

Role Functions of Media Advisors for Curriculum Support

A. Preamble

1. This document should be read in conjunction with PCG 04/2005: *“Role functions and Responsibilities of Curriculum Personnel.”*
2. This document is intended to formalize the role functions of Media Advisors.
3. PCG 13/2008 is informed by the Eastern Cape Department of Education’s Provincial Strategic Plan. The role functions and responsibilities contained herein are designed to realize the vision of the Chief Directorate: Curriculum Management.
4. This role function document is the result of input obtained from Curriculum personnel through a consultative process at Head Office and district levels.
5. The final draft was circulated for suggestions and comment.

B. Eastern Cape Department of Education: Provincial Strategic Plan

Vision

Our vision is to offer a world-class education and training system that meets the diverse needs of the rural and urban character of our province, promoting good governance and sustainable development.

Mission

The Department of Education provides quality education for sustainable development through:

- Providing socially relevant and economically responsive programmes that address the human resource needs of the province and the country;
- Enhancing the skills base for agrarian transformation, manufacturing diversification and tourism in order to meet the needs of the second economy;
- Providing quality programmes to build the capacity of all employees, and
- Engaging its stakeholders in participatory processes.

Strategic Goals

1. Equity in educational achievements for all learners regardless of race, gender, disability or geographical location.
2. Equipping all school learners with skills for further employment (including self-employment) training and participation in society.
3. Improved quality of teaching and learning at all educational levels, throughout the Province.
4. Increased level of service integration at local level.
5. The establishment and performance of systems and processes for enhanced service delivery.
6. Optimal configuration of the school system in order to balance access and efficiency.
7. Balanced funding and deployment of resources to maximize discretionary support to strategic priorities.
8. Social issues affecting schooling.
9. School infrastructure development.

C. Vision of the Chief Directorate: Curriculum Management

The vision of the Chief Directorate: Curriculum Management which was adopted on 25 September 2005 at the Education Leadership Institute is as follows:

To provide leadership and direction for efficient curriculum management and effective curriculum implementation through policies, procedures, systems and structures.

D. Role Functions of Media Advisors to support Curriculum

The role functions outlined in this document are directly linked to Strategic Goals 3, 2, 5 and 1 above, (in order of priority) and the vision of the Chief Directorate: Curriculum Management. There are eleven key role functions for Media Advisors, as follows:

1. Orientate and train teacher-librarians.
2. Support teacher-librarians on Library Management and information literacy skills and the use of Multi-media Resources in Districts and Schools.
3. Provide teacher-librarians with effective on-site support and policy implementation in establishing, utilizing and sustaining library collections which service schools.
4. Assist teacher-librarians in supporting curriculum planning and delivery by developing appropriate Learning and Teaching materials and activities in line with Curriculum policies.
5. Promote professional development of teacher-librarians.
6. Establish and maintain Library Management structures at various levels.
7. Establish and maintain relevant statistical databases.

8. Monitor and evaluate school library programmes in relation to Curriculum policies.
9. Support the screening, evaluation and exhibition of Learner and Teacher Support Material (LTSM) for improved classroom practice, by organizing and co-ordinating book exhibitions in districts in line with the catalogue release.
10. Establish good working relations and partnerships with other stakeholders, e.g. Other Chief Directorates, Sister Departments, NGOs (Non-Governmental Organizations), HEIs (Higher Education Institutions), PASA (Publishers Association of South Africa), etc. for sustaining the management and usage of resources in schools.
11. Develop and implement Work Plans and Work Plan Agreements in accordance with PCG 04/2005.

E. CLARIFICATION OF ROLE FUNCTIONS AND RESPONSIBILITIES

ROLE FUNCTION 1: To orientate and train teacher-librarians

- Assist all schools and teachers in establishing, organizing, administering and utilizing multi-media resource centers/ school libraries;
- Ensure that teachers develop knowledge and understanding of School Library Policy through training on:
 - Management and use of resources.
 - Establishment of School library forums.
 - Library related activities e.g. Library week, World Book Day, Readathon, etc.
- Use of ICTs (Information and Communication Technology) as resource tools to support teaching and learning.

ROLE FUNCTION 2: To support teacher-librarians on Library Management and Information Literacy Skills (ILS)

- Ensure that teacher-librarians have a sound knowledge of School Library, and other related policies.
- Ensure that teacher-librarians understand, interpret and implement these policies effectively.
- Arrange and coordinate INSET (In-service Educational Training) programmes on Library Management and Information Literacy and the use of multi-media resources.
- Support teachers' management and utilization of resources to enhance the quality of teaching, learning and assessment.
- Facilitate the formation of school clusters in order to share library collections and resources.
- Formulate guidelines on Library Management and Information Literacy skills.

ROLE FUNCTION 3: To provide teacher-librarians with effective on-site support

- Determine the needs of teacher-librarians in terms of Library Management and organization.
- To facilitate the provisioning of resources and information literacy skills to schools.
- Assist in School Library Management and resource collection development.
- Compile comprehensive reports after conducting on-site support visits to schools.

ROLE FUNCTION 4: To assist teacher-librarians in curriculum planning and delivery

- Establish and promote a reading culture which supports the transformation of information into knowledge and addresses the challenge of illiteracy.
- Promote the use of ICTs at schools for improved teaching and learning.
- Assist schools with the selection and effective use of curriculum materials.
- Advocate the use of Library and Information Services to internal and external stakeholders.
- Integration with all Learning Areas, Subjects of Learning Programmes as per NCS policy.

ROLE FUNCTION 5: To promote the professional development of teacher-librarians

- Identify and assess the professional developmental needs of teacher librarians.
- To conceptualize, organize and conduct Professional Development programmes for teacher-librarians, e.g. programmes on information skills, library skills and the use of multi-media resources.
- Provide teachers with information on Higher Education Institution (HEI) degrees/courses and bursaries to encourage further study.
- Advise teacher-librarians to affiliate to relevant professional bodies.

ROLE FUNCTION 6: To establish and maintain Library Management structures

- Facilitate the formation of provincial, district, school-cluster and school structures to ensure the dissemination of information from one level to another.
- Establish a district-based system which ensures equal access to multi-media resources (existing and future).
- Promote the appointment of a teacher librarian at each school.
- Facilitate the formation of School Library Forums (SLF) in schools in order to support and sustain school libraries.
- Forge links with other Curriculum structures and other sister Departments.

ROLE FUNCTION 7: To establish and maintain relevant statistical databases

- Develop and design tools for data collection, for example, teachers' needs, resources, etc.
- Develop effective systems for collecting, analyzing presenting, storing and updating data on resources in schools e.g. books, educational toys, ICTs, TVs etc.
- Review and update data regularly for effective management and budgeting.

ROLE FUNCTION 8: To monitor and evaluate school library programmes for curriculum support

- Monitor the implementation of School Library and related policies regularly.

- Design and develop evaluation plans to ensure effective, valid and reliable data.
- Complete and submit monitoring and evaluation reports to line-function managers.
- Formulate guidelines on systems to track:

- Functioning of committees.
- Utilization of resources.
- Assisting in Curriculum programmes e.g. Information literacy, reading.

ROLE FUNCTION 9: To support the screening, evaluation and exhibition of Learner and Teacher Support Material (LTSM) for improved classroom practice

- Draw up guidelines on LTSM exhibitions.
- Organize and co-ordinate book exhibitions in districts in line with the release of catalogues.
- Orientate teachers on the selection criteria of LTSMs during exhibitions.
- Support the screening, evaluation and exhibition of LTSM for improved teaching and learning.
- Collate and analyze data on LTSM exhibitions for reporting to line-function managers.
- Review LTSM exhibition processes for improved implementation.

ROLE FUNCTION 10: To establish good working relations and partnerships with other stakeholders e.g. other Chief Directorates, Sister Departments, NGOs, HEIs, PASA, etc. for sustaining the management and usage of resources in schools.

- Promote Library and Information Services (LIS) to all stakeholders inside and outside the Department.
- Sustain donor funded projects/resources by monitoring and supporting the implementation of all partnership projects related to Education Resources and Information Services (ERIS) in Districts and Schools.
- Liaise with Departmental Officials, publishers and suppliers of multi-media resources with regard to latest developments for improving teaching and learning.
- Develop guidelines on working relations with other sister departments, NGOs and HEIs.

ROLE FUNCTION 11: To develop and implement Work Plans and Work Plan Agreements in accordance with PCG 04/2005 and PCG 13/ 2008

- Ensure that PMDS (Performance Management and Development System) requirements are implemented as required.
- Contribution to the development of an Annual Performance Plan and Operational Plan for the Chief Directorate.
- Develop individual Annual Work Plans based on the Annual Performance Plan and Operational Plan of the Chief Directorate.

F. Conclusion

1. It is anticipated that PCG 13/2008 *Role functions of Media Advisors for Curriculum Support*, will provide clear direction to departmental officials whose core function it is to ensure effective implementation of curriculum policies and guidelines.
2. Provincial Strategic Plans, Organograms and Systems are constantly being revised for more effective service delivery. Hence, role functions and responsibilities shall have to be amended accordingly.
3. It is acknowledged that implementation of all role functions contained in this document is dependant upon infrastructure, resources and other contextual factors.
4. All Media Advisors, however, are expected to ensure that they are fully familiar with the entire content of this document and that every effort is made to action the role functions and responsibilities, so that there is a collective drive to improve the quality of teaching, learning and assessment in our province!

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