Valuing Education Campaign

Information Sheet
What’s the **TRUE** value of education?

It’s difficult to quantify, but we *do* know that with the right qualifications, opportunities will certainly multiply.

Therefore, a good educational base means a win-win outcome for the individual, employer and country.

For the first, the reward entails personal development, increased self-confidence and the ability to attain self-fulfilment. The employer can depend upon a skilled and more competitive workforce from which to recruit, as well as brighter ideas, creative problem-solving and potentially higher profits. And the national benefit features education translating into a burgeoning culture of scholarship and economic growth.

However, anecdotal evidence and research suggest that an alarming number of persons within our community do not appreciate education’s worth. As such, they fail to take the necessary steps, either to acquire it for themselves or to reinforce its value to the next generation.

As the ministry responsible for human capital development, we accordingly strive to accomplish that change. As such, we launched the *Valuing Education Campaign* in April 2011.
Campaign Goals

The campaign aims to:

- encourage a community-wide appreciation for the importance of education;

- encourage parents to become more involved in their children’s education by reading with them, assisting them with homework and ensuring it is done, and by asking questions about what they’re learning in school;

- encourage life-long learning in our community. No one is too old to become literate; earn a first, second or third degree; or take advantage of training initiatives offered by companies;

- promote the message that an educated society means one that is better-developed, thereby providing more opportunities for individuals and for the country as a whole.

The seven themes emphasised by the campaign are:

Valuing:

- Early years education
- Learning as a family
- Reading and literacy
- Compulsory education
- Educators
- Further education and
- Life-long learning

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