

Strategic Plan 2019 - 2020



VISION

Employability professionals everywhere are the best they can be

MISSION

- Empower individuals to perform to a professional standard through gaining relevant further knowledge and understanding.
- Champion employability as a recognised profession through representation of our people's social and economic contribution and achievements to policy makers and influencers.
- Secure employers' recognition that their employability objectives are best achieved through a commitment to the development through selection and training, of a highly skilled professional delivery team.
- Create a network of opportunity enabling this vision to be achieved.

OUR STRATEGIC GOALS

GROWTH

PROGRAMME OF WORK

1. Apprenticeship standard – early adopters; link to levy
2. Review and improve Membership Services function
3. Skills mapping ; development of career pathways; industry requirements
3. Extend reach/markets – FE/HE; NHS; private sector working in employability (eg banks)
4. International opportunities

MEMBER SUPPORT

PROGRAMME OF WORK

1. Review Fellowship offer and expectations
2. Review Corporate Affiliate Partner offer
3. Review and update all current Member resources
4. Review and upgrade CPD offer and supporting tools
5. Develop a coherent package of Awards and Recognition opportunities
6. Develop systems/opportunities for front-line staff to feedback and/or create communities

PROFESSIONAL BUSINESS

PROGRAMME OF WORK

1. Develop a Communications and Marketing Plan that will support our programmes of work
2. Recruit a Member Services staff member setting clear expectations around deliverables
3. Set up new arrangements for Registered Office and supporting admin systems
4. Governance – review processes for current needs and future proofing inc risk management