



A Communications Strategy (condensed)

October 2018

INTRODUCTION

The CLD Standards Council Scotland is the professional body for people who work and volunteer in community learning and development. Registered and Associate members of the Standards Council include people such as community development, adult learning and youth workers.

Known simply as the Standards Council, it is a membership organisation responsible for:-

- Supporting, promoting and developing career-wide professional learning
- Maintaining the membership register for Community Learning and Development professionals in Scotland
- Quality assurance and approval of CLD qualifications and learning

The Standards Council has been in existence since 2008, and has a growing number of registered members. It is governed by a Ministerial Appointed Chair and Executive Committee, and run by a staff team of 6, and lead by the Head of the organisation, Marion Allison.

OBJECTIVES

This Communications strategy has been designed to refresh and reinvigorate “brand” Standards Council, and to facilitate communication of the positive impact the organisation makes for its members, and in its ambitions to raise standards within the CLD discipline.

The strategy aims to:

- clarify and adopt a set of consistent “corporate” core messages for the Standards Council to be communicated consistently and with personality across all platforms and channels, in all formats, by all staff and all committee members
- consolidate the strategic drive towards increasing member numbers through improved communication of membership benefits
- deliver a positive and much-improved profile for the organisation amongst members and the wider sector.
- place members at the very heart of the organisation’s communications
- capture and reflect the energy, personality and commitment of people working in CLD across Scotland
- ensure the Standards Council maintains and develops an effective online presence and promotional material

KEY MESSAGES

Through a series of collectively agreed key messages, the Standards Council will deliver consistent and confident corporate communications across all channels, and in person.

The key messages are effectively the Standards Council's instant advertising - they should be thought of as a way of explaining succinctly and memorably what exactly the organisation does, what positive impact it makes, and what the benefits are for members.

The style of delivery plays a crucial part in the success of the strategy and the Standards Council has developed its own "voice", and communicates to all "audiences" using that voice. That corporate voice should be spoken using language and tone which is accessible, welcoming and friendly but which also reflects the ethos and professionalism of the Standards Council.

Repetition of the key messages will establish, over time, an improved understanding of what the organisation is and does, but the messages need not always be delivered verbatim, or in an automaton style. The corporate "voice" of the organisation should be sufficiently nuanced to allow individual expression and "accent". However, it is important that the sense and substance of the key messages is included in all communications, and that a positive approach is taken to the delivery of those messages, no matter the medium of delivery. Further, it is important that the key corporate messages and the new, more energised voice of the organisation are adopted and "owned" by both staff and committee members, and used consistently by everyone involved in the organisation.

Key messages include:

- The Standards Council is the professional body for people working in CLD across Scotland
- The Values, Code of Ethics and Competences for CLD that the Standards Council has developed, adopted and promotes provide the foundation of the CLD profession and the framework for quality CLD practice.
- We identify CLD practitioners as all those who practice in line with the CLD values, Code of Ethics and Competences.
- Our members include youth, adult education, and community development workers and volunteers working in the CLD sector, across all stages of their careers
- Members also include students, academics, managers and workplace assessors
- We are a peer-led organisation, representing the views, ethos and ambitions of our members, to influence policy and practice, both locally and nationally
- We administer and maintain the membership register for Community Learning and Development professionals in Scotland

- As an organisation, the Standards Council supports, promotes and develop career-wide professional learning for people working or volunteering in CLD settings
- The Standards Council provides members with professional recognition in the sector, and a range of member benefits
- We set and support CLD standards of practice by providing quality assurance and formal approval of CLD qualifications and learning
- As an organisation, the Standards Council encourages and advocates the setting of high and ever-improving standards for CLD practice across Scotland's diverse communities
- As an organisation, the Standards Council plays a lobbying role, actively promoting and seeking recognition for the important work being done by members for those diverse communities

TARGET AUDIENCES, PLATFORMS & CHANNELS

The key messages of the Standards Council should be communicated consistently, and with confidence and credibility, using the new corporate "voice", to all of the organisation's existing and potential target "audiences", across a range of platforms and channels.

Platforms and channels

A full range of platforms and channels should be used to communicate the organisation's key messages, and should include both traditional and modern marketing mechanisms to build a greatly improved "brand" and digital presence through the development of new and consistent Standards Council literature, website, e-bulletins and social media.

Responsibilities

1. All staff and members of SC committees will be asked to support the implementation of the communications strategy, using the glossary of key messages.
2. Staff, Members of the Executive and other Standards Council committees also adopt and take ownership of this approach to consistent corporate communications, using the tone and language in line with the ethos and values of CLD and the CLD Standards Council.