

Agenda Item 8.1



Youth Council for Northern Ireland

Communications Strategy 2018/19

August 2018

Introduction

Youth Council for Northern Ireland (YCNI) is responsible for the discharge of its statutory functions, in line with the directions issued by the Department of Education, Under the Youth Service (NI) Order 1989, these functions are:

1. To advise the Department, EA and other bodies on the development of the youth service.
2. To encourage the provision of facilities for the youth service and facilities which are especially beneficial to young persons.
3. To encourage cross community activity.
4. To encourage and assist the co-ordination and efficient use of resources of the youth service.
5. To encourage and facilitate shared education.
6. To consider shared education when developing, adopting, implementing or revising policies, strategies and plans and designing and delivering public services.

As an NDPB of the Department of Education, YCNI works within the framework of DE's priorities:

1. Raising Standards for all.
2. Closing the performance gap.
3. Developing the Education workforce
4. Improving the learning environment
5. Transforming governance and management of Education

It also works within Priorities for Youth, which sets the overall policy framework for the future delivery of the youth service.

The Minister for Education supports the role of a reinvigorated Council with a strategic role. Members' appointments have been extended until September 2018. Council members will continue to engage with the sector to provide robust, evidence based and timely advice.

Appointments to the Youth council for Northern Ireland, including Chair and Vice Chair underway in June 2018.

Communication Principles	Communication Aims & Objectives
<p>Our communications need to:</p> <ul style="list-style-type: none"> ▪ Create a better understanding of YCNI role and value. ▪ Build our authority and ensure full engagement and dialogue with us. ▪ Ensure communication is two way, to enable stakeholders to have appropriate mechanisms to communicate views and opinions. ▪ Ensure youth work and the benefits to young people are at the heart of our communications. ▪ Be accurate, timely and appropriate. <p>Our communications will focus on: Messaging; Brand Building; Stakeholder</p>	<p>Provide timely and robust advice to DE, EA and others on development of youth sector</p> <p>Raise the profile of the purpose and work of YCNI.</p> <p>Increase engagement with YCNI at all levels</p> <p>Engage a range of key stakeholders</p> <ul style="list-style-type: none"> ▪ Government departments ▪ Education Authority ▪ Voluntary youth sector (regional and local) ▪ Local Councils ▪ Press/media ▪ Youth representatives bodies (NIYF) ▪ Potential advocates

Engagement; Advocacy Building support from the wider public	
Key Audiences & Stakeholders	Key Messages
<p>Moving along a continuum from being less aware to fully engage with us and our role. This communication strategy is aimed at a number of key audience groups, (see aims). We will engage with each of these audiences at different levels.</p> <p>By categorising our audience, we recognise that YCNI requires audience specific communications, that meet the needs of a particular stakeholder.</p>	<p>YCNI is an independent voice for the youth service and youth work in NI.</p> <p>Minister for Education supports a strategic role for YCNI</p> <p>YCNI is increasing its strategic role as a Department of Education advisory body.</p> <p>Engagement with stakeholders across Northern Ireland to inform advice.</p> <p>New public appointment system to be initiated in 2018.</p> <p>The Youth Work Training Board (YWTB), as a sub-committee of YCNI, continues to provide advice on youth work training and work force development.</p> <p>N/SETS is convened under the auspices of YCNI and social media conducted via YCNI.</p>
Communication Channels	Communication Targets & Timescales
<p>Formal advice issued</p> <p>One to one briefings</p> <p>Networking</p> <p>Engagement events</p> <p>Social media (website, twitter, face book, You Tube, e-zine)</p> <p>Telephone/post – point of contact</p> <p>Articles</p> <p>Reports</p> <p>Surveys</p> <p>Media (press releases and statements etc)</p> <p>Policy responses</p> <p>Annual report</p>	<p>Maintain Social Media Presence</p> <p>Increase social media traffic by 20% across Twitter, Facebook, You tube and YCNI website by March 2019.</p> <p>Publicise Conference Report from Sharing Works – Making Shared Education Real in Youth Work Practice by June 18</p> <p>Host a round table seminar for conference speakers, YCNI members and relevant stakeholders to consider advice advise on implementing Shared Education in youth sector. 30 September 2018.</p> <p>Commission research on how youth work contributes to the draft Children and Young People’s Strategy 2017 – 2027 by 30 September 2018.</p> <p>Advise on role of Youth Service Liaison Forum by 30 September 2018.</p> <p>Produce an Annual Report and disseminate by July 2018.</p> <p>Host 3 one to one briefings by March 2019 to communicate the purpose of YCNI and provide advice.</p>

	<p>Host 3 engagement events by December 2018 to gather information and inform advice.</p> <p>Issue 1 press release in September 2018 on future of YCNI</p>
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