

Siempre **más allá** *Always* **beyond** *Toujours* **plus loin**

III CONSEJO ASESOR ITAKA -ESCOLAPIOS

COMMUNICATION



#ItakaMásAllá

www.itakaescolapios.org



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COORDINADOR EQUIPO

OPERATION AND COMPOSITION OF THE TEAM

The team consists of seven people from three different countries: Spain (Emmaus and Betania), Brazil and Mexico. The intention is that little by little more people from different countries can be incorporated in which Itaka Escolapios is present.

The team has marked at least three meetings (via Skype) throughout the year. In any case, it maintains a regular contact via mail for the coordination of various publications/activities.

Throughout its history Itaka-Escolapios has been developing a set of initiatives in the field of communication and generating several instruments and resources in this field. Likewise, it has been equipped with a team of people (at a general level, but also in some cases as a local reference) in charge of ensuring communication as a transversal line of the entity. All this has allowed for a significant expansion and improvement of the communicative action of Itaka-Escolapios in recent years.

For an organization as diverse as Itaka-Escolapios, it is a challenge to maintain a common framework for the communicative action that we develop, both for the places where we are and for the types of projects. But at the same time, that same diversity has great

potential to reach people and spread what we are and what we do in Itaka-Escolapios, inviting them to participate.

GENERAL OBJECTIVES

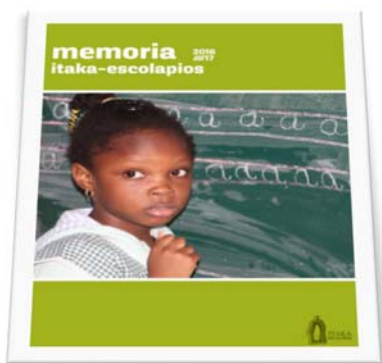
Los objetivos generales que nos marcamos como acción comunicativa de Itaka-Escolapios son los siguientes:

The general objectives that we set ourselves as communicative action of Itaka Escolapios are the following:

1. Disseminate the mission of the Pious Schools, especially through the projects promoted by Itaka-Escolapios.
2. Convene to participate in the different ways of forming part and collaborating with the Pious Schools.
3. Promote the ways of attracting resources for Itaka-Escolapios, especially partners-collaborators.
4. To sensitize society and educate in fundamental human and Christian values, such as justice, equality or solidarity.
5. Strengthen the common identity of the Itaka-Escolapios participants.
6. To render accounts to collaborators, as well as to society in general.
7. To maintain a reciprocal and fluid informative link with the founding entities: demarcations of the Pious Schools and Piarist fraternities.
8. Encourage an adequate internal flow of information among the people who participate, whether they are volunteers or contracted, about the various aspects of the life of Itaka-Escolapios and its projects.
9. To value the work of the professionals, volunteers and partners of Itaka-Escolapios

ACTIVITIES CARRIED OUT

TO MANAGE THE DIFFERENT PUBLICATIONS OF THE NETWORK: ANNUAL REPORT, BULLETINS...



In recent months the Itaka Escolapios Report has been published, which includes all the activities of the 16-17 course in four different languages

Has published a new solidarity bulletin, this time dedicated to Senegal, destination of the solidarity campaign of the 2017-2018 academic year

TO COORDINATE THE COMMUNICATION OF THE SOLIDARITY CAMPAIGN

As usual in recent years, a space has been made available on the Itaka Escolapios website where we can find a lot of activities to work with young people.



COORDINATE THE MAINTENANCE OF THE WEBSITES

From the team we coordinate the maintenance of the two websites that are used from the Itaka Escolapios network:

- o the Itaka Escolapios website <http://www.itakaescolapios.org>
- o the Educa website <http://www.educa.itakaescolapios.org>
(Educational network for social transformation)

In both websites, we pursue the same objectives:

- a) Increase followers
- b) Improve the quantity and quality of the contents that are published.
- c) Increase in interaction with followers.
- d) Create community.
- e) Loyalty to followers.

COORDINATION AND MAINTENANCE OF COLLABORATIVE WORK TOOLS.

MANAGE THE DIFFERENT SOCIAL NETWORKS

Present on Facebook, Twitter, YouTube and Instagram.

CREATION OF PARTNER CAMPAIGNS

This last year we have developed new material for the recruitment of partners in a coordinated manner with the resource collection team. Our goal is to continue thinking initiatives to advance in new strategies to achieve this goal.



And above all, accompanying the different venues in response to the needs that may arise...

PROPOSALS FOR IMPROVEMENT AND THE FUTURE

1. Internationalization of the team.
2. Creation of more audio-visual material: Videos, small shorts films...
3. Promotion of the EDUCA website as an element of transmission of the values transmitted by Itaka Escolapios, making schools, social entities, etc. join.
4. To prepare small training courses on different topics related to communication that can help the different sites of the network.
5. Carrying out the translations and subtitling of the videos we are making.
6. Update and specify the Communication Plan: taking care of the communication channels, making us present in new networks, defining new individualized channels for target audiences...