IIC Electronic communications strategy

Strategy

1. To provide an electronic management system that ensures the effective operation of IIC, co-ordinated with the paper systems.

2. To enable the capture and analysis of data for the benefit of and engagement with members

3. To facilitate communication with members and promote IIC activities.

4. To facilitate the communication between all those interested in the preservation of heritage whether members or non-members of IIC.

5. To provide a rich resource of IIC generated information, policy and governance.

6. To provide links to external sources of information and discussion.

7. To ensure sufficient resources for the sustainable operation of IIC's electronic communications .

8. To build engagement with IIC and to encourage membership of IIC

Three year plan

1. Integrate the Sage system with other IIC databases

2. a. Make it easy for website users to enter data and to search and use data.

    b. Using data gathered on individuals and usage, provide analysis on the profile of users and the issues of current or growing importance.

    c. Audit annually to ensure that the operation of the website and usage of data complies with developing legal and ethical standards.

3. a. Provide to members all governance information and interaction electronically.

    b. Provide information on and links to IIC regional and national groups.

4. a. Provide for users monitored social media facilities linked to issues.

    b. provide a regularly updated job listing

    c. provide a regularly updated conference and events listing

5. a. Provide (or provide links to) a searchable electronic archive of all IIC publications.

    b. Provide access to all IIC public governance information

6. Provide links to related conservation and heritage sites

7. a. Develop a personnel plan for ensuring adequate, sustainable, volunteer and paid staffing of IIC's electronic operations.

    b Develop a plan for ensuring adequate, and sustainable hardware and software resources.

    c. Ensure sufficient funds are available for implementation of the strategy and liaise with the IIC Treasurer.

8.   a. to promote access to and use of IIC's electronic communications

         b. to link the benefits of IIC membership with its use

Appendix – Resources

Physical resources

IIC controlled	*Controlled externally*
Web site pages	Maney (SiC)
Database and components	Atypon (SiC)
NiC	JSTOR (SiC)
SiC	Twitter
Sage (accounting system)	Linkedin
Subvention from core funds	Facebook
Advertising income	IMechE IT hardware
	Domain hosting
	Hardware supply and maintenance
	Grants for project funding

Personnel resources

Internal to IIC	*External to IIC*
Trustees: DoC, DoP	IMechE IT staff
Volunteers: Webmaster(s) and editors, SiC editors, Facebook coordinator and team, twitter coordinator and team, Linkedin coordinator and team	Bailey computer maintenance
	Maney
	Users
Office staff: NiC editor	

On Hold

Enable members to allow access to their information for commercial purposes.

Provide a portal to online conservation student theses.

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