

Educational Resource Publications Policy

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There is a wealth of experience and knowledge amongst members of the Woodcraft Folk, which can be shared by producing resources for use by other members of the Woodcraft Folk. This policy exists to help you produce educational materials to the best possible standard so that they are accessible and effective.

There are a series of criteria that should be fulfilled by any such resource and a process whereby Woodcraft Folk's committees can check that this has been done.

Which resources does this policy apply to?

This policy applies to all resources for national and/or external distribution or publication, whether in a hard format or online. The checklist and process are also open to be used by all local and regional groups and committees aiming to produce high quality resources.

What does a resource need to include?

This depends very much on the type of resource being produced. Below is a checklist of guidelines that should apply to all resources.

Content Guidelines:

- Activities should reflect the aims and principles of Woodcraft Folk
- No party-political allegiance should be displayed. This means no party logos or statements should be used unless these are relevant to the educational value of the resource
- Activities and workshops should not tell the participants the conclusion, but offer information to the participants in order to come up with their own conclusions
- Activities should be participatory
- The educational process should start from the needs for the participants
- Educational activities should include different learning styles, such as physical activity, discussion and drawing, as every person learns in a different way
- Activities should include both individual and group learning processes, with a collective approach
- Ask for permission before using any photographs
- If any factual information is included the facts should be carefully checked and a source quoted

Design and Layout Guidelines:

- Use a minimum of 11-point font in a clear font, such as Arial, Tahoma or Helvetica
- Avoid using word art
- Avoid italics and underlining
- Avoid red text
- Do not use upper-case letters in continuous text
- Make sure to left justify text
- Leave spaces before and after paragraphs and illustrations or pictures
- Keep the layout and design clear and uncluttered and keep drawings, tables and graphs as simple as possible
- Black text on a cream or yellow background is the most accessible colour contrast for people with reading difficulties

What is the process for supporting members to achieve these standards?

Any educational resource pack must go through steps 1 and 2. Any resource with financial implications requires step 3 as well.

1. Approval by the Education and Groups Committee

This is so that the *content* of the pack is both appropriate and correct. And also so that the pack involves contemporary and exciting activities and appropriate to their mandate as a working group.

The Education and Groups Committee will give feedback within or up to two weeks of receiving the resource.

2. Approval by the Campaigns and Communications Committee

Campaigns and Communications are there to help you ensure that the design of a pack is suited to its audience's needs. They can make sure that it is accessible to users with special needs (e.g. dyslexia) and ensure that it adheres to Woodcraft Folk's basic requirements for publication (e.g. making sure that logos and images are appropriate for our charity).

The Campaigns and Communications Committee will give feedback within or up to two weeks of receiving the resource. The resource should only be sent to the Campaigns and Communications Committee after they have had approval from the Education and Groups Committee.

3. Approval by the Finances and General Purpose Committee

If it requires spending from the central organisation, a resource needs to go to F&GP in order for them to approve the budget.

The Finance and General Purpose Committee will make a decision on the budget of a resource within or up to four weeks of receiving the resource. This can be undertaken consecutively to sending the resource to the Education and Groups Committee and the Campaigns and Communications Committee.

Policy History

February 2013: Policy approved by General Council

September 2012: Created by Saskia Neibig and Carly Walker-Dawson (Education & Groups Committee)