

Education Week 2021 Building Connections

Education Week toolkit



Education
and Training

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Education Week toolkit

This year's Education Week will run from 23-29 May with the theme 'Building Connections'.

Background

Now in its 77th year, Education Week aims to positively profile and celebrate the strengths and achievements of Victoria's government education sector.

The theme celebrates the connections between schools and local communities and strengthens bonds with families and carers.

Education Week is an opportunity for all primary and secondary schools, higher education and early childhood services to showcase how they are building connections with the community around them.

Key messages

Schools

- Through 'Building Connections', we focus on engaging with families, the community, and other schools that can support us to achieve our goals for students – both those in our school and at the school down the road.
- 'Building Connections' recognises that when schools, families, and community groups come together to support learning, it provides a richer and more diverse learning experience for students.

- Schools are embedded within communities – schools can strengthen community cohesion, and communities can help to improve student learning within and beyond school.

Higher education and skills

- Through strong community partnerships, students can engage in the world of work, building different pathways and social networks. These help to create smooth transitions into further education, training, and employment.
- 'Building Connections' recognises TAFEs as a community hub, where other key parts of the community can come together to provide diverse types of learning through partnerships with organisations for employment and training.
- The connection between family, community, and TAFEs facilitates transitions, leading to an environment that supports student success.

Early childhood services

- The theme highlights how community connections can help children to develop social and other skills.
- Community connections include extended family, friends and local community organisations – all can have a part in a child's development.



How you can celebrate

- Sharing the toolkit materials with the community
- Using the hashtag #edweekvic when posting on social media, and tagging @DETVic on Twitter and @Department of Education and Training, Victoria on LinkedIn
- Directing people to the [Education Week 2021](#) website
- Hosting a school activity or event during Education Week that supports the theme, 'Building Connections'. For example, hold a school assembly, decorate classrooms and learning spaces, or invite community organisations to speak at your school.
- Hosting an activity at your kindergarten that inspires little learners to get curious about 'Building Connections' through play-based learning.
- Sharing a story about how your TAFE is a critical part of building connections with community in your local area.
- Sharing a story about how community organisations are helping TAFE students with employment and training and building future success.
- Inviting parents, carers and the wider community to your school open day.
- Participating in activities offered by your local, not-for-profit organisations. Use the school tool kit and resources available on the [Education Week 2021](#) website to help you plan Education Week activities and build excitement in your school for the activity you are hosting.



Suggested social media posts

Here are some sample posts that you can use across your school social media channels. You can edit and personalise these posts to suit your own style.

See page 7 for links to downloadable social assets.

Guidance for posting on social media

You can start promoting Education Week and any events or activities you are hosting from 28 April.

Draft text - Facebook

Education Week 2021 is here!

This year the theme is about 'Building Connections' between schools and the community.

We are hosting a free <insert your event/activity here> during Education Week.

There is also a calendar of events on the Department's website with free activities for school students during Education Week.

Find out more www.education.vic.gov.au/educationweek



Draft text - Twitter

#EdWeekVic is back for 2021! Get involved with the @DETVic calendar of free activities scheduled throughout the week. More info www.education.vic.gov.au/educationweek



Draft text - LinkedIn

We're celebrating Education Week from 23-29 May. We are hosting <insert school activity here> throughout the week.

There's also a calendar of events on the Department's website listing free activities for school students during Education Week.

For more information, see: www.education.vic.gov.au/educationweek



Suggested newsletter or website copy

Please consider using the draft content below in your newsletter, website or other preferred communication channel.

Draft text

Now in its 77th year, Education Week aims to positively profile and celebrate the strengths and achievements of Victoria's government education sector.

This year Education Week runs from 23-29 May. The theme 'Building Connections' focuses on how the community can act as a support network, support students' learning and development and enhance social inclusion.

Education Week is an opportunity for all primary and secondary schools, higher education, and early childhood services to showcase how they are building connections with the community around them.

[Insert school name here] will be celebrating Education Week by [insert information here about activities you are hosting for Education Week and how you are demonstrating the theme 'Building Connections']

Use the hashtag #edweekvic to get involved on social media.

For more information and to access the calendar of free activities, visit the [Education Week 2021](#) website.



Downloadable assets

The following links contain all the assets available to download:

[Email signature block](#)

[Social media tiles - Instagram](#)

[Social media tiles - Twitter](#)

[Social media tiles - LinkedIn/Facebook](#)

[Fact sheet/Newsletter template](#)

[Poster](#)





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