

Development and implementation of a communications strategy for Technical and Vocational Education and Training (TVET) in southern Belize
Funded by Banana Accompanying Measures (BAM) 2012

Chamberlain Consulting Limited undertook a consultancy funded by the European Union's Banana Accompanying Measures (BAM) Project aimed at improving access to quality and relevant TVET in the Stann Creek and northern Toledo districts – the Banana Belt. The emphasis on TVET is in line with the Education Sector Strategy which identifies improving the quality and relevance of TVET as an appropriate vehicle for ensuring a greater number of graduates gaining appropriate employment in work related to qualification or progress to further education and training.

The contract was signed on January 5, 2016 and was successfully in October 2016. Throughout the duration of the 8 month project, Chamberlain Consulting Limited met with key stakeholders including employers, students, parents and the media with many activities taking place during Education Week in May 2016. At the culmination of the project, the goal is that the country will view TVET through a new lens and that our citizens come to appreciate the value that this type of vocational education can provide in enhancing our economy. The following activities were delivered under this contract:

- ✓ Process Manual – Communications & Visibility Strategy for TVET Communications
- ✓ Essay and Poster Competition,
- ✓ Testimonial videos - Facebook page: Votech Belize or www.facebook.com/VotechBelize
- ✓ Education Fair at GTH for May 2016 Education Month.
- ✓ Media & Leadership Training for school principals.
- ✓ Promotional material including t-shirts, bags, drinking cups
- ✓ An Information Fair at Georgetown Technical High School on May 24 where 8 of the technical and vocational schools from the Stann Creek and Toledo districts showcased their schools Program of Excellence.
- ✓ A business forum in Georgetown and Punta Gorda. At this business forum, technical and vocational graduates from the project schools will have the opportunity to meet with local businesses that align with their programs of study and conduct interviews to gather insight into the business world and the expectations of employers.



The Ministry of Education as well as the participating Technical Vocational Institutions now have a Communicating Strategy Manual and toolkit to use in promoting the value and relevance of TVET