

# Don't miss out, Opt-In

A new web portal, Opt-In, offers farm families access to a range of training opportunities. Once registered they will be automatically informed of courses they have expressed an interest in

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**F**arm families are incredibly versatile. On an average day a farmer uses the skills of an engineer, electrician, builder, entrepreneur, delivery driver, fencer, farm self-catering cottage rental, tree surgeon, etc.

Any recruitment agency will tell you that people who get jobs, and have the most successful careers, are those who invest time and effort in their personal development. These are people who steadily enhance and nurture skills they already possess at some level. Over the past decade, the agricultural industry has introduced many new courses.

Often, these courses are free of charge and successful participants earn qualifications. Local educational training boards (ETBs), LEADER companies, local enterprise offices (LEOs), Skillnet providers, etc, are all delivering excellent courses which may not currently be on your radar.

### Improving skills and job potential

Opt-In is one output of the Commission for Economic Development of Rural Areas (CEDRA) implementation programme funded by the Department of Agriculture, Food and the Marine.

The portal (a one-stop shop for training courses, accessed via the internet) was commissioned following concerns in rural areas that people were not being informed about upskilling and development opportunities.

The web portal links the regional



training service providers with the variety of learning and information opportunities provided by other agencies including the ETBs, LEOs, LDCs, third-level institutions, social welfare, Skillnets and Teagasc, etc.

### What exactly is Opt-In?

The Opt-In web portal is an innovative communication tool linking the services provided by the various skills and training stakeholders to rural dwellers.



It is straightforward to register with

Opt-In and view training opportunities with the various training agencies across Ireland

The training providers update the calendar page on a daily, monthly or yearly basis with details of planned courses. These courses can be linked back to a training provider's website.

The primary objective of Opt-In is to present information digitally in a

visually attractive format. The web interface has been designed so that it can be printed out as a wall calendar in partner agency offices. This allows the various agencies to see what's happening within their own functional area.

It also fosters sharing of information between agencies that otherwise might not have any level of contact.

The system includes in-built monitoring and reporting on the uploading of content by partner agencies. This will mean that when the general public registers on Opt-In they can nominate skill or training areas which they are interested in.

They will be notified via social media channels such as Twitter, Facebook, email or text, when and where a course is taking place. The notifications will only relate to subjects the person has expressed an interest in.

### Registering

It is straightforward to register with Opt-In and view training opportunities with the various training agencies across Ireland. It is also possible to receive notifications by email, Facebook or Twitter on course categories which are of special interest.

**To find out more about Opt-In, log in to [www.opt-in.ie](http://www.opt-in.ie)**