

Strategy for the development of the PLATFORM OF EDUCATIONAL PUBLISHERS in Slovakia

Objective:

The Ministry of Education, Research, Development and Youth of the Slovak Republic (regardless of ideological and political affiliation) does not communicate with textbook publishers. It creates and changes laws, decrees and directives regardless to the market needs. Our goal is to gradually create a relevant partner that will work professionally and competently towards the public (1), towards the Ministry of **Education, Research, Development and Youth and its** relevant educational institutions (2).

1. Working with the public

By the public, we mean both educators and parents.

A) The public

- Creation of a landing webpage - why a textbook is a high-quality textbook
 - acquiring partners from the non-profit sector involved in education (including chambers and associations),
 - acquiring partners from the university sector,
 - networking within the EU – introducing speakers from other countries,
- Creating profiles on social networks (FB, LinkedIn)
 - re-networking,
 - strategy of stories and short statements,
- Working with the media
 - distinguish between public and private media - each has its own "pitfalls",
 - working with journalists.

B) Working with schools

- systematic, long-term and purposeful campaign,
- It must be clear that all publishers are involved together, not just a specific one,
- Every marketing material must have a QR code and basic information about the campaign,
- create extra marketing material from the "platform".

C) Working with universities

- come up with projects aimed at obtaining "hard data" on the impact of textbooks on the teaching process and on students' knowledge (e.g. as diploma or dissertation theses),
- prepare the content of the module "usage of textbooks in teaching process", and in cooperation with specific faculties, include this into compulsory university curriculum for students (future teachers),
- involve students in testing (or even writing) textbooks,
- raise awareness among the general public through teacher training faculties (find expert "ambassadors").

2. Work with the Ministry of Education office and other directly managed organisations

- request for an official meeting, presentation of the Platform and the Association - a 2-3 page document should be included with the request,
- Meetings must be held at all possible levels - starting with the minister, through the state secretary, the director of the department, to the relevant officer – the aim is to invite the Association to consultations,
- the same applies to NIVAM and other PROs,
- preparation of a Memorandum of Cooperation between ZVKS (Association of Publishers and Booksellers of the Slovak Republic) and MINEU (Ministry of Education, Research, Development and Youth of the Slovak Republic), signing act and press conference,
- participation in creating factual and technical materials related to the textbook approval process.

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