

# Service Children's Progression (SCiP) Alliance Stakeholder Communication and Engagement Strategy

September 2017

## Rationale

The SCiP Alliance is a UK-wide collaboration, a partnership of like-minded organisations and people sharing a common set of aspirations for the children of military personnel. Enabling the thriving lives that we want for all service children involves a large and varied range of stakeholders, with whom we will need to relate in different ways. As such, we do not want to merely communicate with these people, but to engage in meaningful two-way relationships that emphasise the stake each has in our shared mission and makes the most of our collective experience, expertise and energy.

This strategy sets out:

1. A framework for thinking and planning related to the different relationships we are seeking;
2. Our aims for engaging with stakeholders;
3. Who the SCiP Alliance's stakeholders are;
4. The outcomes we want to achieve and the mechanisms we will use.

## 1. Communication and Engagement Framework

Our framework is built on the three headline outcomes we want to achieve for different stakeholders:

<b>INFORM</b>	<b>INFLUENCE</b>	<b>ENGAGE</b>
<p><b>We want</b> stakeholders to understand service children's strengths and challenges and the best ways to improve outcomes.</p> <p><b>We will</b> collate, develop and disseminate information that is useful to stakeholders, making it easily understood and accessible, in a timely manner.</p>	<p><b>We want</b> stakeholders to develop their practice and priorities for the benefit of service children and those working to support them.</p> <p><b>We will</b> produce outputs that provide compelling messages, evidence and solutions in formats and through channels that inspire positive change.</p>	<p><b>We want</b> stakeholders to build effective relationships with us and each other, using their assets to help achieve the mission.</p> <p><b>We will</b> use our assets to develop mechanisms and opportunities for stakeholders to listen and be heard, contribute and collaborate, reflect and develop.</p>

There are far more stakeholders than it is practicable or appropriate for the SCiP Alliance to work with. For example, parents are fundamental influencers for service children and key stakeholders in their education, but the Families Federations have parents as a primary stakeholder and are far better placed to engage with them than the SCiP Alliance. We want to ensure that our work benefits parents, but we can be more effective by supporting the Families Federations in their direct work with parents rather than seeking to build new direct relationships from scratch.

The SCiP Alliance might aim to ensure that parents are **well-informed** about further and higher education options and support, while the Families Federations (and schools and others) will engage with them directly. The Alliance may seek to **influence** local and national policy-makers who can help to create a favourable environment for service children's progression, while we **engage** directly with professionals working to support service children and the researchers helping us understand their needs and what works.

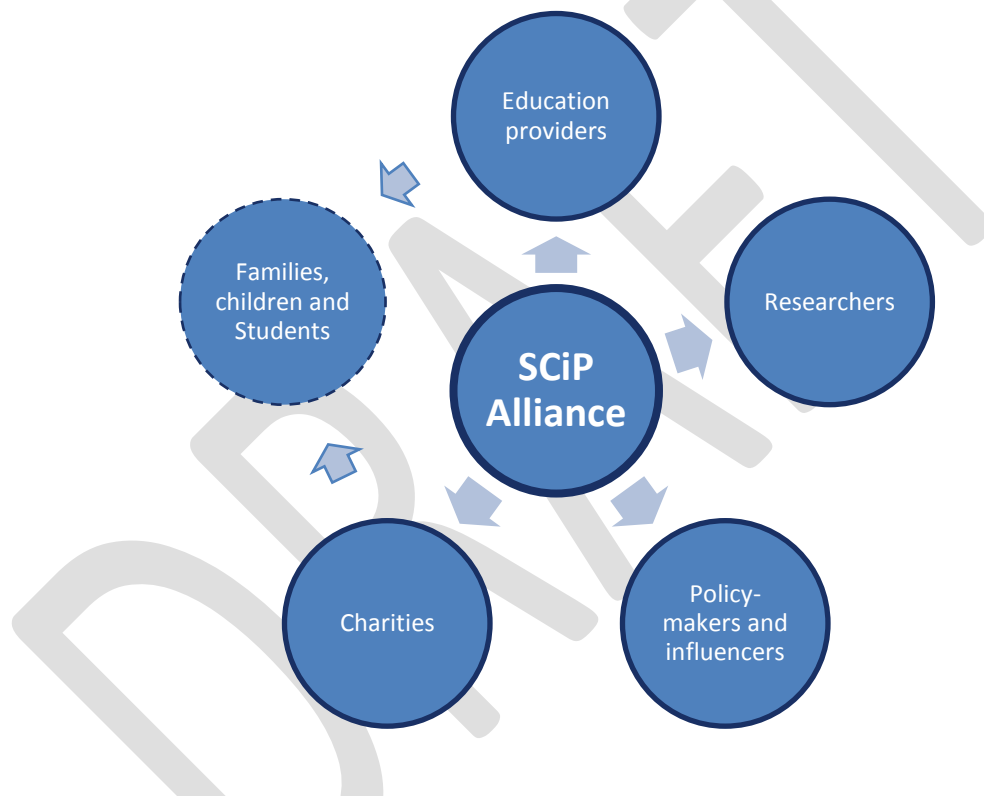
## 2. Aims

This strategy has been developed to achieve the following aims:

- Establish relationships with key policy, research and practice individuals and organisations to shape the development of the SCiP Alliance;
- Establish the SCiP Alliance's reputation as a trusted authority on the progression of service children;
- Create a favourable policy environment, help researchers inform practice, raise awareness and improve understanding;
- Consult on activities and future funding, and use input to finalise proposals.

## 3. Stakeholders

Stakeholders fit broadly into five categories. This strategy seeks to identify all stakeholders that the Alliance will relate to (whether directly or indirectly) and whether our relationship is defined by the intention to inform, influence and/or engage each group.



Education providers	Researchers	Policy-makers and influencers	Charities	Families, children and students
<ul style="list-style-type: none"> <li>• SCISS / schools</li> <li>• FE and HE senior management</li> <li>• FE and HE WP, student support and careers teams</li> <li>• Local authorities</li> <li>• Governors</li> </ul>	<ul style="list-style-type: none"> <li>• SCiP research cluster</li> <li>• Wider research community</li> <li>• Think Tanks</li> <li>• Independent researchers</li> </ul>	<ul style="list-style-type: none"> <li>• MPs, Gov't</li> <li>• Devolved gov'ts</li> <li>• MoD</li> <li>• DfE</li> <li>• OFFA</li> <li>• UCAS</li> <li>• HEFCE</li> <li>• Local councillors</li> <li>• Think Tanks</li> <li>• Children's Commissioner</li> </ul>	<ul style="list-style-type: none"> <li>• Families</li> <li>• Federations</li> <li>• Cobseo</li> <li>• Social Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Children</li> <li>• Young people</li> <li>• Undergraduates</li> <li>• Post-graduates</li> <li>• Parents</li> <li>• Families Federations</li> </ul>

## 4. Outcomes and mechanisms

If the SCiP Alliance's communication and engagement activity is successful, the following outcomes will be achieved in the following ways:

Audience	Outcomes			Channels		
Stakeholder groups	INFORM	INFLUENCE	ENGAGE	Online hub	Communications	Events
<b>Education providers</b> <ul style="list-style-type: none"> <li>• SCISS / schools</li> <li>• FE and HE senior management</li> <li>• FE and HE WP, student support and careers teams</li> <li>• Local authorities</li> <li>• Governors</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the lives, needs and huge potential of service children</li> <li>• Know the Alliance's mission, activity and intentions</li> <li>• Recognise the value of the Alliance and the impact it is having on outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Are inspired to champion progression for service children and improve outcomes</li> <li>• Identify service children as a priority</li> <li>• Develop specific strategies and plans</li> <li>• Develop their practice in response to Alliance publications and advice</li> <li>• Reference and promote the Alliance and its work</li> </ul>	<ul style="list-style-type: none"> <li>• Share effective practice with the Alliance and each other</li> <li>• Attend conferences and events</li> <li>• Contribute resources, evidence and effort to Alliance activities</li> </ul>	<ul style="list-style-type: none"> <li>• Resources</li> <li>• Event listings</li> <li>• Practitioner CPD</li> <li>• Showcasing effective practice on website and social media</li> <li>• Publications</li> <li>• Awareness raising and networking</li> <li>• Blog posts</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly newsletter</li> <li>• Research updates</li> <li>• Event reports and press releases</li> <li>• Blogs and articles in partner publications</li> <li>• Twitter</li> </ul>	<ul style="list-style-type: none"> <li>• Annual conference</li> <li>• WP conferences</li> <li>• Practice group meetings</li> <li>• Contribution to SCISS conferences and NEAC</li> </ul>
<b>Researchers</b> <ul style="list-style-type: none"> <li>• SCiP research cluster</li> <li>• Wider research community</li> <li>• Think Tanks</li> <li>• Independent researchers</li> </ul>	<ul style="list-style-type: none"> <li>• See the Alliance as the first-contact and lead for research and practice in the field</li> <li>• Feel fully supported by other stakeholders to</li> </ul>	<ul style="list-style-type: none"> <li>• Are inspired to develop new research activity that supports the Alliance mission</li> <li>• Reference and promote the Alliance and its work</li> </ul>	<ul style="list-style-type: none"> <li>• Share research activity and outcomes</li> <li>• Work with the research group</li> <li>• Seek research collaborations</li> <li>• Contribute to joint funding applications</li> </ul>	<ul style="list-style-type: none"> <li>• SCiP research updates</li> <li>• Share sector research news</li> <li>• Events</li> </ul>	<ul style="list-style-type: none"> <li>• SCiP Alliance newsletter</li> <li>• Annual publication</li> <li>• Articles in journals</li> <li>• Coverage in partner newsletters and publications</li> </ul>	<ul style="list-style-type: none"> <li>• Research symposiums</li> <li>• Participate in symposiums and conferences</li> <li>• Research group meetings</li> </ul>

Audience	Outcomes			Channels		
Stakeholder groups	INFORM	INFLUENCE	ENGAGE	Online hub	Communications	Events
<b>Policy-makers and influencers</b> <ul style="list-style-type: none"> <li>• MPs, Gov't</li> <li>• Devolved gov'ts</li> <li>• MoD</li> <li>• DfE</li> <li>• OFFA</li> <li>• UCAS</li> <li>• HEFCE</li> <li>• Local councillors</li> <li>• Think Tanks</li> <li>• Children's Commissioner</li> </ul>	enable FE and HE progression	<ul style="list-style-type: none"> <li>• Develop policy in response to knowledge of the issues and evidence of the most effective practice</li> <li>• Work together effectively</li> </ul>	<ul style="list-style-type: none"> <li>• Endorse the Alliance as a leader in improving outcomes</li> <li>• Support the Alliance with favourable promotion, and event attendance</li> <li>• Contribute to developing our strategy and activity</li> </ul>	<ul style="list-style-type: none"> <li>• Policy briefings</li> <li>• Blog</li> <li>• News</li> <li>• Research headlines</li> <li>• Events</li> </ul>	<ul style="list-style-type: none"> <li>• Policy newsletters</li> <li>• Twitter</li> <li>• Direct email</li> <li>• Local MPs</li> <li>• Research annual publication</li> <li>• Consultation results</li> </ul>	<ul style="list-style-type: none"> <li>• HE policy conferences</li> <li>• Briefings</li> <li>• Individual visits</li> <li>• Annual conference</li> </ul>
<b>Charities</b> <ul style="list-style-type: none"> <li>• Families Federations</li> <li>• Cobseo</li> <li>• Social Finance</li> </ul>		<ul style="list-style-type: none"> <li>• Develop their work in response to Alliance publications and advice</li> <li>• Reference and promote the Alliance and its work</li> <li>• Refine their strategies and activity in response to evidence</li> </ul>	<ul style="list-style-type: none"> <li>• Endorse the Alliance as a leader in improving outcomes</li> <li>• Support the Alliance with favourable promotion, and event attendance</li> <li>• Contribute to developing our strategy and activity</li> <li>• Share examples of effective practice</li> <li>• Identify and engage new stakeholders for the Alliance</li> </ul>	<ul style="list-style-type: none"> <li>• News and views</li> <li>• Events</li> <li>• Blog posts</li> </ul>	<ul style="list-style-type: none"> <li>• Partner newsletters</li> <li>• Research briefings</li> <li>• Practice briefings</li> <li>• Twitter</li> <li>• Consultation</li> </ul>	<ul style="list-style-type: none"> <li>• Annual conference</li> <li>• Cobseo events</li> <li>• SCISS conferences</li> <li>• Research symposiums</li> </ul>

Audience	Outcomes			Channels		
Stakeholder groups	INFORM	INFLUENCE	ENGAGE	Online hub	Communications	Events
<b>Families, children and students</b> <ul style="list-style-type: none"> <li>• Children</li> <li>• Young people</li> <li>• Undergraduates</li> <li>• Post-graduates</li> <li>• Parents</li> <li>• Families Federations</li> </ul>		<ul style="list-style-type: none"> <li>• Enhance, where necessary, their aspirations for service children</li> <li>• Actively seek and take advantage of support opportunities</li> <li>• Make confident and well-informed decisions about FE and HE progression</li> </ul>	<ul style="list-style-type: none"> <li>• Endorse the Alliance as a leader in improving outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Signposting</li> <li>• News and views</li> <li>• Resources</li> </ul>	<ul style="list-style-type: none"> <li>• Families federations newsletters and magazines</li> <li>• Twitter</li> </ul>	<ul style="list-style-type: none"> <li>• WP events</li> <li>• Bespoke SCiP conference item</li> </ul>

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