

HLG Business Plan 2011 incorporating Marketing Plan

A sub-group of the Committee met on 18 November 2010 to discuss the implementation of the HLG Professional Needs Development Project. Those attending were Richard Bridgen, Imrana Ghumra, Helen Elwell, Chris Thornton and Pauline Blagden. The sub-group worked to the following objectives:

- To consider the report in its wider professional context
- To explore issues around its implementation and establish priorities
- To incorporate priorities for 2011 into a draft business plan for the HLG Committee to discuss
- To identify any other issues that the Committee needs to consider

We looked at the report alongside CILIP's Defining Our Professional Future report and had wide ranging discussions about what the next steps should be. This document encapsulates our recommendations in a draft business plan for 2011 and highlights key issues the Committee might consider.

OVERVIEW

- HLG is well known for CPD study days – a strength which we don't want to lose
- Website should be our chief means of communication as well as being an important resource – our medium and our message (CT)
- Hope to attract a broader membership geographically and bring in paraprofessionals
- Link with CILIP over advocacy – but be perceived as having an independent and authoritative voice on health issues.
- Keep same strategic aims (supposed to run to 2012) though emphasise the overarching theme of Interconnectivity.
- Interconnectivity - recognise there is a lot of overlap – many points could be fitted into several categories
- Links with DOPF not a problem – dovetail nicely!

NOT ADDRESSED THIS YEAR

- Competency framework – don't do this as others exist (CILIP's Body of Professional Knowledge, NHS Knowledge and Skills Framework)
- Committee Structure – can see new structure will be needed as focus of our work changes but not clear yet what would be suitable – therefore suggest that we adopt a flexible approach for 2011 – deliberately task focused – seek volunteers to pick up actions/development opportunities – end 2011 establish a workable structure

ISSUES

- Capacity is our biggest problem.
- Funding - HLG's strong financial position enables us to take things forward but we also need to remember we have a responsibility to mobilise funds for the benefit of our members. Need to clarify as a Committee what we are prepared to pay for.

	Strategic Aim 2009-2012 Interconnectivity is overarching theme	Objectives 2011	Key Stakeholders	Key marketing messages for these stakeholders Effective marketing underpins all objectives	Actions 2011 might include
1	Clarify the identity and aims of HLG	Create distinct identity for HLG through developing an independent website with Web 2.0 functionality and enhanced resources for members	Members and potential members	<p>HLG Membership is an essential part of professional life</p> <p>HLG Membership is good value for money</p> <p>HLG is supportive, responsive and flexible</p> <p>There are many and varied opportunities to engage with HLG</p>	<ul style="list-style-type: none"> • Design spec for website • Quotes • Decision making group • Passworded area for members • Negotiations with CILIP • Identify unique content with costings • HILJ (prize draw/on website)
2	Gain a better understanding of the professional needs of HLG members and potential members	Implement selected findings of the research project			<ul style="list-style-type: none"> • Partnerships with other sectors and local communities eg CILIP branches/CHILL/SHAs/SIGs • Sponsored by/Partners with HLG... • Widen membership to include paraprofessionals and non-CILIP members plus those new to the health sector • Reach out to all parts of the UK • Attract members from a variety of sectors

3	Provide interconnected routes to services through a variety of access points which best meet professional needs of HLG members	Investigate options for new services on website			<ul style="list-style-type: none"> • Web 2.0 tools • Bespoke training • Promotion with CILIP renewals • Resources (eBooks etc) • Skills swap + time bank – mentoring/shadowing/visits etc (2012) • International best practice • HILJ • Value for money • Review bursaries, prizes and incentives • Support chartership/ACLIP (2012)
4	Respond in a timely and authoritative manner to issues of current concern to members, championing the role of health librarians	Develop relationships with CILIP and partners	<p>CILIP</p> <p>Decision makers in health sector</p>	<p>HLG is the expert voice of health information HLG understands the health sector and its members' needs HLG values being part of CILIP HLG will engage with CILIP and contribute to wider professional issues</p> <p>HLG is the expert voice of health information HLG understands the health sectors and its members' needs HLG is part of the leading professional organisation</p>	<ul style="list-style-type: none"> • Develop an advocacy plan • Alignment toolkit • Professional competence • Signposting – highlight advocacy statements – find it easily • Champion HLG at every opportunity
5	Improve communications with all stakeholders	Develop and Implement Marketing Plan	All above	All above	<ul style="list-style-type: none"> • Key messages (USPs) to be reflected on website • Value for Money – why join HLG? • Market specific initiatives to current members and potential members • Contact CILIP – cross marketing • Contribute to wider CILIP

					<p>activities</p> <ul style="list-style-type: none">• Marketing at local events• Website is the main marketing and communication tool• Small grants to sponsor events• Develop closer relationships with subject groups• Review marketing materials
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