

Communications Advisory Group

- The Advisory Group should comprise of a minimum of two Trustees and have a nominated Chair.
- Trustees can be members of more than one advisory group and meet as frequently as agreed amongst the advisory group.
- The Chair of the advisory group will be expected to keep Trustees informed and prepare proposals to be put to the Board, ahead of meetings, for considering the approval of recommendations put forward by the Advisory group.

Key purpose

To provide leadership on issues related to the ways in which CIEA communicates with all of its stakeholders (internal and external) consistent with the objectives, as stated in the CIEA Deed and accompanying Royal Charter and those objectives that develop in the evolving CIEA environment and are agreed by the Board.

Key responsibilities

The Advisory Group will be expected to:

- Liaise with the appropriate members of staff at UH
- Prepare papers to inform the Board on:
 - Areas of activity
 - Decisions the Advisory Group has arrived at
 - Recommendations proposed by the Advisory group

The Chair of the Advisory Group will be responsible for ensuring these activities are undertaken.

Scope

The Communications Advisory Group shall undertake tasks related to all communications activities (internal and external to the CIEA) that shall be agreed upon by the Chair and Director, and shall include, but not be limited to:

- The development of a communications strategy that addresses the various communications needs of the CIEA in relation to three strands of activity identified as priorities in the CIEA's Business Strategy
 - **Membership Services** (promoting the benefits of membership to individual and organisations thereby helping to increase the CIEA's membership; ensuring that the membership are kept informed of the CIEA's activities and are actively encouraged to engage with the organisation and contribute to its activities and further development

- **Training Services** (promoting the CIEA's training offer to the educational community and key target groups within it, thereby increasing uptake of courses).
- **Voice within the Assessment Community** (promoting the CIEA's 'voice' within the wider assessment community to help position it as a credible and valued contributor to contemporary debates on assessment issues).
- Reviewing and updating the agreed five broad principles that shape the CIEA 'voice', namely
 - 1. Support professionalism**
CIEA was set up to recognise, support and promote assessment as a professional activity, wherever assessment takes place. Our 'chartered' status puts us in a unique position to be the advocates and a 'voice' for those who carry out assessment roles by combining the highest professional standards with personal integrity.
 - 2. Stay assessment-focused**
To focus our responses/comments on the *assessment* issues, not on the wider political dimensions (such as using a problem on a key stage/GCSE paper to suggest that means the whole National Curriculum assessment/GCSE system is flawed). The CIEA is a professional body, not a pressure group.
 - 3. Provide a knowledgeable & credible perspective**
In order to build a sound reputation within the wider assessment community all our own contributions must be solidly grounded in sound assessment knowledge and research.
 - 4. Be positive about good assessment**
We set out with the intention of being positive about the value of good assessment practice and how/why that benefits *all* users of assessment (parents, teachers, students, employees, employers politicians etc.). All assessments should be fit for their intended purpose and recognise that it is central to the teaching and learning process.
 - 5. Demonstrate independence**
CIEA should be, and be seen to be, an independent body that is not automatically aligned with other stakeholder organisations in the wider assessment community. Our objective should always be to promote high quality fit for purpose assessment in all its forms without fear or favour.

In addition:

- Identifying suitable opportunities where the CIEA can promote its activities and views;
- Liaising with and advising the CIEA Director and UH CIEA staff on communications activities as required.
- Identifying and sharing current research or other literature on educational assessment issues and initiatives
- Advising the AGs for Training, Membership and Governance on communications issues relevant to achieving the objectives of those Groups.

25/06/18

