

From: [Redacted]

Sent: 21 August 2018 10:26

To: [Redacted]

Subject: FW: Cyber Discovery Comms Plan for Scotland - notes of meeting, 9th Aug 2018

Hey guys,

I had a good catch up with the PR Manager from Sans last week. We seem to have everything covered and coordinated. However, we are both waiting to hear the outcome of the meeting between Sans and DCMS when it is agreed how and how much Sans will support comms activity in Scotland.

I was told that we would hear early this week, but the email may have just come through to you both rather than the whole email distribution list below.

Let me know when you have an update

Thanks

[Redacted]

[Redacted]

Cyber Resilience Strategy Team

[Redacted]

My working pattern is Tuesday – Friday

From: [Redacted]

Sent: 09 August 2018 14:32

To: [Redacted]

Cc: [Redacted]

Subject: Cyber Discovery Comms Plan for Scotland - notes of meeting, 9th Aug 2018

Dear Colleagues,

Thank you for the very helpful telephone call this morning.

A note, with actions, largely regarding comms around Cyber Discovery's roll out in Scotland.

Just to reiterate, unfortunately there is no extra resource from Scotland available for supporting activities, and it's still our understanding that the programme is UK-wide.

Best wishes,

[Redacted]

[Redacted]

Cyber Resilience Learning & Skills - workstream coordinator, Scottish Government

[Redacted]

Attending were: [Redacted], [Redacted] (SG), [Redacted] Education Scotland (ES), [Redacted] (SANS); apologies from [Redacted], [Redacted] and SDS.

- [Redacted] (SG) is the main comms contact for [Redacted] and his team (SANS) and will ensure messages are disseminated with partners as need be.
 - **ACTION FOR ALL: go through [Redacted] for all comms activities; or cc [Redacted] in when we've agreed to send information direct**
- Registration for Scotland-based students will be open as soon as the webpage is updated to say that:
 - the programme is now available in Scotland; and
 - the ages targeted are 14-18-year-olds (rather than describing England's school years 10 to 13)
 - **ACTION FOR SANS: update webpage and let [Redacted], know when ready - by mid-August 18 (start of school year start)**
 - **ACTION FOR [Redacted] & [Redacted]: identify what is required in terms of school names/IDs for adding to the registration platform - asap after 10th August**
 - **ACTION FOR SANS: load school names onto registration platform - by mid-August**
- Programme stages timed to kick off as follows:
 - Stage 1 - first week in November 18
 - Stage 2 - mid-January 19
 - Stage 3 - late-Feb 19
 - Stage 4 - spring 19
 - **ACTION FOR [Redacted]: circulate, via [Redacted], Scotland's cyber events calendar when finalised - by 10th August**
- Promotion to schools confirmed by [Redacted] (ES) as follows:
 - [Redacted] will promote to schools via the 32 local authorities, targeting ICT heads in schools
 - [Redacted] and her development officers will promote via Glow (national schools intranet, reaching both learners and teachers) and through the National Technologies Network
 - **ACTION FOR [Redacted]: support [Redacted] and her team re messages to promote - ongoing**
 - **ACTION FOR [Redacted]: promote messages as agreed - ongoing**
 - **ACTION FOR [Redacted]: send details of events for teachers that are taking place that SANS might attend/contribute to**
- Promotion to careers advisers and via careers promotion (online and events):
 - **ACTION FOR [Redacted]: [Redacted] to contact Skills Development Scotland following this meeting to confirm arrangements for dissemination of messages via platforms (inc. social media) by 10th August**
 - **ACTION FOR [Redacted]: [Redacted] will get an address for SANS to send hard copy promotional materials to SDS for dissemination to careers advisers and to events; [Redacted] to pass address to SANS - asap after 10th August**
 - **ACTION FOR SANS: send materials to SDS - when address received; ensuring materials reflect ages rather than school years**
- Promotion to youth workers (includes those supporting scouts etc):

- **ACTION FOR [Redacted]: contact comms leads in Young Scot and YouthLink Scotland to agree dissemination of message, including via Digital Youth network - asap after 10th August**
- **ACTION FOR [Redacted]: ensure [Redacted] at Young Scot can promote the programme through the project she is leading with young people**
- **ACTION FOR [Redacted]: ensuring messages are disseminated via [Redacted] and coding clubs (inc Coder Dojo)**
- **BT's role in schools engagement:**
 - **ACTION FOR [Redacted]: check that BT can deliver school engagement activity in Scotland - it's our (SG's) understanding that they can do this**
- **Comms strategy:**
 - **ACTION FOR [Redacted]: send comms plan with media pack (info re hashtags, a Q&A etc) to [Redacted] - by mid August 18**
- **Gender diversity:**
 - SANS would like figures for gender split of students studying Computing Science in Scotland, so they can seek to exceed this proportion in engagement in the programme
 - **ACTION FOR [Redacted]: send to [Redacted] gender diversity info**