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DIRECTORATE FOR EDUCATION INSTITUTIONAL MANAGEMENT IN HIGHER EDUCATION GOVERNING BOARD

AHELO COMMUNICATION ORIENTATIONS

27-28 April 2009
OECD Conference Centre, 2 rue André-Pascal, 750/6 Paris

The AHELO GNE is invited to:

TAKE NOTE of this proposal;
APPROVE the orientations; and
INDICATE interest in participating in the implementation of these communication orientations.

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AHELO COMMUNICATION ORIENTATIONS

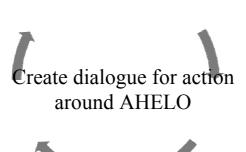
Introduction

- 1. This document proposes communication orientations for the AHELO feasibility study.
- 2. The AHELO GNE is invited to:
 - TAKE NOTE of this proposal;
 - APPROVE the orientations; and
 - INDICATE interest in participating in the implementation of these communication orientations.

Background

- 3. From its early days, AHELO has attracted significant interest from the higher education community and the media and has endured significant misconceptions with regards to the objectives of the feasibility study. Communication is a key element in order to establish a positive and accurate image of what AHELO is aiming to achieve.
- 4. While the nature of the feasibility study necessitates that all parties are open-minded about the outcomes of the process, what is at stake in terms of communication is to ensure that the feasibility study does not fail because of a communication failure and difficulties in implementation. Therefore success for communication means creating an adequate environment and providing all the necessary tools to ensure a smooth process for the AHELO feasibility study.
- 5. These communication orientations are built on previous and successful OECD experiences. PISA's experience and the broader experience of the Organisation with civil society were used to better understand the main drivers.
- 6. These orientations are in line with OECD communication orientations and will be fine-tuned to be consistent with future communication orientations of the Directorate for Education.

The communication objective is to...



The communication sub-objectives are to...

Create dialogue to...

- Understand key parties' expectations;
- Clearly demonstrate the added-value of AHELO to all stakeholders (*i.e.* the difference AHELO is going to make); and
- Build the AHELO profile (*i.e.* a recognised scientific approach managed in a transparent way).

... for action

- Create support for AHELO over the next three years;
- Encourage participation by countries, higher education institutions [HEIs] and students (and financial contributions to the study); and
- Generate media interest to build understanding from the broader civil society.

Target Audiences

Internal and external

- <u>Internal</u>: Directorate for Education, other relevant substantive Directorates, Public Affairs and Communications Directorate, OECD Secretary General;
- <u>External 1</u>: AHELO Group of National Experts (GNE), Programme on Institutional Management in Higher Education (IMHE) Governing Board, Education Policy Committee (EDPC), AHELO Stakeholders' Consultative Group (SCG);
- <u>External 2</u>: Key actors in:

EDU/IMHE/AHELO/GNE(2009)8

Other international organisations, foundations, target countries (participating or not), HEIs, associations linked with higher education not in the SCG, students, associations of students not in the SCG, employers, associations of employers not in the SCG, competitors.

Parties involved in communication

7. A multiplicity of parties should be involved; what is important is to gain leverage. The idea is to have multiple champions that could talk about AHELO and promote/explain it around the world. As a member of the AHELO GNE, you are a key actor to help the Secretariat implement these communication orientations.

Messages

- 8. The messages should be simple and informative statements of what we want people to know, remember, and understand about AHELO. These should be developed further.
- 9. In terms of evolution over time, the message should move from a defensive to an established position over the course of the AHELO feasibility study:



The communication mix

- 10. As the AHELO feasibility study is being developed in an international environment, the meeting communication objective entails relying primarily on three types of communication instruments: public relations, direct marketing (direct mail, e-mail, ...) and online social marketing (web2,...).
- 11. The communication mix should optimise leverage. Each participating country/institution is a potential champion. The GNE members are one of the main tools for leverage.

Actions

To be developed

- 12. An action plan has been set up for internal communication and external communication to regroup and schedule all the communication actions foreseen. Interested GNE members can be involved in the implementation of these sub-objectives.
- 13. In terms of resources, the idea is also to gain leverage to limit the cost. A budget will be prepared in line with the objectives. Concerning human resources, 20% of the time of an analyst will be covered by AHELO. This is not enough to implement the communication orientations, hence trainees will be recruited to assist with implementation activities.

Actions taken

- 14. Several communication actions have already been taken:
 - Improvement of the reader-friendliness of the AHELO web page [www.oecd.org/edu/ahelo or www.oecd.org/edu/ahelo-fr];
 - Two journal articles on AHELO in Education Journal and in International Higher Education;
 - A PowerPoint presentation template; and
 - Several presentations at conferences/seminars.
- 15. Additional communication products and tools are also being prepared:
 - A range of short videos about AHELO;
 - An AHELO brochure; and
 - Two web 2.0 interactive platforms to foster dialogue with the SCG and the GNE and among these groups' members.

Conclusion

- 16. Concrete steps have to be taken to implement these communication orientations. An action plan has been developed to achieve all these objectives but messages will have to be fine-tuned. The evaluation of the success of these communication orientations will be measured against each communication action and each year, the orientations will be adapted to match the current situation. Success will depend not only on the scientific advances and outcomes of the feasibility study, but also on our ability to create the necessary environment around the feasibility study. To achieve this, it is critical to create a space, a dialogue that will help gain leverage for action. In this sense, sharing dissemination activities and getting support from internal and external champions are crucial. GNE members, as well as other interested parties, are the key to success.
- 17. The AHELO GNE is invited to:
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 - INDICATE interest in participating in the implementation of these communication orientations.