

# APEFA NETWORK ACTION PLAN

**APEFA**  
Portugal



# CORE THEME/S FOR THE PILOTING ACTION



In Portugal, during the development of the Peer Review Methodology, the two thematic areas most selected by the organisations were Outreach and Basic Skills, which reflects the needs and challenges that ALE managers, teachers and other involved professionals face daily.

Concerning the theme Outreach, it is known how difficult it is to reach potential Adult Learners, making them integrate the different Adult Education offers and to “bring them to the system”. As discussed in the study circles, the fact is that communication campaigns are not always adjusted, appealing or able to motivate Adult Learners. These campaigns are often not inclusive so that some specific target groups and/or minorities can’t relate to the contents or with the people who take part of the training.

Regarding Outreach, we will do the first pilot activity focused on development of materials.

# CORE THEME/S FOR THE PILOTING ACTION




Following the Peer Review visits and the study circles, another raised concern referred to the teaching of Basic Skills. A concern of the ALEs practitioners is to understand how best to motivate adult learners to remain in the offers they integrate, thus reducing the number of dropouts.

Considering the specific needs of the adult population, we consider it important to support trainers of basic skills to reflect on the best strategies for dealing with the adult learners and their specificities.



# CORE THEME/S FOR THE PILOTING ACTION



Finally, focusing on the preliminary success of the Peer Review Methodology, as opposed to rigid evaluation models that often consider inadequate criteria and a rigid focus on evaluation, the Peer Review Methodology was considered a “breath of fresh air”, allowing a quality evaluation based on a friend-critic’s perspective, as opposed to a rigid evaluation often carried out by people who are not in the field or who are distant from the reality they are evaluating/object of analysis.

Carrying out a training on the methodology reflects all the 4 themes of the project, being a transversal activity. This interest in the PR emerged from the training developed but, above all, from its implementation during the visits. Mainly, we would like to reflect with a larger target-group on a potential change in the evaluation paradigm, compared to the rigid (perhaps bureaucratic) model in force.

# OBJECTIVES

The main objectives focus on each of the activities decided:

- 1.** To raise awareness on the importance of effective communication and to create and share guidelines with the network on this theme.
- 2.** To attract more and different users/applicants/adults to the validation processes through the development of more effective communication strategies and support tools/ materials.
- 3.** To improve the access of adults with no or low qualifications in ALE support services.
- 4.** To enhance ALE practitioners practices for the development of key and transversal skills, making it more coherent both with the emerging needs in the society and in the labour market.
- 5.** Systematise the Peer Review methodology as a means of quality assurance and mutual learning in national networks, as well as an enabler for international cooperation between existing EA networks in Europe.

# ACTIVITIES AND TARGET GROUPS

APEFA will focus on 3 main activities following the core themes for this piloting action:

## ACTIVITY 1

To address the outreach challenge, APEFA decided to focus on the **communication materials** with the aim to make them more effective and appealing and create a final output:

a **digital booklet** containing guidelines on effective communication. We intend to create a **collaborative process**, and this activity will have different phases.

### PHASE 1

Institutions will have a consulting meeting/small training with a communication expert. Focus should be on **language, visual identity** and **digital marketing strategy**.

### PHASE 2 AND 3

Adult learners will be called to participate in **focus groups** to collect real data on how adult learners see the materials developed by the network members; and in a questionnaire which should reach a wider adult learner community.

### PHASE 4

With all the collecting data, we'll create a **guidelines output** so to share with the network all the findings within this activity. We intend to provide professionals with tools that allow them to develop communications materials more appealing concerning language, content and visual framework in an increasingly more visual and digital/technological society.



# ACTIVITIES AND TARGET GROUPS



## ACTIVITY 2

Concerning the theme **Basic Skills**, we propose to develop a training focused on the trainers and the VET technicians who teach/deliver various basic skills.

A series of **workshops** will be implemented with practitioners to create a space of sharing best practices on new methodologies to teach transversal/basic skills. The issues addressed during these workshops will be systematised in a brief report.



# ACTIVITIES AND TARGET GROUPS



## ACTIVITY 3

To train new Peers, by organising a new **12-hour Peer Review Methodology Training**. APEFA believes this activity will allow us to meet a general objective of the ONE project which is the **networking/strengthening of networks**, since the methodology allowed us to bring together peers and institutions in a perspective of continuous improvement of their practices in order to improve the quality of adult education.

On the national scene, the ALE's agents (Technicians, Trainers, Managers) are eager for a more **constant monitoring and validation** of their practices in the face of the challenges that the adult population imposes and the possibility of exchanging practices and suggestions for improvement is of great value-added.

APEFA's staff will be responsible for the training as we attended the first training and did all the monitoring of the visits, collecting knowledge from the field.





# ACTIVITIES AND TARGET GROUPS

**Activity 1** will then focus more on **technicians, managers or trainers** (if they are also responsible for the communication strategy).

In the last phase, the target-group will be the communication technicians of all the network, or the person responsible for the communication strategy and implementation.

As this can also be seen as a raising awareness activity, the managers and academics should be also a target group in the sense that communication is a theme which should be prioritised.

**Activity 2** focuses preliminary on **trainers and VET technicians**.

**Activity 3**'s target-groups are broader, as different practitioners may attend the training (**trainers, teachers, technicians, managers**).

# EXPECTED RESULTS



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## QUANTITATIVE RESULTS

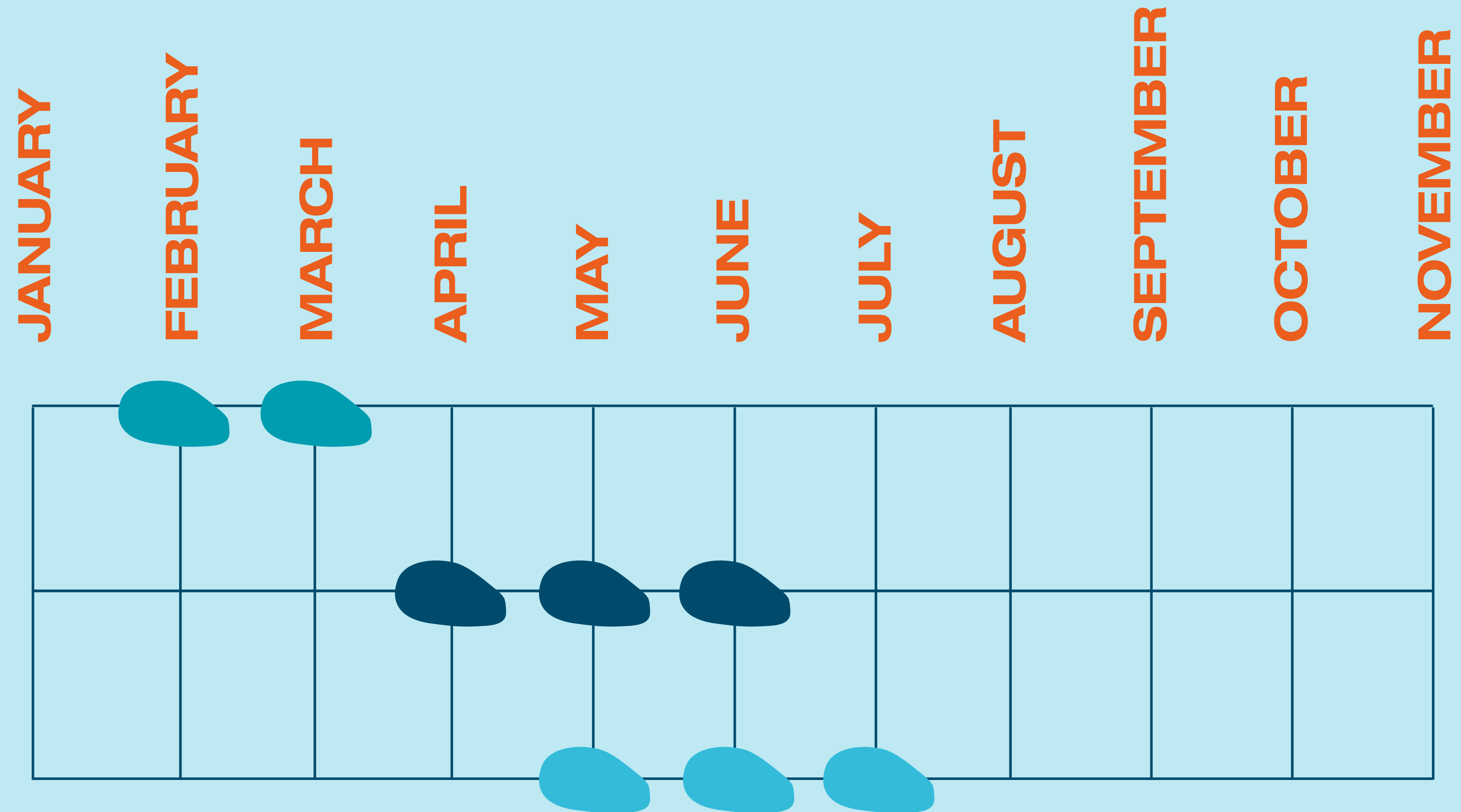
50-70 ALE practitioners involved in the activities.

## QUANTITATIVE RESULTS

Satisfaction of the ALE practitioners involved in the activities, development of future protocols/ partnerships, in the case of activity 1: improvement of the materials developed by the institutions.

# TIMELINE

## 2023



Communication - consulting and focus groups

Workshops - new methodologies

Peer Review: new training

# RESOURCE NEEDED FOR THE PILOTING



## HUMAN RESOURCES

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Trainers  
(specially an expert with  
communication background),

## STAFF

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Travel and subsistence costs for  
preparation meetings and for  
participating and/or monitoring the  
activities.

## FINANCIAL RESOURCES (PROJECT BUDGET)

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Organisation and logistics, printing  
materials, coffee breaks.

# RESPONSIBILITIES AND ROLES AMONG NETWORK'S MEMBERS



**The network members will focus on dissemination of the activities and providing competent experts to be trainers in some of the activities.**

# PROTOCOL FOR PILOTING



- 1. Partnership/invitation for trainers**  
(experts)
- 2. Dissemination of the activities**  
social media, mailing lists, phone contacts
- 3. Preparation of materials**
- 4. Logistics and organisation**  
(venue, coffee breaks, schedule, invitations)
- 5. Activities implementation**  
(all actions monitoring by APEFA staff)
- 6. Evaluation/reflection/balance sheet on the development of activities**



# SUMMARY OF THE ACTION PLAN



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## OUTREACH

### ACTIONS

### TARGET GROUPS

### METHODOLOGIES

1.

**Development and piloting of effective communication materials and methods for promoting the ALE offer towards specific adult learners' groups**

ALE managers, teachers, trainers, technicians

Expert support and consulting, focus groups on communication, questionnaire and collection of data to create a guidelines on effective communication

### OBJECTIVE

*To attract more and diversified users in education and validation processes through effective communication strategies and supporting tools/materials.*

*To improve the access of adults with no or low qualifications in ALE support services*

# SUMMARY OF THE ACTION PLAN



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## TEACHING AND LEARNING OF BASIC AND TRANSVERSAL SKILLS

### ACTIONS

### TARGET GROUPS

### METHODOLOGIES

1.

**Training of ALE practitioners about innovative methodologies for teaching basic skills and transversal skills/ key competences**

ALE trainers and teachers

In person workshops and share of best practices, action learning

### OBJECTIVE

*To enhance/develop ALE practitioners practices for the development of key and transversal skills, making it more coherent both with the emerging needs in the society and in labour market*



# SUMMARY OF THE ACTION PLAN



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## ALL

### ACTIONS

### TARGET GROUPS

### METHODOLOGIES

#### 1. Training new Peers

ALE managers, teachers and trainers

European Peer Review methodology online + in person training

### OBJECTIVE

*To systematise the Peer Review methodology as a means for quality assurance and mutual learning in national networks, as well as a booster for international cooperation among the ALE existing networks in Europe*