



SCOTTISH CONTINUITY

Sustaining a Resilient Community

Our Strategy towards 2020

After our Board meeting in 2018 and receiving feedback from our membership, we have created seven strategic aims that fit directly with our core themes of membership, education and informing opinion.

As part of our ongoing strategy to engage with our members and enhance the services, guidance and advice that we deliver, we will plan annual objectives and tasks to make progress and drive success towards 2020.



#	Aims	Planned Actions 2019-2020	Key Theme	Lead
1	Increase and our membership	<ul style="list-style-type: none"> Review current membership offering, incentives and deliverables Create new marketing and awareness campaign Launch new social media portal Review inclusion and diversity of membership group Collate statistics, trends, gap analysis on education provided/ required Produce an annual report/ summary of learning outcomes to members 	Membership	
2	Enhance our Website	<ul style="list-style-type: none"> Update and refresh website Review options for secure member portal Delivery of information, communication, marketing Digital engagement 	Membership / Education/ informing opinion	Richard
3	Annual Conference	<ul style="list-style-type: none"> Scope, plan and implement an annual conference 	Education	Joyce
4	Learning events	<ul style="list-style-type: none"> Scope, Plan and implement 3 formal learning events 	Education	Sandra Joyce
5	Breakfast briefings	<ul style="list-style-type: none"> Continued meetings (Edinburgh & Glasgow) Investigate potential offerings (Dundee, Perth, Aberdeen) 	Education	Gordon
6	Key Stakeholder links	<ul style="list-style-type: none"> Increase our links and engagements with key stakeholders <ul style="list-style-type: none"> SBRC, Government, Local authorities 	Informing opinion	Chris Matthew
7	Information exchange	<ul style="list-style-type: none"> Provide key information to our members Seek key alliances for content Improve our Social Media activity Issue guidance to our members based on specific themes and topics 	Informing Opinion	Chris