



COOK ISLANDS

Ministry of Education

Maraurau o te Pae Api'i

Policy ID no CPC\_01\_02

# Communication Strategy 2021 - 2023

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+682 29357

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## REVISION RECORD

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21.08.2018	V2	
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## 1. STATEMENT OF POLICY

The Education Master Plan (EMP) was endorsed by Cabinet in 2008 as a 15-year plan. The plan sets a long term vision for the Education sector in the Cook Islands and a very specific set of goals and targets are identified as priority for achievement.

The Ministry of Education, as the lead agency involved with the implementation of the EMP, acknowledges that achieving the outcomes of the plan requires a collaborative approach with a number of other agencies and the wider community.

## 2. PURPOSE

As part of the Ministry's commitment to this collaboration, communication with and information for stakeholders is imperative. The purpose of this document is to outline the strategy for that communication.

This education specific Communications Strategy sets out the next three years, 2021 – 2023, taking us to the end of the 15-year Education Master Plan.

The strategy defines the messaging architecture, maps out target audiences and identifies key messages. It allows us to manage and sustain our relationship with key audiences, take responsibility for the reputation of the Ministry and support the achievement of our strategic and operational goals.

The MoE is committed to:

- i.) Meeting the objectives of *Learning for Life - Cook Islands Education Master Plan (2008-2023)*. The plan acknowledges that, "education is not the sole responsibility of any one group. Through collaboration we can make the most of opportunities to develop new ideas and initiatives." (Ministry of Education, 2008)

It includes the following relevant focus and goals:

### *Learning and the Community*

*Focus: A high level of community involvement in determining quality educational outcomes*

*Goals:*

- *Increased participation by parents in education policy and decision making*
- *Wide community support and understanding of inclusive education*

*As a result of this plan Parents in the Cook Islands will be able to:*

- *Actively participate in their child's learning from birth*
- *Participate in all decision making processes for their child's schooling*
- *Enjoy confidence in the quality of their child's education*

- ii.) Meeting the aims of "Te Kaveinga Nui" - the National Sustainable Development Plan 2016-2020, which includes the 2020 national vision:  
*"To enjoy the highest quality of life consistent with the aspirations of our people, and in harmony with our culture and environment" (pg 8).*

It includes the relevant goals and indicators of:

Goal 8 - Inclusive and equitable quality education and promote life-long learning opportunities;

Goal 7 - Improve health and promote healthy lifestyles; and

Goal 15 - Ensure a sustainable population, engaged in development for Cook Islanders by Cook Islanders.

iii.) Meeting the goals of the UNESCO "Education 2030" mandate, which includes in its strategies:

- *By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.*
- *By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.*

iv.) Meeting the goals of the Sustainable Development Goals, relevant to this policy, which includes:

- Goal 4 - Quality Education  
*Ensuring inclusive and quality education for all and promote lifelong learning*
- Goal 3 - Good Health and Well-being  
*Ensure healthy lives and promote well-being for all at all ages*
- Goal 17 - Partnerships of the Goals  
*Strengthen the means of implementation and revitalise the global partnership for sustainable development*

### **3. SCOPE**

This policy applies to all parties who are bound by the requirements of the Education Act.

### **4. STRATEGIC OBJECTIVES and OUTCOMES**

#### **Outcome**

- Clear, informative, engaging and planned two-way communications
- Key messages that contribute to the achievement of the goals of the Education Master Plan are effectively promoted
- Collaborative communications approach across the Ministry of Education at all employees are confident of

#### **Strategic Objectives**

- Ensure known communication events and tactics are captured and referenced in forward planning
- Increase the target audience(s) awareness of developments, opportunities and achievements in the education sector

- Provide opportunity for participation in educational review, development and evaluation
- Guarantee a positive reputation for the Ministry through being transparent and accountable
- Ensure stakeholders are engaged and are confident in the quality of education in the Cook Islands
- Ensure a collaborative communications approach

## 5. POLICY DETAIL

### 5.1 Approach and Definition

- Key Audience – Who are we aiming to reach?
- Key Messages – What do we need to communicate?
- Tools – How will we reach and engage with our audience?

### 5.2 Protocol

To ensure information is disseminated accurately and consistently, all media publications and reports must be approved by at least the Director of the area concerned.

Gazettes and external communications (media releases and commentary) approved by Secretary.

### 5.3 Medium Selection

A range of communication mediums for activities are available both internally and externally. The choice of medium should take into account the intended audience and reach (national, age group), frequency and cost.

Options include:

- Television (CITV)
- Radio (Local Radio Stations and Pacific channels in New Zealand/Australia where appropriate)
- Print (CI News, CI Herald).
- Digital media (websites, email distribution, Facebook, and other social media sites).

### 5.3 Frequency

Education Gazette – One a term

Media Campaigns/ Releases – Back to School, Scholarships, Programme specific campaigns as required

Facebook – Aim to post weekly, programme specific campaigns and agency collaboration will determine rate of posting.

### 5.3 Language

The language and tone used in each activity should be tailored to suit the audience and the intended outcome, while ensuring the messages are clear and concise. Expert advice should be sought where audience/objective-specific releases are required.

### 5.3 Implementation costs

Communication is funded through the operational funds of each respective division of the Ministry of Education. Specific programme campaigns e.g. Inclusive Education, Te Kakaia are funded by the area responsible.

## 7. MONITORING, EVALUATION AND REVIEW

This strategy will be monitored by outputs identified on the MoE Monitoring and Evaluation Framework as part of Outputs 1-4 of the Education Master Plan.

Evaluation of different aspects of the strategy will be timetabled and completed with relevant stakeholders.



D Cochrane  
Secretary of Education

30. April. 2021

Date



### Appendix 1 - Communications Matrix

Audience	Message	Suggested Tools and Activities	Frequency	Internal Responsibility	Feedback Loop
<b>Advocacy</b>					
Cabinet Ministers, Members of Parliament Public Service Commissioner	Competent Reliable Efficient and Effective Data informed	Cabinet Information papers Reports and statistical analysis.	As required  Annual	HoM	Cabinet Minutes Meetings with Minister
School Committees	Partnership Opportunity	School Committee guidelines Training Opportunities Direct specific letter Meeting attendance on request.	As required  Biennial training opportunities	Directors - Planning and Development, Finance, HRM	AGMs Training Evaluation Education Review visit
Pa Enea Island Governments	Partnership Shared accountability	MoUs, when applicable Email correspondence	Annual As required e.g. pa enua travel	Senior Management Team	Meeting Minutes Visit reports and evaluation
Other Government Agencies	Partnership Information Relevance	Stakeholder Report  Email campaigns	Annual	HoM	Attendance Online survey participation
<b>Workforce</b>					
Teachers	Importance of their role. Professionalism and expectations. Reflection of their voice.	Gazette, emails, campaigns	Each term As required	All Directors	Teacher engagement in Ministry consultations etc.
Students	Their voice. Celebration of achievements. Opportunity	Social media	Regular social media posts.		Student engagement with activities e.g. competitions, applications.

<b>Community</b>					
Parents and Community	Involvement Quality Responsive Partnership	Facebook page  Specific Programme Campaigns  Individual school newsletters and social media.	Regular social media posts.  At least 2 campaigns per academic year.	All Directors	School Committee engagement
Private Sector	Partnership Relevance Involvement	Stakeholder Report Members of Advisory Groups	Annual Meetings as set by CITTI	HoM Director CITTI	
International Agencies	Global citizen Reliable	Range of reports relating to Education 2030 PEDF Working Group UIS	As required	HoM Director Planning and Development	Interest in International Agencies in CIs. Education. Invitations to give presentations, lead plenary, south-south cooperation etc.
International Cook Islands Communities	Quality Education Forward thinking Opportunity	Facebook High Comm/Consulate Point of contact in communities	Facebook	HoM	Applications for advertised opportunities.

From this table, communication operational plans should be developed for each Division and/or Programme and applying the Communication Media Plan Request template (Appendix 2).

## Communications & Media Plan

<b>Project Title</b>	
<b>Start Date of Event or Campaign</b>	
<b>Notes:</b>	
<b>CONTENT PLAN</b>	
<b>Facebook (@cookislandsmoe)</b>	
Notes/Plan (include date of post to be published)	
Draft Caption Inclusion of #hashtags and relevant @tags	
<b>Print Media (Cook Islands News)</b>	
Notes/Plan (include date of article to be published)	
<b>Television Media (Cook Islands Television)</b>	
Notes/ Plan	
<b>Education Gazette (once a term)</b>	
Notes/Plan	



**Article:**

**Photograph content**

- Photographs attached to be used to promote event or campaign
- Consent received from individuals appearing in photographs
- Photograph credentials provided if using other agencies material