

LEARNING STRATEGY

Developing the expertise, effectiveness and confidence of HE careers professionals

Aims

Ensure that professional development activities offered by AGCAS to members are:

- **Relevant** — addressing current and future needs for professionals working in a rapidly changing HE environment
- **Accessible** — flexible provision ensuring members can access learning activities wherever they work in ways that fit their personal and professional learning needs
- **Innovative** — making the most effective use of new technology and new approaches to learning (leading the way not copying everyone else)
- **Sustainable** — supports self-directed continuing reflective practice and is financially self-supporting
- **Effective** — produces measurable improvements in members' professional knowledge, skills and confidence

Objectives

This strategy is designed to ensure that AGCAS is able to:

- enhance professionalism and expertise of all involved in HE careers work (Community)
- support maintenance of professional standards (Quality)
- equip members with knowledge, skills and confidence to take a lead in public debate on employability (Advocacy)
- support and promote evidence-based practice (Research)
- develop people and expertise through involvement in the delivery of learning activities (not just participation)

Actions

In summary, the Director and the Learning Committee will achieve the aims and objectives of this strategy through the following activities:

- Articulating the core principles for AGCAS development (learning philosophy/standards)

- Reviewing existing provision (design, delivery and evaluation) to identify new opportunities and areas for innovation and improvement
- Consulting with members and other stakeholders on their current and future learning needs and their preferences for accessing learning
- Establishing clear networks and communication channels to facilitate this consultation
- Piloting new programmes and new approaches to learning (e.g. webinars)
- Demonstrating impact and return on investment for member services through the development of appropriate metrics

Strategic plan overview

Project 1 — Review and revamp AGCAS training offering

- Goal 1.1 — Enhance and expand core training to better serve the full range of professional roles
- Goal 1.2 — Increase access through responsive and coordinated national, regional and institutional delivery
- Goal 1.3 — Explore e-learning and other innovative approaches for new and existing training with the aim of increasing access and cost-effectiveness

Project 2 — Develop other mechanisms for professional development support

- Goal 2.1 — Investigate the feasibility of reviving AGCAS mentoring
- Goal 2.2 — Investigate other development activities such as best practice forums
- Goal 2.3 — Review the format and content of AGCAS conferences to enhance their contribution to Learning

Project 3 — Evaluate the impact of AGCAS training

- Goal 3.1 — Develop and integrate appropriate impact measures
- Goal 3.2 — Institute improved impact evaluation and reporting