



NAFEA 3 Year Strategic Plan 2016-2019

Prepared by the President, NAFEA (Dr. Ricky Tunny).

Context

There have been a range of changes in the external environment that continue to pose challenges for administrators of work integrated learning (WIL) or field experience. There continues to be a need for a national association:

- To facilitate a forum for WIL administrators;
- To provide a networking and support reference point;
- To act as an advocate to raise awareness of the role of WIL administrators; and,
- To lobby on member's behalf on WIL issues at a national level.

Changes continue to occur within the Commonwealth higher education reforms, which have an impact on work integrated learning or field experience administration as well as being influenced by local, national and international factors. Challenges and barriers continue to exist in the area of work integrated learning that need to be addressed.

Within this context NAFEA has a number of aspirations and visions for the next three years, 2016-2019.

Key Objective 1:

Elevate profile of the Association

Goal	Strategies / Targets
<ul style="list-style-type: none"> • Refresh the branding of the Association. • Build community of practice. 	<ul style="list-style-type: none"> • Update logo and website • Regular webinars held each year • Regular posts on website forums • Regular information sharing • Increase in the number of members interacting via the website and NAFEA Facebook page
<ul style="list-style-type: none"> • Increase membership • Develop promotional materials. 	<ul style="list-style-type: none"> • Market to all universities in Australia and New Zealand through printed and online campaigns. • Increase membership each year by 10%. • Membership database maintained. • Establish an online registration system.



Goal	Strategies / Targets
<ul style="list-style-type: none"> Establish State Chapters for each State or region. 	<ul style="list-style-type: none"> Encourage members to become a State Chair. Provide technology so State Chapters can connect with their members (e.g. videoconferencing tools). Aim to have State Chapters for each State or region (i.e. some states or territories may combine e.g. QLD/NT Chapter).
<ul style="list-style-type: none"> Establish representatives at all universities in Australia and New Zealand. 	<ul style="list-style-type: none"> Encourage members to become a University Rep. Aim to have representation from all universities in Australia and New Zealand.
<ul style="list-style-type: none"> Produce a newsletter four times a year. 	<ul style="list-style-type: none"> Distribute via email; Annual newsletter produced to promote the annual conference.

Key Objective 2:

Plan for a stronger future

Goal	Strategies / Targets
<ul style="list-style-type: none"> Develop a surplus budget and ensure a strong financial position. Investigate additional revenues in 2017. 	<ul style="list-style-type: none"> Price annual conference to ensure that a profit is made. Aim for the Association to have a surplus budget.
<ul style="list-style-type: none"> Introduce membership fees from January 2017. Develop membership structure. 	<ul style="list-style-type: none"> Proposed membership fees are: <ul style="list-style-type: none"> Full Institutional Membership: \$250 (up to 5 members); Unlimited Institutional Membership: \$1500; Individual: \$60; Non-financial member (mailing list only). Membership fees should be reviewed annually. Suggested increase of 5-10% each year, subject to review by Executive Management Committee.



Goal	Strategies / Targets
<ul style="list-style-type: none"> Proposal to extend Executive Management Committee Member term to 2 years to provide continuity and stability to the Association. 	<ul style="list-style-type: none"> Subject to Model Rule changes being endorsed by members

Key Objective 3:

Establish support systems for members and students

Goal	Strategies / Targets
<ul style="list-style-type: none"> Provide bursaries to students to undertake a placement in a rural and/or remote area. Rules to be set by Management Committee. 	<ul style="list-style-type: none"> Offer 2 bursaries to the value of \$1500 in 2017. Offer 4 bursaries to the value of \$1500 in 2018. Offer 7 bursaries to the value of \$1500 in 2019.
<ul style="list-style-type: none"> Provide bursaries to students in high priority areas (e.g. Indigenous settings, equity groups). Rules to be set by Management Committee. 	<ul style="list-style-type: none"> Offer 1 bursaries to the value of \$1500 in 2017. Offer 1 bursaries to the value of \$1500 in 2018. Offer 3 bursaries to the value of \$1500 in 2019.
<ul style="list-style-type: none"> Provide funds for projects or research into WIL administrative issues, particularly those that focus on the benefits of organisations hosting students. 	<ul style="list-style-type: none"> Offer a round of funding in 2017 Offer a round of funding in 2018. Offer a round of funding in 2019.
<ul style="list-style-type: none"> Provide funding for professional development opportunities for members. 	<ul style="list-style-type: none"> Funding should be provided to members to undertake professional development opportunities, which will mutually benefit the Association, the University and the individual member. To be offered in <ul style="list-style-type: none"> ○ 2017 - \$2,000 ○ 2018 - \$3,000 ○ 2019 - \$4,000



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Key Objective 4:

Elevate the profile of WIL/Field Experience Administrators

Goal	Strategies / Targets
<ul style="list-style-type: none"> Highlight the achievements of members. Establish an award program for outstanding achievement. 	<ul style="list-style-type: none"> Publish achievements in the Association Newsletter. Award at Conference in 2017, 2018 and 2019. Establish criteria in 2016 and promote from 2017.

Key Objective 5:

Establish partnerships to strengthen influence of decision-making in areas related to WIL/Field Experience

Goal	Strategies / Targets
<ul style="list-style-type: none"> Understand the issues affecting WIL/Field Experience administrators. Partner with organisations and associations with similar missions and visions. 	<ul style="list-style-type: none"> Establish an annual survey to capture issues experienced by members Establish partnerships with: <ul style="list-style-type: none"> ○ ACEN ○ NAGCAS ○ Universities Australia ○ SONIA ○ InPlace ○ SPOT ○ ATEM ○ Health and Education departments both at the state and national level ○ Professional accreditation bodies ○ Other organisations as identified by the Executive Management Committee.
<ul style="list-style-type: none"> Executive Committee Members to represent the Association at events of partner organisations and associations. 	<ul style="list-style-type: none"> Where possible, Executive Committee Members should integrate the promotion of the Association in their usual activities.



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Goal	Strategies / Targets
	<ul style="list-style-type: none">• Where strategically required and in the absence of other funding, the Association will provide some funds to attend meetings, conferences or other events as agreed by the Committee.