

**June 1, 2012 Guests: e-Learning Jamaica (e-LJam) & Ministry of Education**

Hon. Minister the Rev. Ronald Thwaites (Ministry of Education)

Grace McLean, Permanent Secretary (Ministry of Education)

Franklyn Johnston, Personal Advisor to the Minister (Ministry of Education)

Yvonne McCalla-Sobers, Chairman (e-Learning Jamaica)

Dr. David McBean, Deputy Chairman (e-Learning Jamaica)

Avrill Crawford, CEO/Project Manager (e-Learning Jamaica)

Robert Phillips, Education Specialist (e-Learning Jamaica)

The Minister et al met with the Heads of Media stressing the importance of a conscious educated workforce. He said the educating enterprise in Jamaica was underperforming and he solicited collaboration with the media in focussing on early childhood education and e-Learning. The Minister suggested engaging with the media in the national interest to restore learning and infuse positive values through the mass media and use public communication to advance education in its broader sense.

Dr. McBean advised that e-LJam provided the opportunity to use technology to disseminate education into the most remote areas. He added that they dictate getting the best of what the education system has to offer and package it attractively for young people. He suggested introducing master classes on television and radio. MAJ suggested that they could make use of the airtime allotted to Government programming.

A further meeting will be held with e-LJam to discuss strategies, their philosophy of engagement and how they wish to interact with the media. The Minister also asked MAJ to advise him of any regulatory or financial constraints that would deter full support.