2nd May
Highlight Healthcare/childcare/social study courses, including pathways and career opp.

- Green Skills Week
Skills to Advance
Leaving certificate
Digicon - 13th June digitalconstruction.ie Digital Construction videos and testimonials
Highlight Green Skills and Sustainability including pathways and career opportunities

Content overview:

- Highlight Community Education as a service, include testimonials and upcoming courses
World Autism Awareness Day - share educational resources, webinar for staff, celebrate differences, and inclusivity within LOETB, highlight learner supports.
Administrative Professionals' Day - 27th April

- Promote Open Days - through social media and local media
National Nurses Week - 6th-12th May highlight nursing courses, share testimonials from FET nursing students, share stories from FET alumni .
Year of Skill - content promoting lifelong learning and the importance of upskilling.
Exam advice - study tips

- World Environment Day - Jun 5th promote environmental sustainability, tie in with green skills week - highlight Green Skill courses, inform audience on FET green skill objectives
National Higher Education Day 6th - highlight Tertiary courses and HE pathways within FET
World Music Day - 21st highlight Music Education
Leaving Certificate best wishes

3rd quarter

July



August



Sept



Subject in focus Hairdressing, Barbering and Beauty

Agriculture/Horticulture/Equine

Construction and Sustainable Construction

Area in focus

Enterprise

Adult Guidance Service - AGEIS

National Construction and Training Campus

Monthly Highlights:

- Enterprise Spotlight
- Employer services - Enterprise support
- The employee - upskilling opportunities
- Enterprise Hub
- Adult Guidance Service - AGEIS
- Highlight Hairdressing, Barbering and Beauty courses, including pathways and career opportunities

- Sept start - course advertisements
- Tullamore Show
- Leaving Cert results
- Adult Guidance Service - AGEIS
- Highlight Agriculture/Horticulture/Equine courses, including pathways and career opportunities

- National Construction and Training Campus
- World Skills Event
- National Ploughing Championships
- Adult Guidance Service - AGEIS
- Sustainable Retrofitting & Energy Upgrades Conference
- Highlight Construction and Sustainable Construction including pathways and career opportunities

Content overview:

- **Enterprise Support** - highlight employer services, promotion through social media, leaflets, Radio and OOH.
- Highlight success stories and testimonials from Employers
- **Showcase Enterprise Hub**, highlight service, facilities tour.
- Recruit for Skilled Utilities Operator Traineeship starting date October

- **Agriculture/Equine** - promote Agri provision
- **Leaving Cert results** - school leaver pathways
- **Highlight AGEIS services and supports** - promotion using different mediums such as adverts, radio and podcasts.
- Bord na Mona Sustainable Agriculture videos

- **Highlight construction provision** - highlight pathways video on social media, radio and OOH.
- Promote **MMC programmes**
- **Scaffolding Apprenticeship promotion**
- Scaffolding videos/ Skilled Utilities video
- **NZEB** - courses and Mobile Rig promotion
- **International Podcast Day 30th** - share LOETB podcasts of interest.

4th quarter

October



November



December



Subject in focus

Partnerships - Second Provider provision

Science, Horticulture and IT

Hospitality, Catering and Tourism

Area in focus

Adult Literacy

Midlands Skills Centre

Learner Supports

Monthly Highlights:

- Inclusion Week - focus on events and activities throughout the month
- Adult Literacy for Life
- Community Training – CTC, NLN, LTI.
- CIF H&S Week
- Retrofitting Conference
- Highlight Second Provider provision

- Part-time provision for New Year
- School leavers CAO
- Award Ceremonies
- Science Week
- College Awareness Week 18th-24th
- Highlight Science, Horticulture and IT courses, including pathways and career opportunities

- Contract Training – recruiting for February.
- Highlight learner supports
- Information Hubs
- Highlight Hospitality, Catering and Tourism including pathways and career opportunities

Content overview:

- **Promote Adult Literacy** - highlight services and supports, feature ads and promotions
- ESOL - Testimonials and student focus
- **World Teachers Day** - 5th Run a campaign where students can thank their favorite teachers/tutors (video, written or podcast)
- Maths Week – 14th – 22nd
- **World Mental Health Day** -10th mental health awareness in our centres and services
- Dyslexia Awareness Week 2nd-8th

- **Science Week 13th - 19th Nov** - promote Midlands Skills Centre Cleanroom
- **Midlands Skills Centre** - facilities promotion
- **Skills to Advance Month** - highlight programmes
- Highlights from award nights – inc. testimonials
- National STEAM Day 8th
- **College Awareness Week Campaign**
- Anti-Bullying Week - 13th-17th
- Stand Up Awareness Week

- **Year in review highlights**
- **Winter break study tips**
- **Learner Supports** - Share success stories from learners who have benefited from support services.
- **Information Hubs** - focus on supports within the information hubs and showcase facilities through various mediums such as videos, behind-the-scenes, photos, infographics