Ministry Message: ‘Value Education’

The true value of education is difficult to quantify, but those who have it – plus those who are pursuing it – know that with the right qualifications, opportunities usually multiply.

Aiming to reinforce this community message and promote values such as life-long learning and family education, Minister of Education, Training and Employment, the Hon. Rolston Anglin, JP, launched the Valuing Education Media Campaign in April 2011.

Targeting all age groups, from primary level through retirees, the three-month campaign seeks to emphasise seven themes – one per fortnight – primarily using print, radio and electronic media sources.

The first five themes, valuing learning as a family; valuing early-years education; valuing reading and literacy; valuing compulsory education and valuing educators were aired throughout April and May. The remaining two, valuing further education, and valuing life-long learning will close out the campaign this month.

Several private sector and government entities have thrown their weight behind the project. Among them are dms Broadcasting, Dart Enterprises, Foster’s Food Fair IGA, and Radio Cayman.

Explaining his motivation for the campaign, Minister Anglin said that education is not regarded by everyone to be as important as it should be. “It’s vital to remind the community of the positive outcomes that education can have on both the individual and society.”

He continued, “A sound education guarantees a win-win-win! It empowers individuals, is crucial to employers and builds strong communities!”

“Well-educated individuals are more confident and usually achieve greater personal and professional success. That inevitably leads to a stronger economy wherein companies benefit from such talent, often increasing efficiency and profitability.”
Minister Anglin added that for Cayman, this would translate into enhanced educational benefits and results, as well as long-term economic growth.

Noting that education is “the bedrock of social and economic development in our community,” Foster’s Food Fair IGA Managing Director Woody Foster said he was happy to be partnering the ministry on this campaign.

“We acknowledge that we have some challenges in our education system and feel the seven target areas being addressed are essential to improve local education standards.

“At Foster’s we see the importance of providing our community with the necessary tools to achieve success and this campaign will help to drive that goal,” he said.

Adding his own endorsement, dms Broadcasting’s Market Manager Dan Charleston commented, “We are proud to use our voice and to partner with the ministry on this initiative. It encourages children and parents to continue learning outside of school.

“It is important to motivate students to value learning. As a society, we need to value education and to help prepare them for the future.”

Also pleased to be part of the programme, Radio Cayman’s Deputy Director Paulette Conolly-Bailey said, “Our station has always placed a high emphasis on programmes geared towards youth and education. We applaud this ministry project and wish it every success.”

Residents will continue to hear and see public service announcements associated with this campaign on dms Broadcasting’s Hot 104.1FM, 106.1KissFM, and X107.1FM; on Radio Cayman’s 89.9FM and Breeze 105.3FM.

Hurley’s Entertainment’s Rooster 101.9FM; Hollywood Cinemas, and Cayman27, Island24 as well as select cable channels will also feature messages throughout the campaign’s final weeks.

Foster’s IGA donated space in their weekly newspaper inserts, and a stand-alone flyer will be distributed shortly as a Caymanian Compass insert.

“An educated society is better, more developed and prosperous,” Minister Anglin concluded. “We hope that everyone will identify with the messages and help at home by supporting and supplementing the job educators do in our schools.”

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