



Training: a five year Vision

Final –ratified by Executive Committee

by

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1. Introduction

In my new role as Chairman of the IFM's Training Committee, I am keen to set out a clear vision and strategy for the Institute and Training Committee for the next 5 years. This will build on previous good work, take training to a new level and support the Institute's longer term objectives in alignment with the employment of the Development Officer. It is a strategy, so sets out WHAT we want to achieve, but not the detail of HOW to achieve it. That will be developed in Training Committee and to some degree from Council and the Development Officer.

2. Vision

The following statement sets out broadly what we want to achieve over the next 5 years:

Vision:

We will provide a first class learning & development service to IFM members and fisheries managers to:

- improve the competence and reputation of the fisheries management profession
- improve fisheries
- increase membership & income to the Institute
- further the knowledge and understanding of fisheries management to a wider audience

3. Objectives & Targets

1. To double the number of fisheries managers engaged in Continuing Professional Development (CPD)
2. To double the number of Chartered Environmentalists via the Institute
3. To treble the net income from the provision of learning & development courses
4. To double the number of enrolments and graduates for each the certificate and diploma
5. To improve access to information on all Fisheries Management courses
6. For the Diploma to continue to be the pinnacle of IFM provided courses
7. To widen participant base to other institutions and groups

4. Specific Target Areas

4.1 Certificate Course

- To be credit-rated in some way. Some form of **partnership** to be developed to widen the appeal of the course – eg. Lantra, BTEC, City & Guilds,. Perhaps be made into a National Vocational Qualification (NVQ), depending on demand.
- Retention & graduation rate to be increased through:
 - Workshops / surgeries for students (April & November?)
 - Weekend or weekday courses
 - Support at the Annual Conference
 - On-line tutorial support
 - Efficient administration and a great customer experience for students, tutors and examiners
- Maximise new markets, eg. students, angling clubs, fishery owners, bailiffs, exhibitions

4.2 Diploma Course

- Will be recognised as the pinnacle of IFM Training with its equivalence with University education widely known
- Consider suitability for dual credit-rating to NVQ Level 4
- More enrolling from Certificate and via knowledge of the Diploma through other sources

4.3 Other Courses

- Identify and target other marketable & profitable subject areas to build on the success of eg. Fisheries Accreditation and Fish Health Consultant accreditation schemes, eg.
 - Fish transport
 - Bailiffing
 - Electrofishing
- Seminars, workshops and branch events
- More to be provided via Branches
- Provide information (leaflets & website) on other courses, to help recruit to all forms of learning & development, including IFM courses, including the...
- ... Annual conference
- Seek partners for development of courses e.g Universities and other educational establishments, national Federation of Sea Anglers, Angling Unity: Establish contacts with same as vehicles for delivery of our courses.
- Develop e-learning packages as an alternative or complement to traditional course delivery

4.4 Continuing Professional Development (CPD)

- Double the numbers engaged in CPD & with IFM C.Env. (target)
- Promote & sell further the benefits of registering for CPD (carrot)
- Provide simple guidance and procedures (help)
- Auditing & reminding to put the scheme into practice (stick)

4.5 Information

- The IFM website to be the place for people to find information on education in fisheries
- Update the Careers guide – continue to be a down-loadable .pdf document from the website
- Careers guide supported by a comprehensive guide to all Fisheries Management courses available – on the web and as leaflets. To include IFM courses, university degrees, college HND, HNC etc. and all locally run courses.
- Information on all fisheries related conferences

5. Management

Some ideas of how we will organise and manage ourselves to deliver this challenging programme:

5.1 Training Committee Meetings

- 2 meetings per year, in January and July. To agree a template and fix dates in advance.
- Business by correspondence & e-mail between meetings

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- Meetings to be in a central location, to be accessible to as many Committee members as possible; could move them around in the year to make more accessible.
 - Dates to be set in advance. 75% attendance expected. Written report provided in advance of activities if unable to attend meetings

5.2 Work Areas

Committee members to be responsible for a work area each as follows:

- **Certificate course administration** (enrolment, materials, tutors, workshops, exams): Training Secretary (Andy Beal), and Certificate Chief Examiner (Garry Jones)
- **Diploma Course Administration** (enrolment, materials, tutors, field course, exams, credit-rating): Training Secretary (Andy Beal), and Diploma Chief Examiner (Scott Peddie)
- **Continuing Professional Development:** D-J Gent
- **Information & Careers:** Ian Dolben (may need to seek alternative now)
- **Partnerships, inc. Lantra:** Development Officer/ Training Committee Chairman
- **Marketing:** Development Officer
- **Administration of accreditation schemes:** Development Officer

Each officer to develop an action plan to outline how their area of work will be developed to support this strategy. These will be collated to develop a Training Committee Action Plan

5.3 Motivation & Reward

- Honoraria to be paid according on amount of time & effort involved in the role, to include a review of examiners fees
- Payment of honoraria to be target/objective based – depending on what achieved, as assessed by the Chairman of Training Committee and another member of Council

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- Where cost-effective, commercial rates to be paid to authors of materials & courses in expectation of (a) a more professional product and (b) ability to attract more commercial fees and (c) a quicker turn around

5.4 Professionalism

- Materials: course booklets, leaflets, other material to have professional & IFM corporate appearance (standards/criteria to be produced?). Materials to be available printed, CD or down-loadable from the website, and available for purchase outside of the courses.
- The Training area of the website to be developed to be much more interactive and informative
- All public-facing Training Committee members to use IFM e-mail addresses
- All customers, internal and external to have a 'great customer experience'. Customer Charter Standards / Service Level Agreements to be developed for us to adopt.

6. Summary

The next 5 years is an important, exciting and challenging time for the IFM and its development. We will soon be employing a Development Officer to help us meet the Institute's long term objectives. Every part of our organisation must rise to the challenge and opportunities presented. This is the Training Committee's first strategy to play its part in raising its game. I commend it to you and invite your comment to ensure we have the best possible strategy that is fully supported by Training Committee and Council.

David Bunt

Chair, Training Committee

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