Mobilising for quality education

# Input to ZN for digital mapping phase

1. Latest version of MQE policy document
   1. Contains advocacy asks
   2. Contains tentative calendar of events
2. Web revamp research
   1. This is a little older, but gives a good starting point for an assessment of the general website’s audiences: http://download.ei-ie.org/Docs/WebDepot/EI\_Web\_Revamp.zip
3. Web statistics
   1. If your researcher provides his/her email address (or an address linked to a Google property), he/she can get easy access to our Google Analytics data.
4. List of affiliates
   1. Latest export from CRM, see attached file
5. List of communications channels
   1. Website
   2. Worlds of Education
   3. Social media
      1. Twitter (@eduint and @fredvanleeuwen)
      2. Facebook (https://www.facebook.com/educationinternational)
      3. Pinterest (http://pinterest.com/eduint/
      4. Google+ (http://go.ei-ie.org/plus)
      5. Tumblr (http://eduint.tumblr.com/)
   4. Youtube
   5. Issuu
6. List of campaigns and workgroups
   1. World Teachers’ Day
   2. Education in Crisis
   3. Global Campaign for Education
   4. Global March against child labour
   5. Affiliates’ campaigns
      1. Australian Education Union: Gonski campaign
      2. National Education Association (US): Priority schools campaign (http://neapriorityschools.org/)
      3. NASUWT/NUT (UK): Standing up for teachers (http://www.nasuwt.org.uk/Whatsnew/Campaigns/CampaignsOverview/)
      4. American Federation of Teachers: Share My Lesson (http://www.sharemylesson.com/)
      5. Global Learning Portal (defunct; was at www.glp.net)
      6. See also: http://pinterest.com/eduint/education-mobilisations/
   6. Networks, Task forces and committees
      1. Executive Board
      2. Regional governance
         1. Africa
         2. Asia-Pacific
         3. Europe
         4. Latin America
      3. Official Task forces
         1. Rights of migrating teachers
         2. Vocational Education and Training
         3. OECD Advisory Committee
      4. Networks
         1. Critical friends
         2. ComNet
         3. OrgNet
         4. Development Cooperation
7. List of partners
   1. International Organisations we have a good working relationship with
      1. UNESCO
      2. UN Education Envoy Gordon Brown
      3. UN Secretary General’s Office
      4. OECD
      5. ILO IPEC
   2. International Organisations that have us on the radar, but don’t necessarily interact with us much
      1. World Bank
      2. World Economic Forum
      3. G8/G20
   3. NGO/other partners
      1. ActionAid
      2. European Students’ Union
   4. List of press contacts
      1. Press we have a good working relationship with
         1. Times Education Supplement (Ed Dorrell)
         2. International Herald Tribune (Don Guttenplan)
         3. The Guardian (Warwick Mansell)
         4. RadioLabour (Marc Belanger)
      2. “Friendly” press (i.e. leaning towards our point of view, but we don’t know them personally)
         1. The Atlantic (Derek Thompson)
         2. El País
8. List of challenges/stumbling blocks
   1. “Gatekeepers”
   2. Level of (un)awareness
9. Dates to keep in mind
   1. ComNet meeting: 5/6 June
   2. Staff meeting: 17-20 June
   3. Launch: 4 October