

Matthew Alford

HR Project Manager

Department of Education



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Progress to date

- Programme Management Board.
- Ten work areas – being taken forward as Projects.
- Work has commenced on *‘what the new ESA will look like’*.



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Key Milestones

- **CEO of ESA and Senior Team appointed by end 2006.**
- **Legislation reaches Parliamentary Stages in 2007.**
- **Shadow Board of Directors appointed by January 2008.**
- **No '*big bang*' on 1 April 2008 – Change before and after.**



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How Change is being communicated

- **Communications Steering Group.**
- **Bilateral meetings with Key Stakeholders.**
- **Stakeholders Group.**
- **TUS Forums.**
- **Involvement in the RPA Projects.**
- **Cross–Sector Groups.**



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Communications Steering Group

“To guarantee, as far as reasonably possible, that timely, consistent, accurate and relevant information reaches all staff, in all of the organisations affected, throughout the RPA, and in such a way as to ensure that relevant queries are dealt with efficiently and effectively”



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Communications Steering Group

- Sector Wide Membership.
- Communications Strategy.
- Communications Plan:
 - Key Messages
 - Priority Groups/Bodies
 - Communications Methods



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Communications Steering Group

- **Agree Communications Strategy and Plan.**
- **Members provide contact point in their workplace.**
- **Members will quality assure communications.**
- **Members will help evaluate how well Communications are received.**
- **Monthly Meetings.**



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How Change will be communicated

- **“RPA – Moving Forward” Newsletter.**
- **DE Website.**
- **Meetings with Stakeholders.**
- **Conference/Road Shows.**
- **Press Releases.**
- **Contact Points – Feedback.**



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Barriers to Communication

- Nothing definite to report yet on *how does this affect me?*
 - Suspicion of hidden/personal agendas.
 - History of relationships in Sector.
 - Other major Education Reforms.
 - Loss or lack of Senior Management commitment/leadership for RPA.
 - Difficulties in providing resources.
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Drivers of Communication

- **Political Drive for RPA.**
- **Strong visible Education Sector leadership on RPA.**
- **Communications Steering Group.**
- **General Education Sector acknowledgement of the potential benefits of the new ESA.**
- **People want to be involved to help inform and influence RPA decisions.**



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