

## Three-year plan

### Group

<b>Scottish Group</b>
-----------------------

### Period of three year plan (e.g. April 2016 – April 2019)

October 2020 – September 2023
-------------------------------

### Date plan adopted (at AGM)

13/10/2020
------------

### Current membership numbers

CIfA members – 544

Non CIfA members – 2

The CIfA Scottish Group has been improving access to our committee meetings and bringing new members on board after many role changes over the previous 3 years. Our aim has been to diversify membership on the committee and to be representative of the wider archaeological community in Scotland.

In order to build on this going forward, we are seeking to increase engagement with our membership on social media and improve our general communication when it comes to advertising training and CPD opportunities, co-ordinating consultations and providing feedback and support to CIfA Scotland.

Over the next three years it is likely that online communication will become the new normal for most individuals and groups. We have greatly improved online access to and participation with our regular committee meetings, and we believe this has helped increase accessibility and engage with members who live in more remote areas of the country. Over the next three years we aim to maintain a high level of accessibility for our committee meetings and support online participation in training events where possible.

We recognise that the next three years are likely to be very challenging for many archaeologists in Scotland, given Covid-19 and the economic repercussions arising. We will aim to be a cheerleader for our members, and champion the role and value of Scottish professional archaeologists and support CIfA members in Scotland through training, peer support, consultation feedback, social activities, networking, news updates and other activities.

Committee members have established new social media accounts to engage with and promote the work of CIfA in Scotland to a wider audience. We aim to maintain these accounts with regular updates and engagement with the CIfA membership. A social media policy will be drafted and adopted to assist committee members.

We hope that improved communication and engagement with CIfA membership in Scotland will be reflected in the addition of new members to the Group. Overall, we feel that an increase in membership of 5% per year, over the next 3 years, would be an excellent outcome. We will continue to issue a regular newsletter for our membership - three or four times a year - to promote archaeology across Scotland. We feel it provides regular and accessible updates from our committee alongside social media.

## GT2.3 Group three-year plan

We plan to continue the delivery and support of varied training events and aim to hold a minimum of three a year. We will also improve online participation and promotion of training events in the next three years, and focus on how best this can be integrated into our annual AGMs.

Over the next three years we will maintain a diverse committee that represents the wider public and archaeological community in Scotland, and promote a culture of cross-sector working and widespread engagement between CIfA members.

The following table summarises the aims of the committee for the following three years, and may be updated annually following each AGM.

	Year one	Year two	Year three	Year four
<b>Committee meetings</b>				
Spring	December 2020	Q4 2021	Q4 2022	
Summer	Q1 2021	Q1 2022	Q1 2023	
Autumn	Q2 2021	Q2 2022	Q2 2023	
Winter	Q3 2021	Q3 2022	Q3 2023	
<b>Membership</b>				
Recruitment (CIfA members)	n/a	n/a	n/a	
Recruitment (non CIfA members)	+5%	+5%	+5%	
Competency matrix	n/a	n/a	n/a	
<b>Events</b>				
AGM date/month	Oct 2020	Q3 2021	Q3 2022	
AGM event	Oct 2020	Q3 2021	Q3 2022	
CPD workshop(s)	1. Python development for GIS 2.Environmental Awareness for Archaeologists 3. Ethics of CIfA roadshow	3 CPD workshops	3 CPD workshops	
<b>Members</b>				
Group member survey	Q4 2020/Q1 2021			Q1 2024
<b>Communications</b>				
Newsletter (how many & when)	3-4 issues	3-4 issues	3-4 issues	
Social media (LinkedIn/ twitter/ Facebook)	Facebook & Twitter, ongoing	Facebook & twitter - ongoing	Facebook & Twitter- ongoing	
<b>Publicity</b>				
Group banner	Dec 2016	n/a	n/a	
Group postcard	-	n/a	n/a	