

IOL EMPLOYERS GROUP - PLAN FOR 2007/2008

VISION: Internationally renowned as the keystone for quality in outdoor learning

VALUES: Collaboration; Integrity; Diversity;
Respect; Quality; Reliability

MEASURES: (1) Numbers of countries in membership; (2) Invitations received (external to UK);
(3) First choice organisation of media for 'holding the ring'- air time, col inches
(4) Accreditation for orgs, teams & individuals - internationally recognised

KPI's: Growing; Advocating; Networking;
Developing; Promoting

ACTIONS

GROWING (contributing to all measures)

Gain leadership role in sector by raising the 'bar' on quality and deserve support of IOL
Improve the quality of communications within IOL that attracts attention of org.members
Strengthen IOL infrastructure by responding to IOL paper - 'Better Ways of Working'

LEAD	HELPERS	PROGRESS/COMMENTS
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Godfrey		Ideas stage at the moment
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	Mark	Mentioned in latest IOL news
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		New request to meet new Chair
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ADVOCATING (contributing to measure 3)

Explore 'CSR; Environmental Change; Diversity & Accessibility; 'Funding for Kids'
Support the LOtC Manifesto by spreading potential opportunities and winning publicity
Advocating the power & influence of the learning process thro' channels to be decided

Roger		
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	Mark	Priorities to be decided
	Mark & Randall	Externally - depressing reports
	Randall, Roger	To be re-started

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NETWORKING (contributing to all measures)

Plan, organise & follow up on five residential network events(June/Nov/Feb/June/Nov '08)
Increase attendees from membership at IOL 2008 annual conference from 1 to 4
Reconsider in June '07 how best practices on 'Safety' are spread amongst the network

Mark		
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	Heather;Godfrey;Glen; R	F'bridge;Brathay;Lindley;YMCA;Bowles
	Mark	Good feedback from Lindley at 2007
	Will	Brathay remain interested

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DEVELOPING (contributing to measure 4)

Support Professional Development Group in APIOL development & framework at 4 levels
Invite/react to Chris Millet's new contribution as National APIOL Quality Manager
Respond to outcomes of Induction Programme Seminar (18 Jan 2007)
Establish new presence in SkillsActive, refocus contribution following feedback in June

Will/Heather		
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	Will	Heather B exchange & OB needs
	Will	Make contact with CM thro' HB
		?
	Godfrey	June 07 item

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PROMOTING (contributing to measures 1 & 2)

Follow up on 2006 ICEL World Conference/share opportunities/two for Sydney 2008
Establish Employers Group on website to double 'hits'/month from10 to 20K by Dec '08
Help IOL to increase country membership from 15 to 30 by Dec 2008

Mike		
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	Mike & Godfrey	On organisers mailing list
	Mike & Godfrey	
	Will	

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Date - 27th April 2007 - Mark I