

**Strategic Plan 2015-17**

Key Area	Focus	Notes
1	Raising CIPFA's profile and Membership	<ul style="list-style-type: none"> <li>• Communication with Members ( including Student Members)</li> </ul>
2	Development of Learning	<ul style="list-style-type: none"> <li>• Member Learning – CPD, increasing topics and accessibility to events.</li> <li>• Students</li> </ul>
3	Partnership Development	<p>Our aim is to improve links with other bodies.</p> <ul style="list-style-type: none"> <li>• Employers</li> <li>• Educational Establishments</li> <li>• Health</li> <li>• Other accountancy bodies</li> <li>• International Development Twinning</li> </ul>

<b>Key Area 1 - Raising Cipfa SW's profile and Membership</b>					
<b>No</b>	<b>Objective</b>	<b>Champion Led by</b>	<b>March 2015 Base Line</b>	<b>March 2016</b>	<b>March 2017</b>
<b>1</b>	To run an effective AGM, have nominations for Council in advance. Have a healthy stream of members/students wanting to be members of the Regional Council?	DB	No Nominations in advance 50 people at AGM	No Nominations in advance 80 people at AGM	100 people at AGM
<b>2</b>	Health				
<b>3</b>	To effectively communicate with Members in a timely manner so that they feel part of the future of the institute and feel that it is relevant to them.			Investigate alternatives with Cipfa	
<b>4</b>	To use social media effectively <ul style="list-style-type: none"> <li>• CIPFA SW linked- In site active</li> <li>• Facebook/Twitter</li> </ul>	JB			
<b>5</b>	To develop a Cipfa SW that the region wants <ul style="list-style-type: none"> <li>• To finalise the plan for consultation with the Membership at the April 15th Meeting</li> <li>• Analyse and share questionnaire results</li> </ul>			Review and redo survey	
<b>6</b>	Win Region of the Year			Most Improved Region 2015	
<b>Key Area 2 - Development of Learning</b>					
<b>1</b>	To increase training opportunities for existing members to enhance CPD <ul style="list-style-type: none"> <li>• Specific accounting and technical training</li> <li>• Health Related</li> <li>• Weekend Courses</li> </ul>			Finalise details for September Conference, Annual Dinner and Saturday "School"	
<b>2</b>	To host national training courses in the South West	AB	To create some interest in courses	Charities Workshop success 15-Jul-15	
<b>3</b>	To provide more local events in Truro, Plymouth, Exeter, Bristol, Taunton, Bournemouth	SJ	AGM and Annual Seminar in Taunton November Conference in Taunton	Student events in Exeter & Bristol 8-Oct-15	

<b>4</b>	To run the Health/Social Care events in the Region	AB	One Health/Social Care event planned for 22July15		
<b>5</b>	Encourage Students to attend member meetings <ul style="list-style-type: none"> <li>Local Training Events – targeting students</li> <li>Get our students actively involved in the region; in particular new NHS students</li> </ul>				
<b>6</b>	Increase Student Regional Development Events <ul style="list-style-type: none"> <li>Summer School</li> </ul>	SJ/SM/CH		September 2016 Autumn School	
<b>Key Area 3 – Partnership Development</b>					
<b>1</b>	Working with Employers Raising the profile of Cipfa in the SW and increasing the number of Cipfa Students. <ul style="list-style-type: none"> <li>Contact the Top 10 Public Sector related Employers with the intention of raising the profile of Cipfa and thus seeing more Cipfa students employed in the region</li> <li>Apprenticeships</li> <li>Sixth Form CIPFA Events?</li> <li>University Links?</li> </ul>	DB		Engage with Cipfa to identify employers and arrange meetings	
<b>2</b>	Other Accountancy Bodies - Raising the profile of the CIPFA SW Region <ul style="list-style-type: none"> <li>joint events</li> </ul>		Attend other CCAB events	Invite other CCAB members to Cipfa events	
<b>3</b>	CIPFA - Key Performance Indicators <ul style="list-style-type: none"> <li>Identify all our KPI's</li> <li>Relate KPI's to our regional targets</li> <li>Set up a simple monitoring and reporting system</li> </ul>				
<b>4</b>	Social - To Improve Networking & Team Building <ul style="list-style-type: none"> <li>Charity Events</li> <li>Competitions – local, regional and national</li> </ul>				
<b>5</b>	To develop International Links - Twin with a developing Country such as Bangladesh	AB			