

# Activity and Awareness of Accreditation

Orla Doyle - Project Executive

# Overview

- 1 Project Executive - as part of role - increase awareness and promote accreditation
- Budget allocated each year
- INAB Communications and Awareness Plan - set down each year
- Accreditation officer /Manager - presentations, stakeholder meetings
- Board Members - presentations

# Summary of 2006/2007

- Newsletters
- Website
- Workshops
- Surveys
- Advertisements and Editorials
- Stakeholder Meetings
- Presentations at Colleges, Seminars, etc

# Budget

| Direct   | 2006/2007     |
|--|---------------|
| Newsletter   | 18,314        |
| Trade Journals   | 6,480         |
| National Press   | 23,035        |
| Events / Seminars  | 20,000 approx |
| General - Promotional Literature/Certs/framing   | 14,378        |
|  | 82207         |
| <b>Indirect Costs</b>  |               |
| <ul style="list-style-type: none"> <li>• Staff input - INAB, IT</li> <li>• Forfas input - Infrastructure, websites...</li> </ul> |               |

# Newsletters

- 4 Newsletters per year  
10,000 copies printed and distributed (Feb/June/Sept/Dec)



- Irish Industry
- Government and Semi State Bodies
- Libraries
- Chambers of Commerce
- Third Level education
- International Network
- Media
- Website subscribers
- Members

- Newsletters are now available online
- Online Subscription for visitors to site
- Ongoing maintenance and update of mailing list

# Adverts and Editorials 2006/2007

## National Press

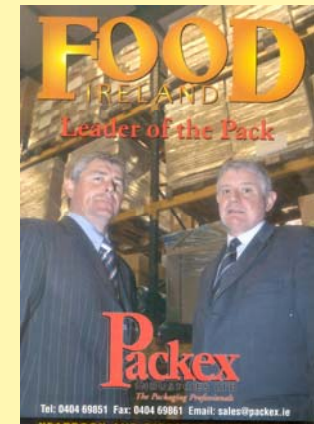
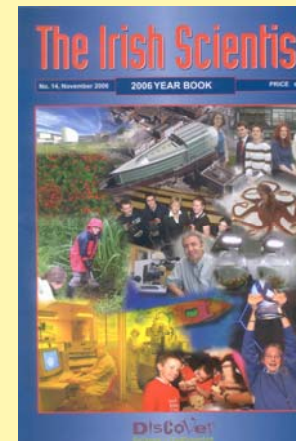
- announcement of Accreditations awarded - every year.
- Announcement of INABs 21<sup>st</sup>

**THE IRISH TIMES**

**SundayTribune**

## Trade Journals

- Sector Specific
- Promoting accreditation and benefits





# Events and Workshops 06/07

- **INAB Information Session on ISO 17021 for CBs certifying management systems-** June 07
- **Cork and Dublin Client Workshops -** Sept 07
- **INAB, DOE and EPA joint presentation to local authorities on “Solvent Directives” -** August 07
- **BARQA Conference**  
INAB / REACH Directive / GLP inspection.
- **INABs 21<sup>st</sup> Celebratory Evening** (Dublin Castle) 11<sup>th</sup> October 2006. Mr Michael Ahern T.D., Minister for Trade and Commerce
- **INAB Information Session on revised Monitoring and Reporting Guidelines for GHG scheme** (Sept 20 07)
- **Safefood - INAB Workshop** (Oct 07)
  - 2005
    - INAB Assessor Forum
    - Information Session on new Terms and Conditions for members

# Presentations and Development Meetings

- INAB involved in over 120 developmental meetings in 2006/2007 with various key partners including EPA, EQA, PSA, Blood Directive Working Group, SEI, DETE, Dept of Agri etc.
- Presentations on INAB and Accreditation were made at Trinity College, Calibration Laboratory Forum, EU Blood Directive Workshops, FSAI etc

# INAB WEBSITE

- Regular Latest News Updates
- Online Directory of all Accredited Members and their scopes
- Email alerts to members and assessors for latest news and updates.

## Website strategy Review

Proposal agreed by the Forfas Board - June 2007

## Proposal

- New Content Management System
- Database
- New Search Facility
- Better navigation



The screenshot shows the Irish National Accreditation Board (INAB) website. The header includes the INAB logo and navigation links: Home, About Accreditation, About INAB, Schemes & Symbols, and Latest News. A search bar is located in the top right corner. The main content area features a large banner with a field of tall grass under a blue sky. Below the banner, there are several sections of text providing information about the INAB's role, accreditation services, and international cooperation. A 'Latest News' section lists several updates from 2007, including accreditation awards and committee updates. On the right side, there is a section for the 'INAB Newsletter' with a thumbnail image of the newsletter cover.

# INAB Brochure Review

- Complete review and revamp
- Include section for Government
- Review existing text
- Update graphics and design
- Promotion of Brochure to govt and industry



# INAB Surveys

- 2007- knowledge and awareness of accreditation  
Targeting end users / govt bodies / industry

## INAB Surveys

- 1 carried out every year
- Web based
- Findings circulated to members
- Findings reviewed by INAB
- Actions put in place

## Previous Surveys

- Accreditation Process Survey 2006
- Communications Survey 2005



The screenshot displays the 'INAB Accreditation Process - Client Survey' web form. At the top, it features the INAB logo and the title 'INAB Accreditation Process - Client Survey'. Below the title, there is a section labeled '1. GENERAL' with a green background. The text in this section reads: 'THANK YOU, for taking the time to complete this survey. Please complete the survey based on your experience over the last 2 years. Individual responses will not be disclosed to INAB, all results will be combined to reveal overall results. If you would like INAB to contact you on any of your responses please include your details at the end of the survey.' Below this, there is a question: '\* 1. How many years have you been a client of INAB?' with radio button options for '1-5', '6-10', '11-15', '16-20', and 'Applicant'. To the right of this question is a smaller window titled 'INAB COMMUNICATIONS SURVEY' with a green background. It also has a '1. GENERAL' section with the text: 'Thank you for taking the time to participate in INAB's Communications Survey. This will take no more than 10 - 15 minutes.' Below this, there are four questions: '1. Is your organisation Private or Public?' with radio buttons for 'Private' and 'Public'; '2. How many years are you accredited?' with radio buttons for '1-5', '6-10', '11-14', '17-20', and 'Applicant'; '3. How did you become aware of INAB and its services?' with a dropdown menu and a text input field; and '4. How important is Accreditation.....' with radio buttons for 'Very Important', 'Important', 'Somewhat Important', and 'Not Important'.

# INAB Extranet

- Assessor Site - January 2005
  - 1 stop shop for Accreditation Process Forms
- Board Members - June 2007
  - 1 stop shop for Board Papers
  - Overview of INAB and Schemes for new members

External host

Login via Secure password and usernames

# Other Activities

- EA Database – promoting calibration and testing laboratories from all accredited members.
- New suite of applications, forms and templates



- INAB Trademarks – applications in progress to register our marks and symbols.



## Last Quarter - 2007

- December Edition of Newsletter
- Announcement of Accreditations Awarded in 2007 (Irish Times)
- Preparations for Assessor Forum Workshop 2008
- Survey
- Set Communications Plan for 2008