

The Federation Of New Zealand SeniorNet Societies Annual Plan for 2011

2011 has been named the Year of Revitalisation for SeniorNet.

A range of new initiatives will be presented to Learning Centres designed to move the organisation and its Learning Centres to align more closely with technology industry trends. Clearly the trend is toward mobile information and converging technologies – having a single device with multiple functions. The Federation will give encouragement to Learning Centres and seek out resources to assist them in providing learning opportunities with new technologies. This will be done without taking our eye off basic instructional courses and workshops for new adopters of computers, the Internet and associated facilities.

We see a need to better promote the work we do, so, in 2011 the Federation will be more focused on marketing the brand. We will do this by:

- Producing brochures reflecting our new brand and its attributes. Copies of the brochure will be made available to all Learning Centres for distribution within their community
- Providing full colour posters for Learning Centres to promote their operation in their community
- Advertising in community newspapers throughout the country
- Working with a Public Relations company to promote SeniorNet throughout the country in a variety of media.
- Writing articles for publication in magazines targeted at the 50 plus age group.

We will leverage off best practices and encourage Learning Centres to learn from each other. A pilot program will be undertaken to facilitate Management Concept workshops in at least 10 Learning Centres. We will gauge the success of these and make the program available nationwide to all Learning Centres if appropriate.

The need to have consistent teaching manuals is seen as essential. A national panel of not less than five people drawn from Learning Centres throughout

the country will provide the Federation with recommendations and guidelines for teaching manuals. It is hoped a design template will emerge from this group.

With the growth of Mac based products – now 22% of computers being sold to consumers are Apple Mac – the Federation concludes that wherever possible all Federation SeniorNet Learning Centres should cater for this market and offer tuition with both PC and Apple computers. The Federation will support this with arranging preferential purchasing arrangements for equipment and with Regional Tutor training sessions to kick start the initiative.

In addition the Federation will continue to provide the best value possible to its member societies. This will be achieved with learner hour funding, the group insurance scheme and member's discounts. The Federation targets itself to achieve a similar return to its member societies in 2011 as it did in 2010. The capped funding received from the TEC coupled with a likely increase in demand for Learner hour funding, due to the revitalisation programs, will undoubtedly have some impact.

As in previous years the Federation will:

- Achieve the highest possible level of funding for Learning Centres through the processes developed in 2007 and refined in subsequent years. The minimum rate will be \$2.00 (+ GST if applicable) per Learner Hour. The Federation will endeavour to raise this rate through continued negotiations with the TEC for improved levels of funding and through enhancement of its additional funding streams plus others to be developed.
- Endeavour to negotiate commercial sponsorship agreements with like-minded organizations. TelstraClear have proved to be a valuable supporter both in financial terms and in kind. The Federation will nurture this support and encourage its members to support TelstraClear as their telecommunications provider.

- New courses material shall be sourced for Learning Centres and made available at the least possible cost in an endeavour to provide consistency and high quality. Outputs from the Teaching Manuals National Panel shall be implemented.

Specifically the Executive Officer of the Federation has been set the following objectives which also forms part of the Federation plan for 2011.

- Maintain a National Quality Assurance Measurement System aligned to the requirements of the contract the Federation has with the T.E.C.
- Visit a minimum of 50 Learning Centres to:
 - Undertake Quality Assurance awareness sessions with key personnel.
 - Demonstrate emerging technology to members by way of interactive presentations.
 - Provide enthusiasm and encouragement to continue the learning process.
 - Assist with promotion of the facility within the community.
 - Produce a brochure suitable for nationwide distribution
 - Provide portable banners for events such as open-days
 - Facilitate advertising nationally and locally
 - Produce a poster suitable for nationwide distribution
- Attend at least 8 Regional Meetings of Learning Centres and provide timely reporting to attendees on matters relating to Quality Assurance and Federation information. Proactively encourage feedback to the Federation.
- Encourage Regional Tutor Training Days and assist with organizing and delivery.
- Maintain liaison with stakeholders thus ensuring SeniorNet meets the technology learning needs of seniors. Such liaisons will include:
 - Government and Crown agencies

- Political leaders – Central and Local government
 - Other community education providers
 - Service organizations operating within the senior age groups
- Seek out additional revenue streams that will assist with the funding of the Federation. The target sum for 2011 will be 30% of total revenue.
- Maintain liaison with sponsors/supporters to ensure maximum benefit is being achieved for both parties.
- Provide support to the Federation Learning Centres on matters of administration, technical, and training resources.
- Be the single national point of contact for the Federation, for:
 - Potential new members
 - Third party enquires – commercial and non-commercial
 - News media enquiries and comments – Spokesperson
 - The T.E.C in respect to funding applications and procedures
 - Maintain a national office and the administration aspects thereof
 - Calls to 0800SENIORNET
 - Respond to emails generated from the Federation website
 - Take the lead with the Revitalisation Program and encourage Learning Centres to make the necessary moves to achieve desired outcomes.
 - Seek out additional purchasing privileges for Federation Learning Centres and their members.

In summary, 2011 will be a busy year for the Federation with a wide range of additional activities for Learning Centres to grasp, whilst at the same time maintain foundation skills training in a friendly environment for new entrants as well as those with a basic understand of technology. It will be a year of revitalisation.

End of Plan