

ClfA STRATEGY AND VALUES

What is important to us and what we are doing about it

About ClfA

We are the leading professional body representing archaeologists working in the UK and overseas.

We are the voice for archaeologists, bringing **authority**, **recognition** and **respect** to our profession.

We promote **high professional standards** and **strong ethics** in archaeological practice.

We increase the benefits that archaeologists bring to society.

Terms we use in this document

We/ClfA: the entire membership and staff of ClfA – all of us

Professionalism: being demonstrably competent, accountable and ethical, and acting in the public interest

The profession: ClfA-accredited archaeologists, or those on other credible professional registers

The discipline: all archaeologists

The industry: all paid archaeologists

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ClfA accreditation recognises professionalism in archaeology
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Our values: bringing archaeology to the public

Archaeologists study the past through its physical remains and those remains have meaning and value for people. ClfA recognises that archaeologists have a responsibility to the public to care for the historic environment and share new understanding of the past. We may have duties to our clients, and our own research interests, but we act together to serve the ultimate client, the public. We have a duty to reach more people, and to encourage them to engage with, not just consume, archaeology in ways that enhance lives.

Why this is important

The historic environment is fragile. Many of the ways archaeologists investigate it are destructive, so they only get one chance. What they touch and how they interpret it can enrich and sustain, but they can also damage and offend.

ClfA believes the value and sensitivity of what we do means we need to work

- ethically
- with expertise and restraint
- to established, shared standards.

Archaeology as a profession

To embed these values in the daily work of archaeology, we need to prescribe ethical behaviour, and set standards for products and processes and the competences our members need to achieve them. The framework for these things is common to all disciplines, and it is called professionalism.

What it means to be professional

Professionalism means

- practising an occupation with skill
- demonstrating and maintaining competence
- agreeing to be accountable for acting ethically
- acting in the interests of society.

Any archaeologist, whether paid or volunteering, should behave professionally. We need to encourage them to show their competence, ethical awareness and trustworthiness. All archaeologists are part of the *discipline* of archaeology; employed archaeologists may be part of the *industry* of archaeology, but only those demonstrably competent, ethical and accountable can be considered part of the *profession* of archaeology.

Our professional institute

The mechanism for providing the professional framework – the ethical code, the standards for competence and practice, and for investigating allegations of improper practice – is the professional institute.

In archaeology, ClfA plays that role.

- Ethical principles, based on our values, are set out in our *Code of conduct*
- Our standards prescribe outcomes that benefit the public
- Our guidance describes good practice for achieving those outcomes
- We provide the criteria and accreditation processes to demonstrate the competence of individual archaeologists and organisations
- We are committed to maintaining skills through Continuing Professional Development
- We have a professional conduct process to enable accountability
- We provide resources and opportunities to help our members develop and promote their professionalism.

Professionalism: a summary

<p>WHAT is professionalism?</p> <ul style="list-style-type: none">• working in the public interest• adhering to an ethical Code of conduct• being assessed for and demonstrating competence• maintaining and building skills and knowledge• being accountable under professional conduct processes	<p>HOW do we accredit professionalism?</p> <p>We</p> <ul style="list-style-type: none">• assess applications rigorously and transparently against our standards• investigate professional conduct fairly and robustly against our standards	<p>WHY is accredited professionalism important?</p> <p>It</p> <ul style="list-style-type: none">• encourages ethical practice and better service• raises the profile of archaeology• encourages recognition of archaeologists' skills and integrity• builds careers	<p>BENEFITS of working with accredited professionals</p> <ul style="list-style-type: none">• clear distinction from those who have not committed to sector standards• available recourse where unprofessional conduct is suspected• reduction of risk• trustworthiness
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ClfA's Code of conduct defines how a ClfA-accredited professional should behave in archaeological practice

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Putting our values to work

The values we have set out here drive ClfA's new strategic plan. This gives us a ten-year framework for using our limited resources through annual business plans, with a review after five years. The plan makes all parts of ClfA coordinated and effective. It guides the annually reconstituted Board, Advisory Council, committees, groups, and a changing membership and staff, helping everyone stay focused on what we need to achieve. It means we can alter approaches, but not objectives, according to changing circumstances.

We will

- prioritise promoting the public benefit that professionalism in archaeology brings
- show that archaeologists have skills, responsibilities and a value to society equivalent to other professions
- encourage archaeologists to have pride in their professionalism.

How are we going to do this?

To realise archaeology's potential for research, the environment, the economy and the enrichment of people's lives, there are practical steps we need to take.

1 Develop archaeology as a career

We need all professional archaeologists to have appropriate skills, integrity and versatility. **We will**

- create new initiatives to help build careers
- seek to overcome practical disadvantages that make archaeology a less attractive career than it should be.

2 Reflect our discipline better

Archaeology is a multidisciplinary, collaborative discipline and we should be a multidisciplinary collaborative profession. ClfA needs to regulate, support and represent all specialisms in archaeology: all branches of the profession are important. Currently, not all specialisms are equally engaged, or feel equally encouraged to engage, with us. **We will**

- make our standards for accrediting competence, training and qualifications applicable and appropriate across specialisms and roles, using the expertise of Special Interest Groups
- seek to attract and accredit under-represented parts of the discipline.

3 Extend our reach

Archaeology is global. ClfA's code and standards should apply wherever members work; ClfA has no national boundaries. Using the insights of our national Area Groups, we will make our *Code of conduct* and standards applicable and appropriate in countries seeking ClfA's influence and experience, and where we could make a difference.

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To ensure that archaeology adds value to business and to society, we need to carry it out with professionalism

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4 Be more inclusive

Archaeologists work for all the public, but many parts of society are not reflected in the discipline or profession of archaeology.

To change this, we will

- work with others to create a more diverse and equal discipline
- ensure that there are no barriers to professional accreditation other than competence
- work with others to reduce unfair obstacles to gaining the necessary competence
- aim for a profession that is at least as diverse as the discipline it draws on.

5 Strengthen our institute

It is vital we reflect the needs and aspirations of our profession. **'We' are everyone who is accredited by ClfA or who supports ClfA through non-accredited membership** – not just our Board, Advisory Council, committees or staff. We may be few, but we are rich in talent. The governance of ClfA – and verifying all our processes for measuring compliance with standards – is demanding, so we need to draw on that talent. **We will**

- strengthen communication between the different arms of ClfA, including between those engaged in governance and the 'ordinary member'
- encourage more members to become involved in ClfA's work, at every level, and to take advantage of the opportunities that provides
- foster a sense of shared responsibility and ownership in our institute.

With a larger and more diverse membership, that is more representative, we would have more influence over our discipline and those it works with. **We will**

- actively recruit archaeologists into the professional family
- explain better how important professionalism is to the public and clients – and to archaeologists
- offer leadership to our discipline.

6 Protect archaeology through advocacy and challenge

The public value of professional archaeology justifies ClfA to lobby for improvements to laws, policy and practice affecting archaeology. The better our contribution is understood, the more archaeologists are listened to and respected. We need to build on our advocacy successes. **We will**

- argue for improvements to law and policy affecting archaeology
- advocate for regulatory regimes to recognise and trust professional standards in archaeology
- challenge regulations and practices that obstruct professionalism, and that disadvantage those who practise ethically.

If you would like more detail about how we are putting our values to work, you can find our strategic plan here: www.archaeologists.net/mission

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*By promoting professionalism and professional recognition
ClfA helps attract talent and develop careers*

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