



International Vocational Education and Training Association (IVETA) Strategic Planning Framework Summary 2015-2020

Mission

IVETA is an international network of vocational educators and service providers dedicated to the advancement and improvement of high-quality vocational education and training wherever it exists and wherever it is needed.

Values

1. Promote excellence and quality in vocational education and training.
2. Provide support and services to members across the global TVET community.
3. Actively advocate on behalf of members and create a strong and united voice on behalf of the TVET community.

Strategic Goals

Consistently increase membership benefits and membership for the organisation.	Increase the involvement and relevance of the IVETA Executive.	Improve financial sustainability and accountability.	Review, revise, and redesign the organisation's professional learning program.
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Strategic Initiatives

<ul style="list-style-type: none"> • Devise and create a marketing plan and appropriate marketing materials for membership recruitment. 	<ul style="list-style-type: none"> • Development of annual meeting schedule for IVETA Executive. 	<ul style="list-style-type: none"> • Seek sponsorships and partners support (both in kind and financial). 	<ul style="list-style-type: none"> • Conduct review of Annual Conference and redesign (if required).
<ul style="list-style-type: none"> • Create a key stakeholders plan for marketing and promotion. 	<ul style="list-style-type: none"> • Create additional Committees to work on IVETA future planning (eg Marketing and Business Development). 	<ul style="list-style-type: none"> • Create business plan for increased business development. 	<ul style="list-style-type: none"> • Expand international partnerships with key IVETA partners to promote other professional learning.
<ul style="list-style-type: none"> • Devise a social media and marketing plan for membership recruitment 	<ul style="list-style-type: none"> • Increase the number of Regional Offices (RO's) and support RO's in their efforts to advocate and promote TVET. 	<ul style="list-style-type: none"> • Apply for Grants, Tenders and Contracts. 	<ul style="list-style-type: none"> • Seek sponsorship and linking support for Annual Conference.

Progress Indicators

<ul style="list-style-type: none"> • An increase in the number of marketing materials (both hard copy and electronic) for both members and the IVETA Executive. • Development and implementation of: <ul style="list-style-type: none"> — Marketing Plan — Social Media Plan • At least 3 new member benefits created annually. Examples may include: <ul style="list-style-type: none"> — Monthly eNews — Development of new publications eg, annual newsletter. • Creation and update of regional member databases. 	<ul style="list-style-type: none"> • Meeting schedule created and meetings held (eg. bimonthly via Skype). • An increase in the number of marketing materials (both hard copy and electronic) for both members and the IVETA Executive. • An increase in IVETA membership by 10% collectively and annually. • An increase in IVETA membership in each regional area by 5% annually. • Formation of appropriate Committees and creation of: <ul style="list-style-type: none"> — Terms of Reference — Activity Plan for 2015. • Creation of at least 1 new Regional Office in 2015. 	<ul style="list-style-type: none"> • An increase in sponsorship (external) for 2015. • An increase in the number of grants / tenders submitted. • An increase in the number of joint proposals with IVETA partners. • An increase in revenue for IVETA for 2015. • An increase in IVETA membership. • Development and implementation of IVETA membership plan. • Formation of appropriate Committees and creation of: <ul style="list-style-type: none"> — Terms of Reference — Activity Plan for 2015. • The development of detailed reporting structures for all IVETA business. 	<ul style="list-style-type: none"> • An increase in the number of all IVETA professional learning. • An increase in the number of jointly hosted IVETA and partner, professional learning. • A review of current Annual Conference including: <ul style="list-style-type: none"> — Historical data and financials — Forecasting for the future — Recommendations for the future. • Development and implementation of region specific, professional learning plans. • An increase in requests for joint professional learning with IVETA partners.
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