

**CIPR PRide Awards 2010**  
**Category 17 – Best Magazine**

**Learning and Teaching Scotland: Connected**

**Campaign:** Connected: Moving Education Forward  
**Team:** Communications team of Learning and Teaching Scotland  
**Timescale:** Issue #23, #24 and #25 – March 2009 to March 2010  
**Budget:** £0k - £100k

**Background**

Learning and Teaching Scotland (LTS) is the lead organisation for the development of *Curriculum for Excellence*, Scotland's new education curriculum for all children and young people aged three to eighteen, sponsored by the Scottish Government to lead and support improvements in providing education for children and young people across Scotland.

*Connected* is the main stakeholder publication for LTS, published once a term and distributed free to all Scottish schools and early years' centres. It is aimed at all school staff and educationalists, primarily teachers, and focuses on education in its widest sense. The magazine offers a lively mixture of news, features and guest columnists, exploring the big issues and inspiring teachers with examples of best practice.

*Connected* is one of LTS's key tools for supporting practitioners through sharing best practice, useful information and great ideas for the classroom and regularly receives great feedback from educators across Scotland. It not only reinforces LTS's key aim of being innovative, ambitious and at the heart of the education community in Scotland but it embraces the organisation's overarching goal of 'moving education forward' – the strap line for *Connected*.

This award entry is based on issue #23, #24 and #25, published between March 2009 and March 2010.

**Objectives**

- ✓ Keep readers up to date with key news and developments from LTS
- ✓ Provide readers with a vital source of information about Curriculum for Excellence
- ✓ Offer readers inspiration and motivation for their careers

**Content**

Key to the success of *Connected* is the involvement of Scottish teachers who are invited to write about their own projects and activities. This method of sharing best practice has proved extremely popular amongst the education community and as a result, much of the content of *Connected* is gleaned from teachers and practitioners.

LTS also use *Connected* as a platform for informing readers about any changes or developments in education, as well as ensuring it is an essential read for those looking for support in the implementation of *Curriculum for Excellence*.

Glow, the Scottish schools intranet that is managed by LTS on behalf of the Scottish Government, features heavily within *Connected*, with regular interviews and articles about innovative ways to use the system for education.

*Connected* features a bank of regular columns, including *MouseWatch*, a roundup of a chosen practitioner's favourite educational websites, *Inbox*, a section dedicated to reader feedback and *A Week in my Shoes*, following the working week of a teacher.

External organisations can also contribute to the content of the magazine and LTS welcomes news and press releases from a variety of sources including the Scottish Government, SQA, HMIE and all of Scotland's 32 local authorities. Schools can also contact the editorial team directly to request inclusion of newsworthy initiatives or to nominate individuals for certain features, such as *In Our Experience* and *A week in my shoes*.

### **Design and creativity**

*Connected* is a glossy 36 pp magazine, packed with colourful features, news stories, interviews and regular columns. The magazine is brought to life with vibrant and engaging images, and every effort is made to ensure that the pictures are unique to that issue and relevant to their adjacent article.

*Connected* has the feel of a high quality magazine with breakout boxes, columns and information bars used to great effect.

### **Online edition**

As well as being printed, every edition of *Connected* is available to view online.

This online version is used to offer readers additional 'bonus content' that relates to the latest issue. For example, videos of interviews, footage of school visits, additional images and interview transcripts all feature on the *Connected* website. The site also has embedded links to other relevant websites and allows users to leave comments under individual articles.

### **Measurement and evaluation**

LTS encourages feedback from all its *Connected* readers by offering a £50 voucher for the best comment each issue.

LTS commissioned a reader survey to ascertain readers' favourite sections. Feedback was hugely positive with no one section proving to be significantly less popular than the others – news, features and case studies received roughly a third each. The fact that many respondents chose more than one section is a sign they enjoy the mix of content. In addition, a massive 96% of those surveyed said that they find *Connected* a useful publication.

### **Reader testimonials**

A small selection of reader comments gleaned from the most recent reader survey:

“The magazine is really useful – it quite often prompts me to find out more about innovative practice.”

“I enjoy reading it and dipping into to some of the useable information. At present I think it covers a broad spectrum, which is good.”

“*Connected* is very useful – the experiences of others are invaluable.”

“This is an excellent stimulus and helps point us in the right direction of other useful resources.”

**Additional information**

*Connected* is produced by LTS with editorial and design support and input from White Light Media.

**ENDS**

**Words: 811**