

## GT 2.2 Groups three-year plan guidance and template

Within the **three-year plan**, groups should identify activities they wish to carry out over a three-year period and plan for succession. The plan also enables CIfA staff to see what may be coming up each year across all the groups, allowing us to schedule time needed for support and identify where there are potential overlaps with other groups and opportunities for collaboration. Staff are there to help groups undertake activities where required, but we need to know in advance.

The three-year plan template is a table which groups can complete to indicate what activities they wish to undertake over a three-year period. A list of common and optional activities is provided, but others can be added. Groups can indicate an intention to hold an event without needing to identify specific themes or details, although rough ideas are always useful.

A fourth-year column is included in case the plan is put together towards the end of one year, or if anything needs to be noted to be included in following plans.

There are some activities which we expect groups to undertake, including communicating with their group members, this can be a newsletter or just a short bulletin after each meeting or regular points through the year to keep members informed about the group's activities. CIfA may request the group to undertake other activities, like specialist matrices or reviewing Standards, but otherwise it is up to you what to focus on.

**Ideally the plan should be adopted by the committee and group members at the group's AGM and be discussed at every committee meeting to keep the committee focused.**

**The template is provided on the next page to assist.**

The Groups toolkit ([www.archaeologists.net/groupstoolkit](http://www.archaeologists.net/groupstoolkit)) provides additional documentation and guidance for groups to use – from the events planning checklist, through to the funding request form, we hope we have everything covered. If we don't, your first port of call is your Group Coordinator.

## Three-year plan

### Group name

CIfA Deutschland

### Preface

The CIfA Deutschland group came together informally in mid-2017, when German archaeologists accepted CIfA's proposal to lend its knowledge in forming a professional association in Germany. CIfA Deutschland was recognised as an "area group" at the beginning of 2018, and the first formal AGM and election of the committee took place in June 2018. Since then, the following has been achieved: translation of all essential CIfA documents into German; growth in membership; compiling all necessary information for the German audience in the German language on CIfA's website and the CIfA Deutschland website; establishment of a newsletter for CIfA Deutschland members and the wider German archaeological community; a systematic survey on salary benchmarks in German archaeology; creation of a series of papers related to the profession of archaeology: „Arbeitspapiere CIfA Deutschland“ (~ CIfA D working papers), published in a widely distributed journal (*Archäologische Informationen*); adaptation and alteration of CIfA's RO scheme for Germany which made it compatible with German law; creation of a statute for CIfA Germany according to German law and registration as an "e.V." ('registered association') with the German authorities; drafting Advocacy Objectives for Germany. Our founding phase ended with the AGM in December 2021. The current phase should primarily be a growth phase: CIfA Deutschland needs more individual members and more ROs. To achieve better recruitment and retention, we also need something we can offer our members (i.e. more perceived benefits). Therefore, all activities will focus on these two fields. Communication, marketing, and visibility are key here.

### Period of three-year plan (eg April 2019 – April 2022)

June 2024 – June 2027

### Date plan adopted (at AGM)

September 2024

### Current membership numbers

CIfA members – 119

Non CIfA members – 0

(Please note: According to the CIfA Deutschland group's constitution, it is not possible for non-CIfA members to join the group.)

	Year one	Year two	Year three	Year four
<b>Committee meetings (monthly via Teams) and AGM (via Zoom / Teams)</b>	2024/2025	2025/2026	2026/2027	

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Spring	Monthly 1 in person meeting	Monthly 1 in person meeting before / after Group conference	Monthly 1 in person meeting before / after Group conference	
Summer	Monthly	Monthly	Monthly	
Autumn	Monthly AGM (no later than September)	Monthly AGM (no later than September)	Monthly AGM (no later than September)	
Winter	Monthly	Monthly	Monthly	
<b>Membership</b>				
Recruitment (individual CIfA members & ROs)	<p>Liaising with CIfA staff about obtaining marketing expertise on recruitment and possible member befits for Germany</p> <p>Checking current English-medium CIfA recruitment material to see whether some of it can be used in Germany</p> <p>Preparing a concept for a new series of online- and/or in-person lectures and/or workshops</p> <p>Hosting meetings of the AK Archäologiefirmen, the CIfA Deutschland working group for archaeological companies</p> <p>Hosting monthly informal online meetings ("Stammtisch"; comparable to the CIfA teabreaks) of the AK</p>	<p>+5% members + 100% RO Applications</p> <p>Liaising with CIfA staff regarding the creation of a recruitment and membership benefit plan for Germany</p> <p>If feasible, translate relevant CIfA recruitment material</p> <p>Giving online- and/or in-person-lectures and/or workshops</p> <p>Hosting meetings of the AK Archäologiefirmen, the CIfA Deutschland working group for archaeological companies</p> <p>Hosting monthly informal online meetings ("Stammtisch"; comparable to the CIfA teabreaks) of the AK</p>	<p>+5% members + 50% RO Applications</p> <p>Liaising with CIfA staff regarding a marketing campaign for CIfA Deutschland based on recruitment and membership benefit plan for Germany</p> <p>If relevant, use translated material for recruitment</p> <p>Reviewing the concept for the series of online- and/or in-person lectures and/or workshops and making necessary changes if applicable</p> <p>Hosting meetings of the AK Archäologiefirmen, the CIfA Deutschland working group for archaeological companies</p> <p>Hosting monthly</p>	

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	Arbeitnehmer:innen, the employee working group  Supporting the salary benchmark discussions of the AK Archäologiefirmen and AK Arbeitnehmer:innen	Arbeitnehmer:innen, the employee working group  Supporting the salary benchmark discussions of the AK Archäologiefirmen and AK Arbeitnehmer:innen	informal online meetings ("Stammtisch"; comparable to the ClfA teabreaks) of the AK Arbeitnehmer:innen, the employee working group  Supporting the salary benchmark discussions of the AK Archäologiefirmen and AK Arbeitnehmer:innen	
Specialist competence matrix development/review	Evaluating if a specialist competence matrix is needed for Germany	If necessary, draft a specialist competence matrix for Germany	If necessary, implement and promote new specialist competence matrix in Germany	
Standard & Guidance development/review	Review of the existing translations of the standards	Selection of standards and guidelines in need of editing / translation and start of translation work	Finalising necessary standards and guidelines edits / translations	
<b>Communications</b>				
Newsletter or update bulletins (at least 4 per year) (expected)	3-4 times a year  Sent to non-members, too  Review of newsletter process	3-4 times a year  Sent to non-members, too  If necessary, drafting changes to newsletter process	3-4 times a year  Sent to non-members, too  If necessary, implementing changes to newsletter process	
Social media (LinkedIn/ twitter/ Facebook/Email)	Collaboration with DGUF  distributing content via ClfA-office  Membership-Emails  Mails to companies and individuals	Collaboration with DGUF  distributing content via ClfA-office  Membership-Emails  Mails to companies and individuals	Collaboration with DGUF  distributing content via ClfA-office  Membership-Emails  Mails to companies and individuals	

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	interested in CIfA Liaise with CIfA staff regarding setting up a LinkedIn account for CIfA D	interested in CIfA Liaise with CIfA staff to draft a comms strategy for CIfA D's LinkedIn account	interested in CIfA Using LinkedIn to promote CIfA and relevant CIfA D activities to a German audience	
Collaboration with other groups	International practice group Create account and get acquainted with CIfA Groups Knowledge Hub	International practice group Use of CIfA Groups Knowledge Hub to connect with other groups and evaluate potential for future collaborations	International practice group Use of CIfA Groups Knowledge Hub to connect with other groups and initiate collaborations (if feasible)	
Group member/subject survey	Exit survey for German members leaving CIfA Drafting a membership survey to understand why German archaeologists become CIfA members, which topics and benefits interest them, etc.	Exit survey for German members leaving CIfA Conducting a membership survey among German members and analysing the results	Exit survey for German members leaving CIfA Liaising with CIfA staff to implement learnings from the German membership survey	
<b>Events (Events Manager support)</b>				
AGM event/ Day conference	AGM on 14 September 2024 Annual conference in spring 2025	AGM (no later than September) Conference and / or Fair presumably in February / March 2026	AGM (no later than September) Conference and / or Fair presumably in February / March 2027	
CIfA conference session	N/A	N/A	N/A	
CPD workshop(s)	Include questions about CPD topics in membership survey (see above)	Development of a CPD programme based on results of member survey	Implementation of the developed CPD programme	
<b>Publicity</b>				
Group banner	Available	Available	Available	

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Group postcard	Basic CIfA Deutschland, RO and Students-flyers are already available and up to date  Creating flyer for accreditation, updating CIfA D poster and finalise German version of 'About CIfA' booklet	Update flyers and other promotional material if necessary  Check whether any new promotional material is needed	Update flyers and other promotional material if necessary  Check whether any new promotional material is needed	
Website page updates	Update content on CIfA and CIfA D website	Regularly updating and expanding website	Regularly updating and expanding website	
Professional practice paper	None	None	None	
<b>Other activities</b>				
	Advertising RO scheme and professional accreditation  Help CIfA find more German assessors for accreditation and RO committees / inspection panel	Advertising RO scheme and professional accreditation	Advertising RO scheme and professional accreditation	
	Advertising best practice and strengthening awareness of ethics in German archaeology	Advertising best practice and strengthening awareness of ethics in German archaeology	Advertising best practice and strengthening awareness of ethics in German archaeology	
	Maintaining and expanding our communication network with other German organisations and for archaeological companies	Maintaining and expanding our communication network with other German organisations and for archaeological companies	Maintaining and expanding our communication network with other German organisations and for archaeological companies	
	Strengthening CIfA's awareness of its	Advocating for internationality	Advocating for internationality	

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	internationality	within CIfA	within CIfA	
	Recruit new members for the committee to replace retiring committee members	Fill any remaining spots on the committee (if possible)	Recruit new members for the committee to replace retiring committee members and fill any additional free posts (if possible)	
	Check CIfA toolkits and e-learning modules etc. to see if they are relevant for German CIfA members	If toolkits and e-learning modules are relevant for German members: advertise them more, include prominent links on German website, advertising through newsletter, etc.		