



Centre for the Advancement of
Interprofessional Education

Promotion Task Group

TASK GROUP NAME:	Promotion
GROUP LEAD:	Richard Pitt
GROUP MEMBERS:	Jenny Ford, Pat Bluteau; Ivan Birch, Linda Eyre, Debbie Holmes, Emma Beal, Pip Hardy & Kate Parkin
Review Date	June 2017
BRIEF STRATEGIC STATEMENT	
Improve CAIPE's visibility and engagement through the web site and social media	
PROPOSED ACHIEVEMENTS	
<ol style="list-style-type: none"> 1. Increase membership 2. Increase engagement of membership 3. Review effectiveness of web site 4. Engage in development of new website 5. Develop a repository of Reusable Learning Objects for members 6. Review access to resources for members 7. Reach the wider community 8. Advise membership levels to be developed 9. Increase social media activity 	
OUTCOMES	
<ol style="list-style-type: none"> 1. Corporate membership increased by 5 and 2 renewals following 2year lapse 58 individual, 29 corporate, 130 students, 9 service users 5 new individuals and 3 new students since the AGM. 2. Limited development as awaiting new website launch 3. Fitness for Purpose & Functionality completed December 2014 4. Selection of web provider completed March 2016, decision on cataloguing resources achieved June 2016 5. Exploring developing e-learning through Massive Open Online Course (MOC), uploading you-tube resources. 6. Development of website will allow membership specific access so resources can be developed and catalogued for each membership category 7. Planning to target HEI's known to deliver IPE but not Corporate members by October 2016 and then remaining HEI's by December 2016; Launch of new website to wider community 8. Paper on proposed membership levels tabled at Board going to executive August 2016; exploring collaboration with HEA 9. Twitter account now Following 325; 700 Followers and achieved 3668 tweet 	
TIMELINE	



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1. February 2015/2016
2. April 2015 /2017
3. December 2014
4. June 2016
5. 6. 7. 8. 9. Ongoing and to be determined on the change of web site provider