

Three-year plan

Group

IfA Maritime Affairs Group

Period of three year plan (eg April 2014 – April 2016)

April 2014-April 2017

Date plan adopted (at AGM)

Current membership

IfA members – 365

Non IfA members – 0

	Year one	Year two	Year three	Year four
Committee meetings				
Spring	May 2014			
Summer				
Winter				
Membership				
Recruitment (IfA members)	5 members	10 members	15 members	
Recruitment (non IfA members)	5 members	10 members	15 members	
Competency matrix				
Events				
AGM date/month	April 2014	April 2015	April 2016	
AGM event				
IfA conference session	April 2014	April 2015		

CPD workshop(s)	1. Legislation? 2. Foreshore Survey?	1. 2.	1. 2.	
Day conference		June 2015?		
Members				
Group member survey	April 2014	2015 – improved?		
Subject survey	April 2014	2015? improved		
Communications				
Newsletter (how many & when)	?			
Social media (LinkedIn/ twitter/ facebook)	Twitter 2014 Fb	Increase interaction	Increase interaction	
Publicity	2014 talks to universities and representation at maritime events.			
Group banner				
Group leaflet	2014			
Website	http://ifamag.wordpress.com/ Develop to at least four postings per month. Add links to fb and twitter.			
Communication Platform	Develop idea for sharing best practice across groups and geographic areas	January 2015 Open Platform?		

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