

Communicating Change Consultative Group, 12th Meeting, CCMS Head Office, Hollywood, 19 August 2009

Present: Frances Donnelly (NICIE)
Angela Devine (WELB)
Emma Hegarty (CCMS)
Daryll Kenny (NEELB)
Richard Bullick (SELB)
John Martin (BELB)
Emma Hume (CCEA)
Sarah Lowe (SEELB)

Apologies: Micheal O Duibh (CnaG)
Frances Byrne (CCEA)
Pat Ward (WELB)
David Guilfoyle (YCNI)
Byron Evans (RTU)
Michael Henderson (DE)
Geraldine Quinn (DE)
Patricia Weir (Staff Comm)

In attendance: Robert Shilliday (ESAIT)
Joe Reynolds (DE)
John McCourt (DE)

1. Robert Shilliday welcomed everyone and thanked Emma Hegarty for hosting the meeting.

2. Minutes of meeting 24 June 2009

The minutes were cleared with the agreement that reference to the tour of NEELB TV facilities which took place at the end of the meeting be included.

3. Actions Arising

Robert Shilliday

Robert advised the group that RPA News – Issue 4 would be discussed as an agenda item.

Robert thanked those who had responded to the Transition Communications Strategy but added that this would be included in the ESAIT Update.

Joe advised that the covering letter the Department issued to those who have an interest in creating a sectoral support body for the controlled sector was circulated to the group after the meeting of 24 June. The Department has facilitated two meetings with a further planned for 10 September.

There had been approximately 30 different groups represented over the two meetings but the Department's wish was to see as much, and as wide, participation as possible.

A further meeting was scheduled for 10 September.

4. ESAIT Update

Robert Shilliday

4.1 ESA Chairperson/Board Members

Robert advised the group that a Chairperson for the ESA has been selected for appointment and an announcement would be made by the Minister in due course.

The two-part process to appoint public and political Board Members has begun. District Councillors have been written to informing them of the competition and advertisements have been placed in the press, and details published on the DE & ESAIT websites, seeking public Board Members.

It is expected that interviews will be held in October and appointments made by Christmas.

4.2 Director Posts/Assistant Director Structure

Interviews for Director posts are continuing and should be completed by end of August with appointments expected in September.

Considerable work has been carried out over the summer months on Assistant Director Structure with a draft structure nearing completion. Details of the consultation on the draft structure will be shared with the group once finalised.

4.3 Location

The location strategy which will outline the planned future locations of ESA has been passed to the Minister for consideration and is due for publication in November. It is expected that staff will be informed of Day 1 locations towards the end of September.

The group then discussed those initial groups that will be affected location wise on Day 1, the new reporting arrangements and structures once ESA is established and the level and standard of work ESA staff will manage come January 2010.

4.4 Meeting Staff

Gavin is due to meet with CCMS staff on 27 August and future meetings are planned with SELB on 23 September and SEELB on 13 October 2009.

Robert repeated his offer of Gavin meeting with staff from the affected organisations to hear their views and take questions.

4.5 Voluntary Severance

Discussions are ongoing between Gavin Boyd and the existing employers with regard to staff potentially being released in order to ensure service continuity is maintained and business needs are met.

All offers of voluntary severance are subject to prior approval from DE. It is anticipated some initial offers will be made at the end of August 2009 for a small number of staff to be released at the end of December 2009.

The majority of staff offered voluntary severance will not be released until well after the establishment of ESA on 1 January 2010.

The recruitment process to appoint ESA Directors is well underway. Once complete and Directors appointed, those top management level “at risk” staff within the affected organisations will be provided with a further opportunity to express interest in voluntary severance.

The second phase of voluntary severance is expected to commence early autumn following the development of proposals for the ESA Assistant Director structure.

4.6 DE ESAIT Transition Communications Strategy October 2009 – March 2010

The strategy which Michael Henderson had briefed the group on at the previous meeting was approved with a few amendments by the DE Board and Top Management Group.

Over the coming weeks Robert and Michael will now turn this strategy into actions. Existing organisations should also be considering their own communication plans and the messages they wish to communicate. This is a key stage in the run up to the establishment of ESA and the messages communicated need to be consistent.

A member of the group raised the possibility of Chairs of Committees within the ELBs meeting with the Minister. Joe replied that the Minister’s wish is to meet with the Chairpersons of the affected organisations whose responsibility it is then to brief their respective organisations. However, the possibility of involving other members of the ELBs/legacy bodies is scheduled to be discussed at the Minister’s next meeting with RPA Chairpersons on 18 September.

4.7 Vodcasts

One vodcast a month is scheduled monthly through to December. Robert asked the group if they would let him know of issues they would like covered in either the vodcast or ESAIT Update.

4.8 ESAIT Communications Post

There was a good response to the advertisement. Interviews will be held in early September and an announcement thereafter.

4.9 Creating the ESA Corporate ID

After the initial expressions of interest more than 20 proposals were received. From these four companies will be selected and are due to be briefed on Friday. A

workshop has been scheduled for 22 September with a venue still to be confirmed for the group to discuss the ESA brand and over-arching education identity.

Robert stated that he would like as many as possible of the group to attend the workshop and if they couldn't attend, could they nominate a substitute.

Following on from the workshop it is expected that five or six will be chosen to go before the DE Board in October with three presented to the Minister for her decision towards the end of that month.

5. Legislation Update

Joe Reynolds

The Education Committee's report on Bill 1 is due by 30 September. A paper has gone to the Committee outlining possible Ministerial amendments to the Bill.

The Bill will then move to Consideration Stage towards the middle of October following which there will be a re-print of the Bill with the amendments that have been made. It will then move to Further Consideration Stage, then Final Stage before Royal Assent. It was confirmed that the process remained on schedule for completion before 31 December 2009.

A draft copy of Bill 2 has been provided to Ministers in the Executive outlining the contents of the Bill. It is hoped that the Executive will then consider the Bill during September and recommend that it moves to the Assembly and follows the same process as Bill 1.

It is still the aim for Bill 2 to receive Royal Assent before 31 December 2009 but this is not required for ESA to be established.

6. RPA News – Issue 4

Robert Shilliday

Robert stated that it was the intention to publish the fourth issue of RPA News in September and stressed that in the run up to the establishment of ESA, it is important to get key messages to staff and customers keeping them informed of the change process ahead.

Suggested articles put forward by the group included: transition planning – business continuity; particular message on CCMS – same contacts etc after Day 1; commitment to service improvement – the integral role of teachers in that process; appointment of Chairperson and Directors; new Chief Executive at NICIE; the role of sector support groups post 1 January 2010 and update on work ongoing to develop the various sectoral groups.

Robert stated that he would issue an email to the group listing the suggested articles and asked if thoughts on additional articles, or content for those listed, could be forwarded to him by 4 September.

7. AOB

Joe Reynolds

7.1 RPA Chairperson's Meeting

Joe advised that the Minister would be meeting with the Chairpersons of the RPA affected organisations in Fermanagh on 18 September. On the agenda item will be the suggestion that members of the legacy bodies are afforded opportunities to continue their contribution to education.

7.2 DE Appointments

Laverne Montgomery will take up the Workforce Director post from 2 September and Linda Wilson will transfer from DCAL to DE on 21 September and assume the new post of Director of Parents, Families and Communities.

7.3 Sectoral Body for Controlled Sector

DE is facilitating a third meeting on 10 September for those who have an interest in creating a sectoral support body for the controlled sector. The Department will write to those who have attended the two previous meetings and those who have shown an interest in attending previous meetings but were unable to.

8. Dates for future meetings

The group agreed to future meetings in SELB Head Office, Armagh, at 10.00am on Monday 5 October and WELB Head Office, Omagh, at 10.30am on Tuesday 3 November.

Action Point	Assigned to	Due by
4.2 ESA Assistant Director draft structure consultation details	Robert Shilliday	
4.7 Issues covered in vodcasts and ESAIT Update	Members of CCCG	
6. Thoughts on articles/content for RPA News – Issue 4	Members of CCCG	