

ETB Sector at a glance & Market Research Results

Stronger Together: ETBs for the Future

17.02.2022

368,338
Learners



32,017
Staff



1,102
Learning
Locations



Total spend 2020
2,262,025,239

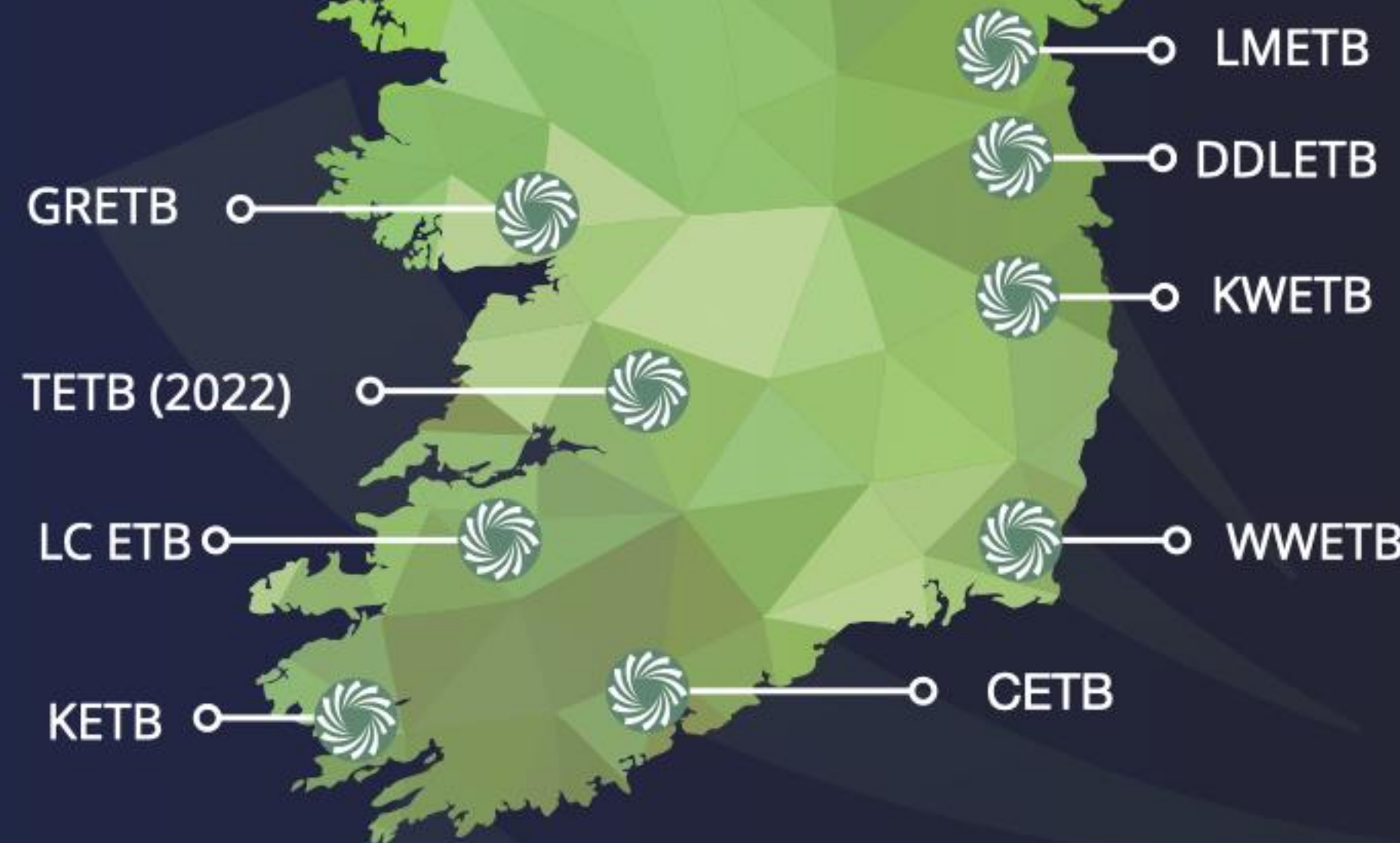
27
Schools

14
Opened as
new schools

13
As a result of
reconfiguration

1
Medium of
Irish

5,019
students 2020



Community National Schools (CNS)



250

ETB PP Schools
(34% of all)

15,533

Students in
scoileanna
lán-Ghaeilge
(63% of all)

112,349

ETB PP Students
(30% of all)



120

DEIS Schools
(60% of all)



48

Scoileanna
lán-Ghaeilge
(68% of all)



ETB Post Primary Schools (PP)



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569

FET Locations



30

ETB FET programmes
(not including apprenticeships)



7,138

ETB apprenticeship registrations 2021

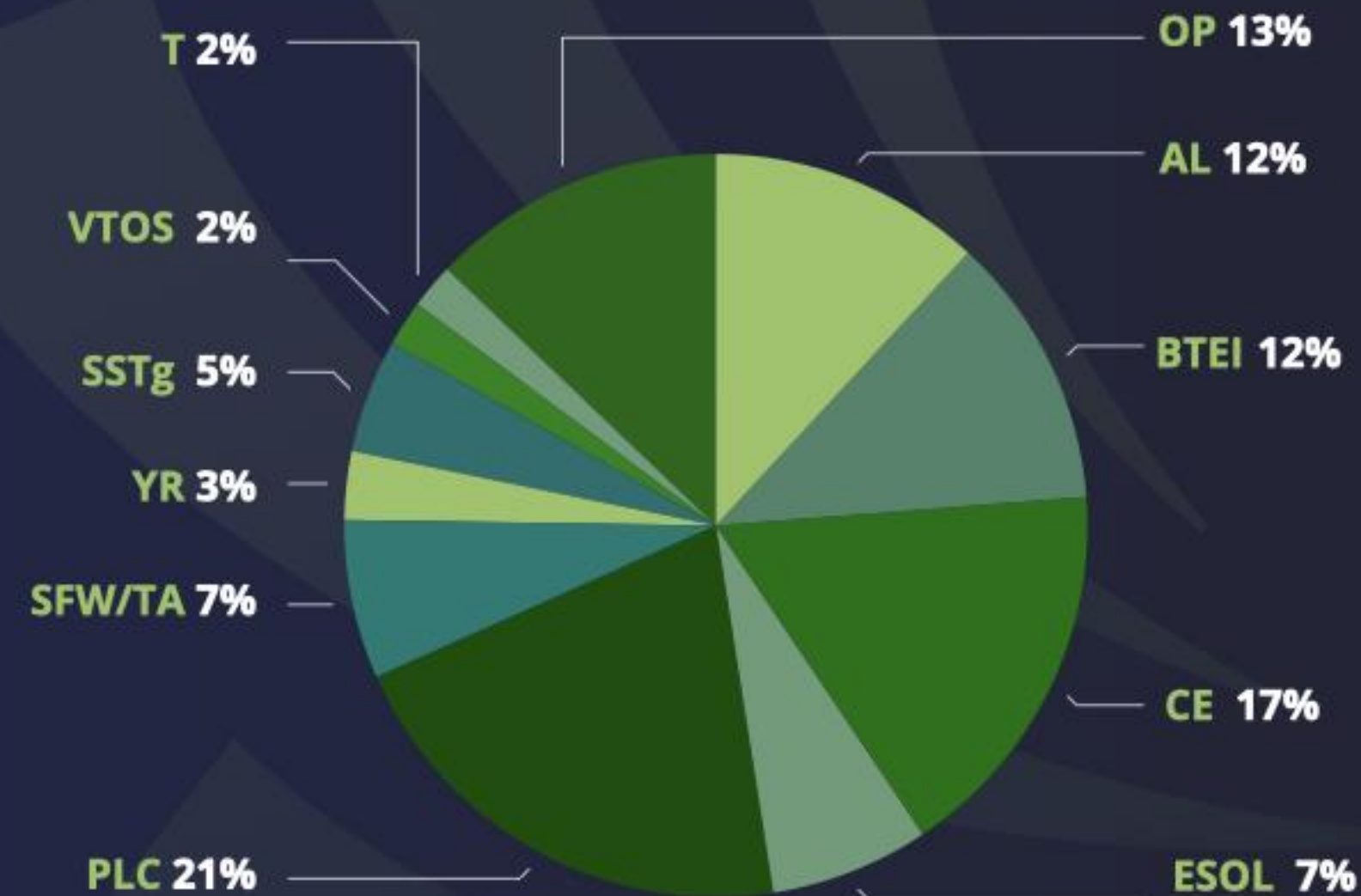


36

ETB Apprenticeship Programmes

226,403

ETB FET participants/
beneficiaries (incl. p/t)



Further Education & Training (FET)

3

New targetted youth services delivered in 2021



8

Number of new services approved for delivery July 2022



237

Number of targetted youth services



1,600

Total Number of volunteer-led youth clubs funded through ETBs



Youth Services

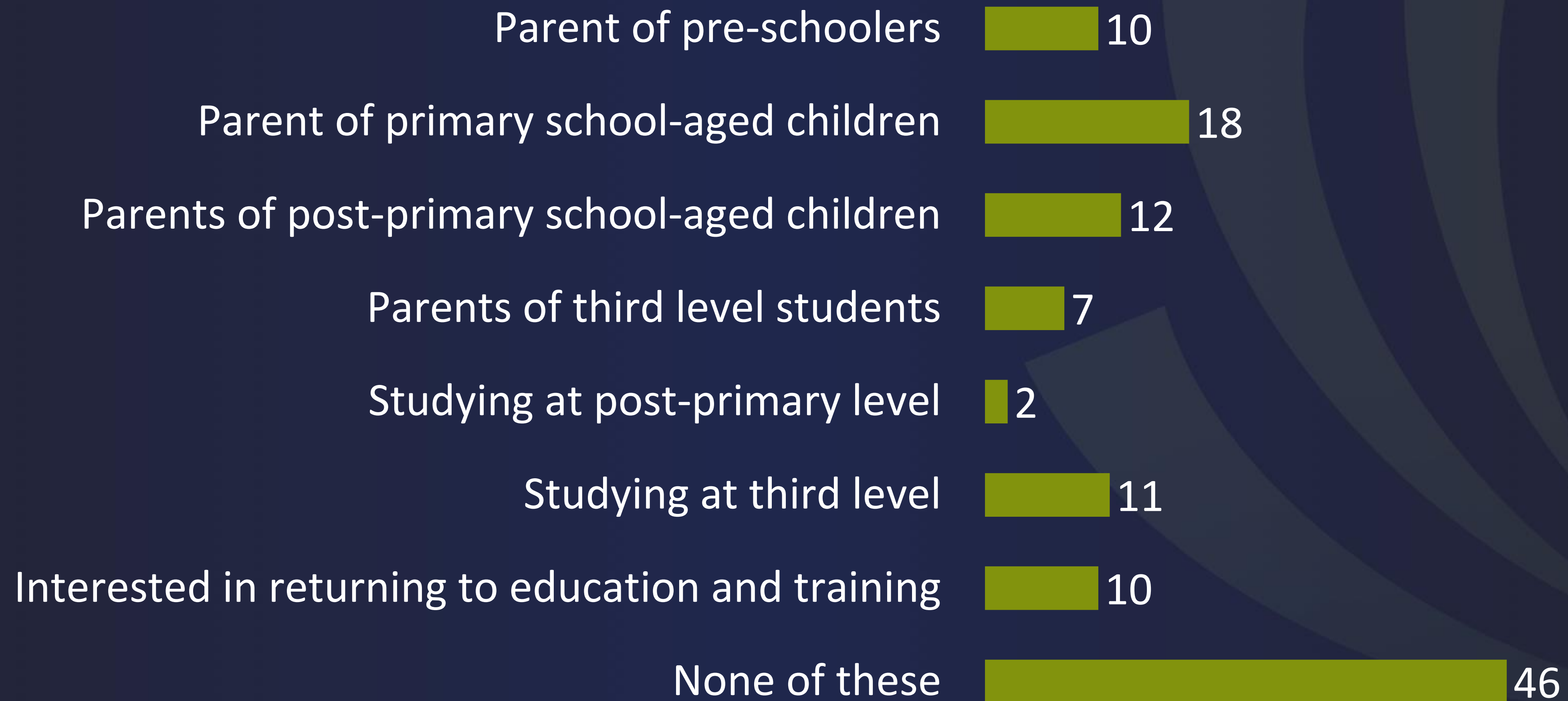


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In January 2022, ETBI commissioned B&A to conduct a survey amongst a nationally representative sample of 1,001 adults aged 16+ focussing on ETB awareness, participation characteristics and values:

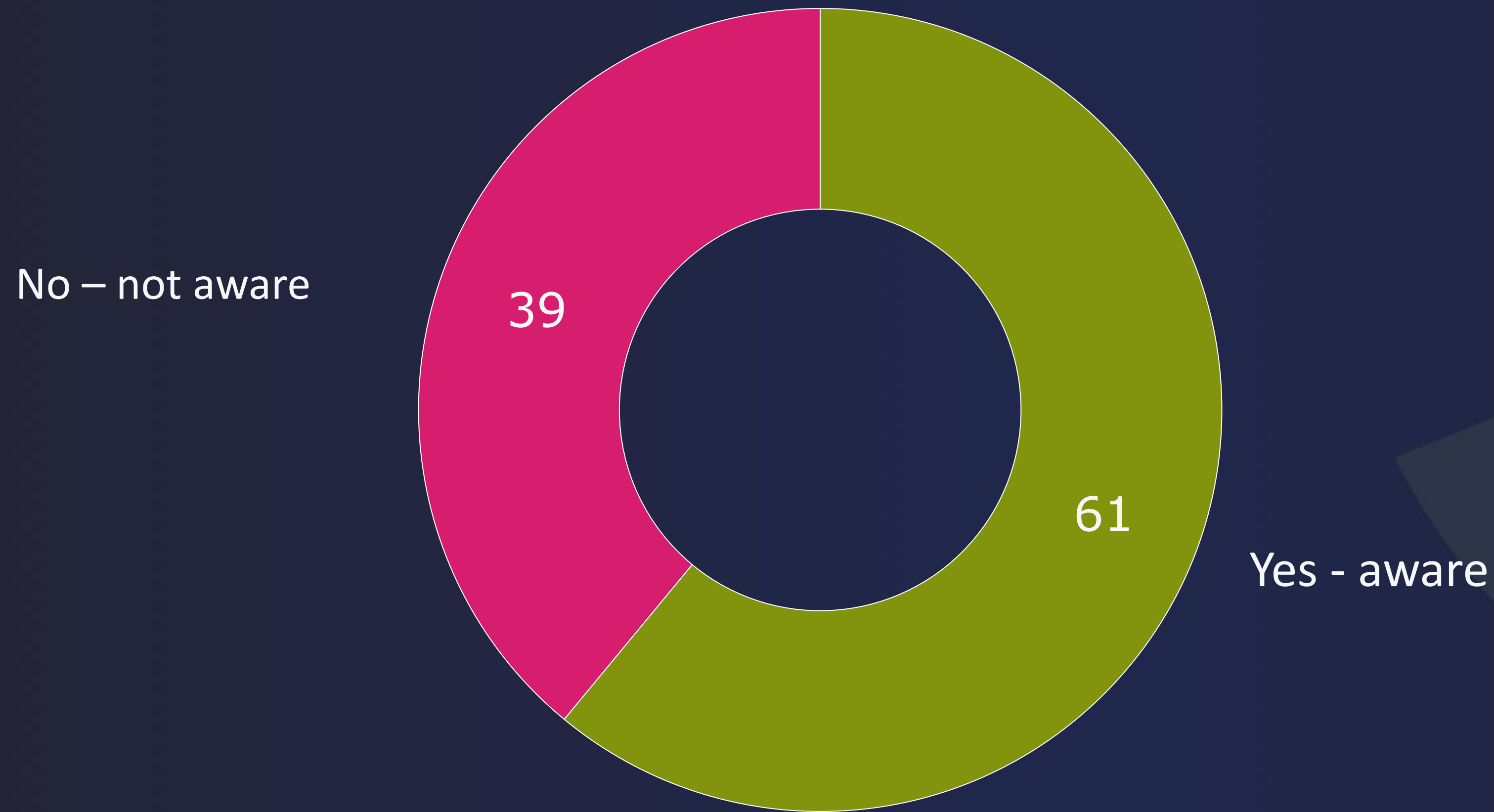
- **Awareness of ETBs and their services among target audiences & the general public**
- **Levels of participation in ETBs across the general public**
 - **Awareness of participation**
 - **Services people participated in**
 - **Overall perception of these services**
- **What people view as important when it comes to education and training**
- **Whether the public view ETB core values as vital in education**

Market Research Results



54% of respondents fall into one of ETB's target sectors of relevance

Almost 2 in 5 are parents of school or college-going students, while 13% are currently studying, either at post-primary or third level, with a further 1 in 10 interested in returning to education or training.



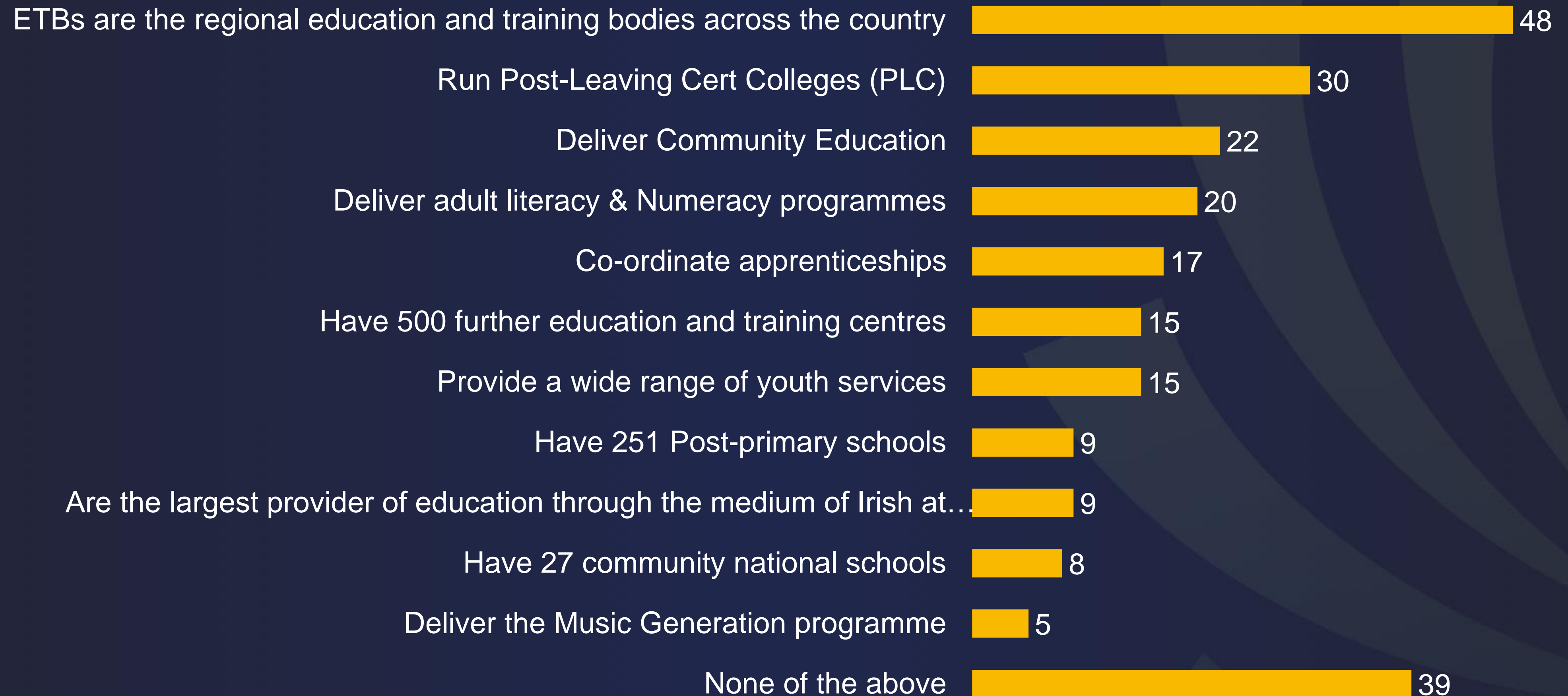
Aware X Demographics	
	%
Male	58
Female	64
16-24	59
25-34	59
35-49	64
50-64	63
65+	57
Dublin	50
Leinster	61
Munster	67
Conn/Ulster	69
Parent of pre-schooler	66
Parent of primary school aged	60
Parents of post-primary school aged	78
Parents of third level student	67
Studying at post-primary level	50
Studying at third level	65
Interest in return to education	62
None of these	58

3 in 5 are aware of Education and Training Boards (ETBs)

Almost 2 in 5 are parents of school or college-going students, while 13% are currently studying, either at post-primary or third level, with a further 1 in 10 interested in returning to education or training.



Base: All Adults 1,001/3,839,000

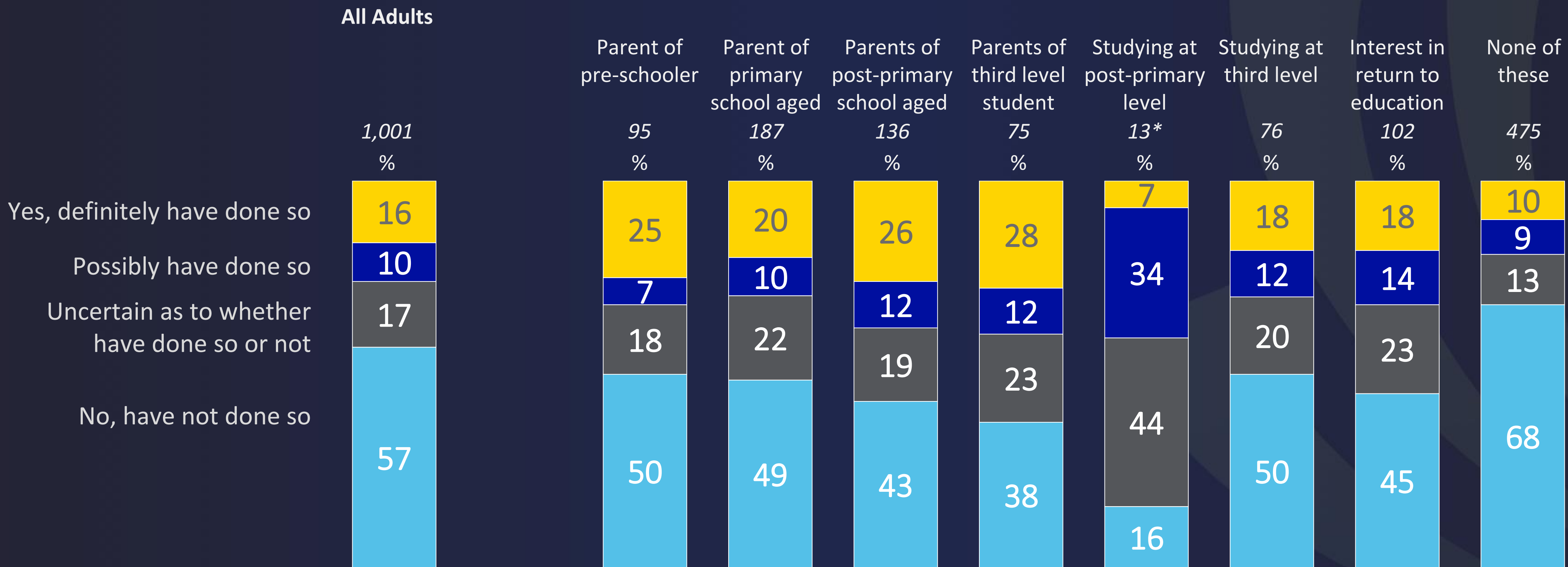


Awareness of what ETBs encompass

3 in 5 (61%) are aware to some degree as to what ETBs do, with the most common response being that ETBs are the regional education & training bodies across the country. There is less understanding of the varied services they provide. Age and regional differences noteworthy.



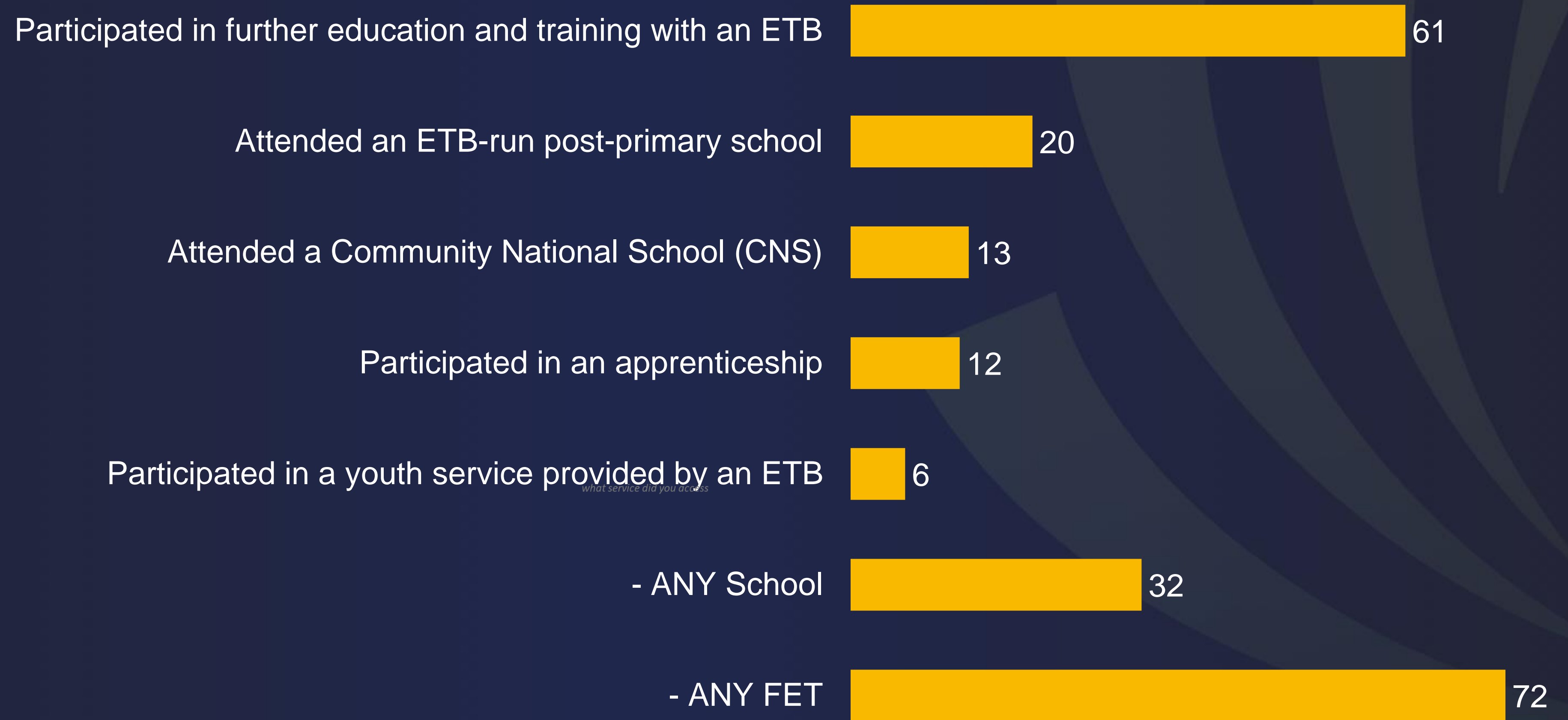
Base: All Adults 1,001/3,839,000



Participation in education or training delivered by an ETB

1 in 4 state that they have taken part or they have possibly taken part in ETB education or training. Those with older children are more likely to have definitely participated in an ETB programme, followed by parents of pre-schoolers. Many in second level (small base size) are uncertain. Regional differences noteworthy.



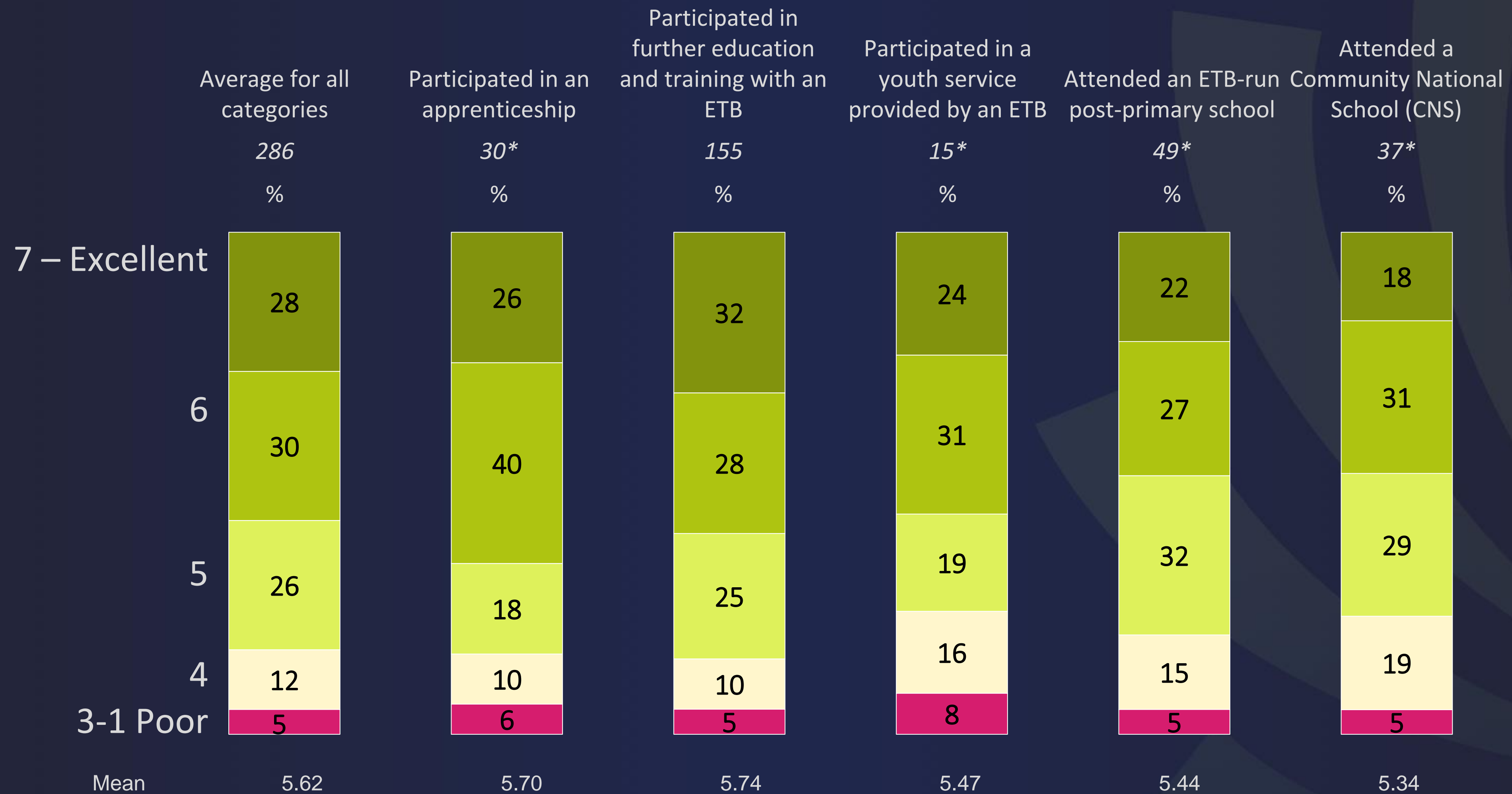


ETB Services accessed

7 in 10 cite some FET participation, 1 in 3 reference any school-based experience.



Base: Have participated in education or training – 254/1,000,000



Rating of the education and training experience with ETB

Those who participated in education or training with an ETB rated it highly. 84% of participants gave their experience a rating of 5 out of 7 or higher with particularly positive feedback on ETB FET provision incl apprenticeships. Nonetheless, the extent of criticism if any, is very limited.



Base: Have participated in education or training

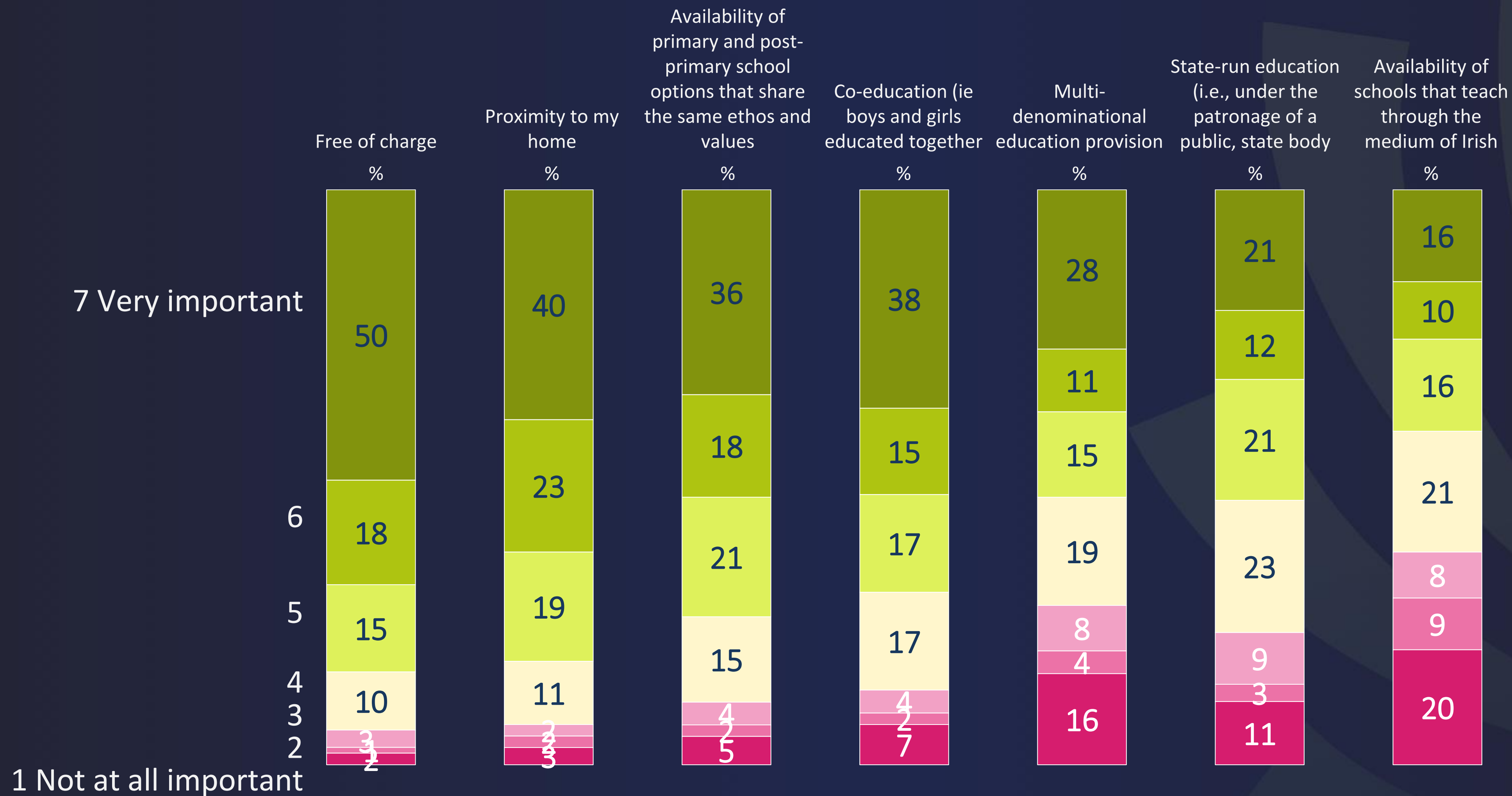


Aware of all this X Demographics	
	%
Male	17
Female	25
16-24	16
25-34	23
35-49	20
50-64	24
65+	19
Dublin	17
Leinster	19
Munster	25
Conn/Ulster	22
Parent of pre-schooler	17
Parent of primary school aged	23
Parents of post-primary school aged	29
Parents of third level student	30
Studying at post-primary level	15
Studying at third level	23
Interest in return to education	18
None of these	19

Awareness of ETB Characteristics

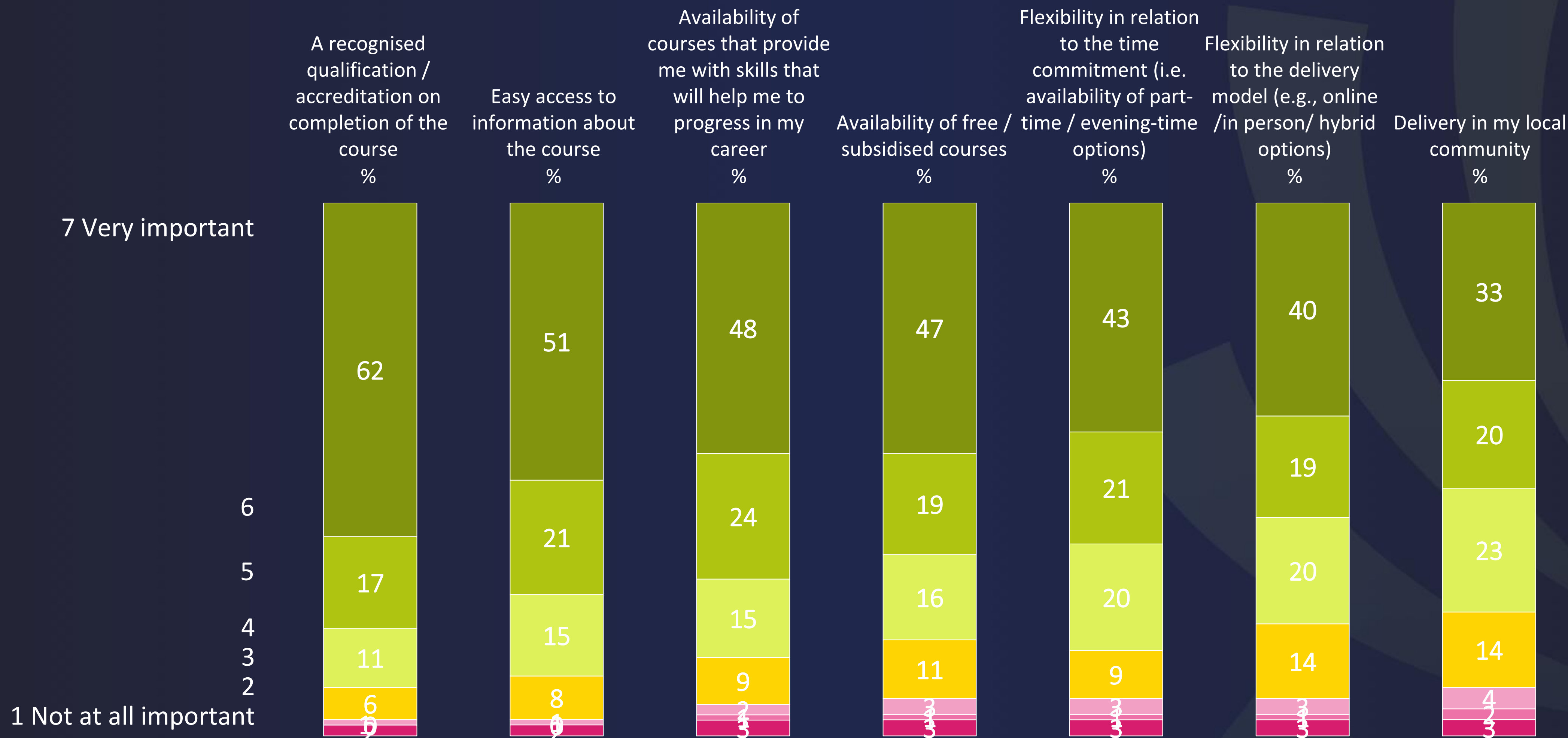
Over half are unaware that ETBs schools are multi-denominational, co-educational, or State run, something that could be communicated more. Those who are parents of school/college-going students are more likely to be aware of all of these aspects, presumably due to greater first-hand experience.





Influences on decision-making for education and training

More practical considerations are deemed most important (free of charge & proximity to home), though similar values are also deemed important, alongside mixed gendered education. Females are more likely to view the practical aspects such as free education & proximity to home, along with schools with the same ethos & values as important. There is also more appetite for multi-denominational education in Dublin.



Priorities when accessing further education and training

A recognised accreditation is viewed as most important, followed by easy access to information about the course. The least important is local delivery, although more than half believe this to be important still. Females consistently rank all factors relating to further education as more important compared to males. Those who have taken part in ETBs over-index across all factors, compared to those who have not participated.



Q.7 What's important to you / your family in accessing further education and training ...



Core values prioritisation in education & training

All values are viewed as important by the vast majority of respondents, though community does fall away slightly in comparison to the others. Very little negativity in relation to any of them. Once again, women are more likely to view all aspects as important, alongside those over 65 years old. Those who have participated in an ETB- run programme are again more likely to view all aspects as important.



Q.8 When you're thinking about education and training options for you / your family, how important is ...

The good news

- Overall awareness: 3 in 5
- Rating of services: 84%
- ETB Core values: important

Areas for follow-up

- More than half are not aware that ETBs are multi-denominational, co-educational, or State run. These aspects should be communicated more, given that these are key aspects of decision making.
- While 61% are aware to some degree as to what ETBs do, with the most common response being that ETBs are the regional education & training bodies across the country, there is less understanding of the breadth of services they provide.
- Accreditation is a key consideration when selecting further education & training, followed by easily accessible information on the course and the provision of skills to aid in the development of careers.