

Strategic Planning for The Voluntary Sector

Introduction

This course helps you understand and apply key concepts such as mission, vision and aims, with an in-depth analysis and review of the strategic planning/management process and its application to your organisation. You will have an opportunity to review your organisation's current approach to strategic planning and identify any areas for development and improvement.

What will you learn?

By the end of the course you should be able to:

- Understand the strategic planning cycle
- Describe the mission, vision, goals and objectives of your organisation
- Understand the environment in which the voluntary/community sector operates
- Demonstrate knowledge of internal strategic analysis

Who is this course aimed at?

This course is particularly suitable for organisations which are ready to engage in longer term planning processes and have a sense of the direction and path they want to take; but perhaps are lacking the confidence or experience of undertaking such planning. The course is suited to organisations that are relatively stable and can project their work and activities for at least the next year ahead and probably longer. This course is suitable for both staff and particularly trustees and management committee members of small to medium sized organisations.

What are the entry requirements? (If applicable)

There are no formal entry requirements. Participants should be involved in running and management of a voluntary organisation either in the capacity of trustee/committee member or member of staff with strategic planning responsibilities.

How is it taught?

The course is taught using a variety of methods including small and whole group discussions, exercises, scenarios and tutor input. Emphasis is placed on each student supporting the learning process by working collaboratively and being willing to contribute to discussions and activities and having an interest in the long term development of their organisation. Elements of strategic planning theory are linked to best practice and compared to what happens in the 'real world' of the voluntary sector; to identify where and how improvements can be made.

How will you be assessed?

Assessment will be by a mix of task based activities, plus some written work to evidence your learning and understanding. There will also be a presentation of your organisation's current and future planned developments, in the light of having undertaken some basic analysis of the strategic issues it is facing.

What will you achieve?

If you complete the course successfully you will achieve Open College Network (OCN) Credits at either Level 1 or Level 2. The OCN Credits you achieve are part of a national system for recognising and accrediting the learning you have undertaken on this course. Once you complete this course you can build the number of credits you have achieved by undertaking further short courses as detailed below.

What can you do after this?

There are other courses in the Voluntary and Community short course programme that may support further learning and development of you and your organisation. These include; Business Planning for Voluntary and Community Organisations, Understanding Budgets and Finance and Developing a Fundraising Strategy.

Who are the tutors?

The course is delivered by Iain Sharp. His experience of the voluntary and community sector spans over 20 years in a variety of capacities as; staff member, volunteer, chair of a small national charity and independent consultant.

When does it run?

This is a three day course which includes two nights residency at the College. Courses start at 5.30pm on the first day and finish around 3 pm on the third day. Please check our website or short course guide for course dates. Alternatively you can contact our Short Course office.

Is there a cost?

This course is free if you are claiming certain types of benefits. Otherwise it is £70 for individual learners or learners from voluntary organisations (£195 for statutory/private sector organisations). If you have already received a mandatory grant while studying at a UK institution for higher education there is a £10 surcharge – this is to partly recoup the resultant loss in funding for the College.

How can you apply?

For more information please contact the short course office on 0121 472 0116 or email shortcourses@fircroft.ac.uk. You can apply online at www.fircroft.ac.uk, by post or in person.

