AFRICA REGIONAL EDUCATION SYSTEMS RESILIENCE OBSERVATORY (ARESRO) PROJECT

Building a More Resilient Future: The ARESRO Communication Strategy.

ARESRO is implemented in partnership with:

TODAY'S DISCUSSION

Session Outline

➤ Setting the Stage

➤ Building a Knowledge Hub

➤ Objectives of ARESRO Comms Strategy

➤ Reaching our Audiences

➤ Communication Channels

➤ Knowledge Sharing

➤ Posting Frequency

➤ Learning and Adapting

➤ Measuring Success

➤ Branding Plan

Setting the Stage: Why ARESRO Matters

Education systems across Africa face significant challenges, including:

- **Climate change,**
- **Pandemics**
- **Forced displacement,**
- **school closures,**
- **Poverty and inequality**

The Need for Resilience

Building resilient education systems is crucial to ensure that learning continues despite these challenges. Resilient systems can: **Absorb shocks and Adapt to change** thereby **Transforming** communities to better anticipate future challenges and proactively build capacity to address them.
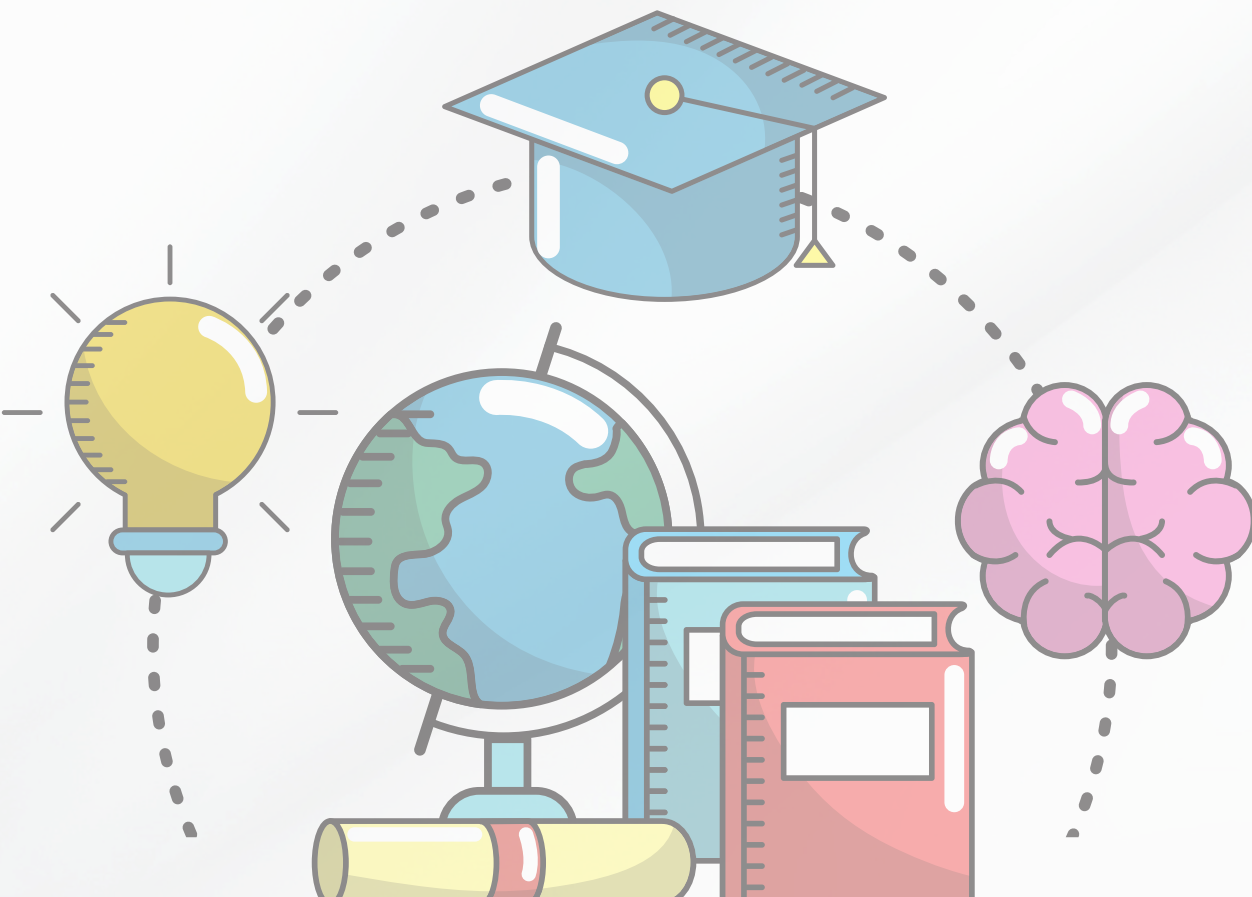
Introducing ARESRO

ARESRO is a groundbreaking initiative that aims to:

- Generate critical evidence on the resilience of education systems in Africa.
- Inform the development of effective policies and practices to enhance resilience.
- Build a community of practice to share knowledge and collaborate on solutions.

Building a knowledge ecosystem for Education Systems Resilience

The Africa Regional Education Systems Resilience Observatory (ARESRO) aims to build a robust knowledge base and a vibrant community of practice around education system resilience in Africa.

1 **Understand Resilience:** Deeply understand the diverse meanings and practices of education system resilience across GPE partner countries.

2 **Forecast the Future:** Explore how future shocks and stressors will impact education systems and their ability to provide quality learning for all.

3 **Identify Effective Solutions:** Develop and disseminate evidence-based approaches and planning frameworks to build more resilient and equitable education systems.

OBJECTIVES OF THE ARESRO COMMUNICATIONS STRATEGY

Foster Knowledge Sharing

Disseminate research findings and knowledge products effectively to facilitate learning and adaptation within the project and among stakeholders.

Influence Policy & Practice

Influence policy and practice through evidence-based communication

Increase Awareness

Increase awareness of ARESRO and its work among key stakeholders and facilitate timely and effective information sharing among project partners.

Efficient Internal Communications

Ensure efficient internal communication and coordination within the ARESRO project team.
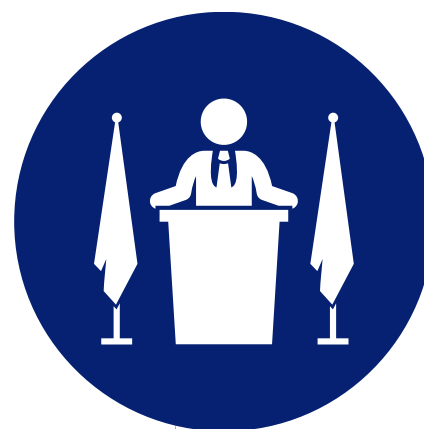
REACHING OUR AUDIENCES: WHO WE NEED TO ENGAGE

Practicioners (Primary)

Education professionals, including teachers, school administrators, and community-based organizations

Needs

Practical guidance, case studies, toolkits, training materials, "how-to" explainer videos, learning briefs, and opportunities for peer learning and exchange.

Policymakers (Primary)

Government Ministries, Departments and Agencies (MDAs), Government officials at national and sub-national levels, education ministry officials, and policymakers involved in education sector planning and development.

Needs

Evidence-based policy recommendations, actionable insights, policy briefs, clear and concise reports such as programmatic factsheets, high-level summaries of key findings, and opportunities for direct engagement with researchers.

Researchers (Primary)

Academics, researchers, and KIX hubs working in the field of education.

Needs

Access to research outputs, opportunities for collaboration, peer-reviewed publications, conference presentations, synthesis briefs of research findings, and platforms for knowledge exchange (e.g., online forums, webinars).

REACHING OUR AUDIENCES: WHO WE NEED TO ENGAGE

Development Partners (Secondary)

Funding agencies, philanthropic organizations, and other development partners.

Needs

Project updates, case studies showcasing impact, success stories, Collaboration Learning and Adapting (CLA) case studies, and opportunities to engage with project beneficiaries.

General Public (Secondary)

Private Sector, Civil society organizations, media outlets, and the general public interested in education systems, resilience and development.

Needs

Accessible information through news articles such as press releases, thought-leadership pieces such as opinion pieces, social media posts, infographics, short thematic videos, impact stories, and newsletters that highlight the importance of education system resilience.

NOTE:

By understanding the specific needs and interests of each audience, ARESRO can tailor its communication efforts to ensure that key messages are effectively received and utilized

SPREADING THE WORD: OUR COMMUNICATION CHANNELS

ARESRO will leverage a multi-channel communication approach to reach diverse audiences and effectively disseminate project findings. Key channels include:

NOTE:

By strategically utilizing a diverse range of communication channels, ARESRO will ensure that its message reaches the widest possible audience and effectively engages key stakeholders.

DIGITAL PLATFORMS

Website: A dedicated project website page will serve as the central hub for key project information and multimedia content.

Social media: Utilizing platforms like Twitter, LinkedIn, and Facebook, Email listservs to share news, updates, blog posts, and engage with stakeholders in real-time.

Online Forums and Communities: Podcast, GPEKIX online forums to facilitate knowledge exchange among researchers, practitioners, and other stakeholders.

TRADITIONAL MEDIA

Press Releases: Issuing press releases to announce key findings, publications, and project milestones to reach a wider audience.

Media Partnerships: Collaborating with relevant media outlets (newspapers, magazines, radio, television) to disseminate key messages and feature ARESRO's work.

IN-PERSON EVENTS

Dissemination Meetings: Participating in and organizing conferences, workshops, and seminars to present research findings, facilitate dialogue, and build relationships with key stakeholders. Ecosystem synthesis workshops...

Policy Dialogues: Organizing policy dialogues and roundtable discussions to engage with policymakers and influence policy decisions

Technical Working Groups: for collective discussion in areas of shared interest

GPE KIX focal person progress updates at country-level

CRAFTING OUR MESSAGE: WHAT WE WANT TO SAY

ARESRO will communicate key messages that are:

- **Clear and concise:** Easy to understand and remember.
- **Compelling and engaging:** Capture the attention of the target audience.
- **Relevant and impactful:** Directly address the needs and interests of the target audience.
- **Consistent across all channels:** Maintain a consistent brand voice and messaging across all communication platforms.

01

Key Message 1

Building more resilient education systems for all African children

02

Key Message 2

Highlighting the importance of resilient education systems that can absorb shocks, adapt to change, and transform communities to better anticipate and address future challenges
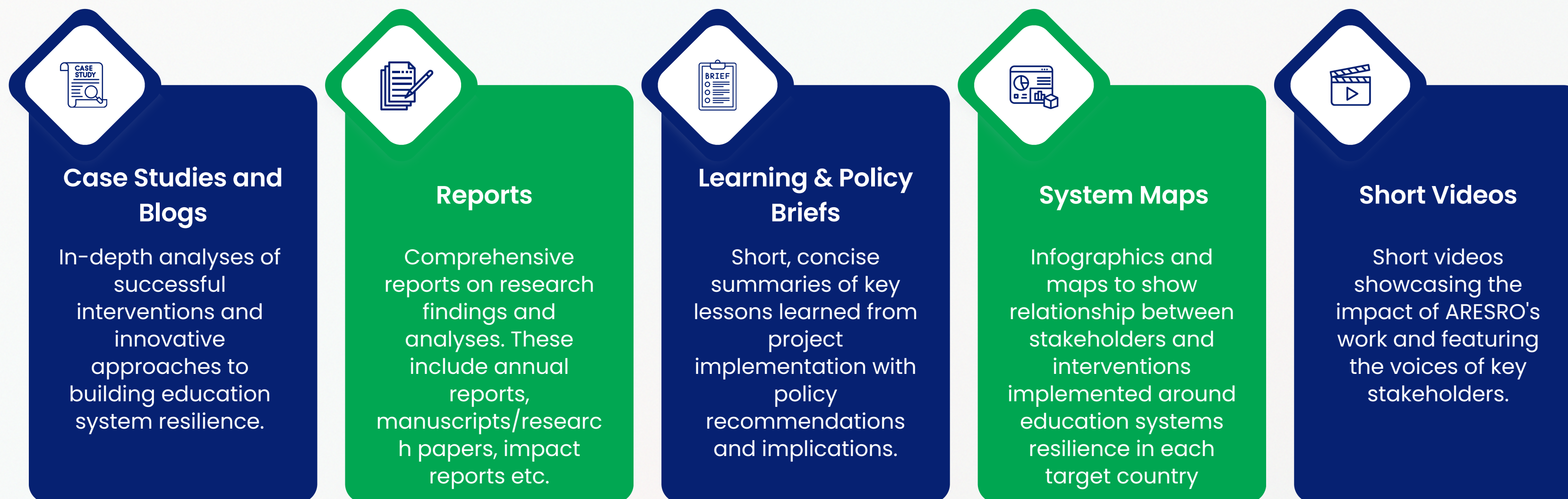
03

Key Message 3

Emphasizing ARESRO's role in producing critical research and data that can guide effective policy decisions

SHARING OUR KNOWLEDGE: KEY KNOWLEDGE PRODUCTS

ARESRO will produce a range of high-quality knowledge products to disseminate research findings and inform policy and practice:

Case Studies and Blogs

In-depth analyses of successful interventions and innovative approaches to building education system resilience.

Reports

Comprehensive reports on research findings and analyses. These include annual reports, manuscripts/research papers, impact reports etc.

Learning & Policy Briefs

Short, concise summaries of key lessons learned from project implementation with policy recommendations and implications.

System Maps

Infographics and maps to show relationship between stakeholders and interventions implemented around education systems resilience in each target country

Short Videos

Short videos showcasing the impact of ARESRO's work and featuring the voices of key stakeholders.

These knowledge products will be disseminated through various channels, including the GPE Africa Hubs CoPs, ARESRO website, GPE KIX website, targeted email campaigns, and presentations at conferences and workshops.

LEARNING AND ADAPTING: CONTINUOUS IMPROVEMENT

Communication will play a crucial role in facilitating continuous learning and adaptation within the ARESRO project and among stakeholders. Key strategies include:

Capturing and documenting lessons learned:

Conducting regular progress review meetings with partners, after-action reviews, pause and reflect sessions and stakeholder feedback sessions. Quarterly/Semi-annual reports
ARESRO country level advisory committee...

Disseminating lessons learned:

Our participation in the community of practice (IDRC), Quarterly meetings for the 6 awardees is also an opportunity to share learnings. Sharing lessons learned through case studies, learning briefs, and presentations.

Using feedback loops

Using feedback from stakeholders to refine project activities and improve the effectiveness of communication efforts.

Promoting Adaptive Management

Utilizing communication to encourage and support ongoing learning and adaptation within the project and among stakeholders.

Posting Frequencies

PRODUCT	DESCRIPTION	FREQUENCY	METHOD OF DELIVERY	AUDIENCE
Annual reports	Detailed account of program activities and results	Annually	Electronic PDF	GPE KIX, IDRC
Semi annual reports	Detailed account of program activities and results at thea annual midway point	Semi-annual	Electronic PDF, Executive brief	GPE KIX, IDRC
News items	News worthy events of note (300 words)	Weekly	Webpage copy	GPE KIX, IDRC, Staff, Public
Blogs	Think pieces on selected subject matter (800 words)	Monthly	Webpage copy	GPE KIX, IDRC, Staff, Public
Newsletters	Brief highlights per component for previous three months	Quarterly	Electronic PDF	GPE KIX, IDRC, Staff, Public

*This list is not exhaustive but here is a **link** to a tracker for each of the products we will be tracking, their respective timelines and where they will be disseminated*

Measuring Our Success: Monitoring and Evaluation

Website traffic and media coverage

Number of website visitors, time spent on site, number of media mentions, reach of media coverage, number of followers, likes, shares, and comments on social media platforms.

Programmatic impact

Number of newsletters, manuscripts, publications etc. what we have here should be in sync with the excel sheet

Stakeholder feedback

Number of quotes/feedback from stakeholders on the usefulness and impact of communication materials.

Monitoring and evaluation for communication activities include: Regular data collection and analysis, Quarterly review of communication activities and key performance indicators, Stakeholder feedback surveys, Regular adjustments to the communication plan based on evaluation findings.

BRAND

BRANDING AND MARKING PLAN

ARESRO BRANDING AND MARKING PLAN

By following these guidelines, ARESRO can ensure that its communication materials are consistent, professional, and compliant with funder requirements.

1

Acknowledge GPE KIX & IDRC

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2

Include the DISCLAIMER

The views expressed herein do not necessarily represent those of IDRC or its Board of Governors." in all relevant documents.

3

LOGO Usage

Include the GPE KIX and IDRC logos on all knowledge products and communication materials and adhere to the logo usage guidelines provided on the GPE and IDRC websites.

4

Typefaces

Our typefaces are **Bebas Nue** and **Poppins**. Use **Bebas Nue for headings** and **Poppins for body text**. These fonts should be used consistently across all branding materials.

THANK YOU