



PaSTA Proposal - Three-Year Plan

Introduction

In April 2015 NaSTA affiliates voted in favour of the following motion: the creation of the NaSTA alumni association as its own entity. The Association resolved to create a steering group who would create PaSTA as an organisation in its own right.

Over the last 12 months we have been looking into this, and we have prepared a three year plan detailing - sometimes briefly - the steps we would take to create and maintain the existence of such an organisation. This plan can be read below.

Signed:

Daniel Orton, Chair
Karl Taylor, Secretary
Leah Blackaby
Hugh Blackstaffe





PaSTA Proposal - 3 Year Plan

Year 1: April 2016 - April 2017

April 2016

PaSTA, or the NaSTA Alumni Network (henceforth referred to as NAN, for the sake of ease - a name change is proposed as part of the relaunch in April 2017), is created - separate from NaSTA.

Affiliates present at the AGM are encouraged to sign up to NAN, with more information being sent to them in the near future.

The existing steering group continues to build NAN over the next 12 months, ready to relaunch and hand over to a Board of Trustees in April 2017.

A fifth member, to be content co-ordinator (website editor), will be appointed.

Structure:

Chair

Secretary

Social & Marketing Co-ordinator

Training & Career Development Co-ordinator

Content Co-ordinator (Website Editor)

But roles are flexible, we have this year to see what works / what doesn't etc

A constitution is drawn up detailing the following:

- Objectives
- Membership
- Officers; duties and powers of officers
- Meetings and programs; general timing of meetings
- Dues; members to association, control of funds
- Communication – regular; content and timing of newsletters
- Major activities and work projects; conferences, social events

A simple one page mission statement should also be written, either in addition to the constitution or instead of.

Discuss with the NaSTA Exec areas of mutual interest, or 'overlap', whereby the two organisations can help each other.





May 2016

Student Television stations affiliated with NaSTA are encouraged to begin the process of appointing Alumni Liaison Officers to their committees. These individuals will work with NaSTA Regional Officers and directly with the Alumni Training & Career Development Co-ordinator and Social & Marketing Co-ordinator to assist in organising networking events, talks, and mentoring opportunities with Alumni for NaSTA members. Their point of contact on the steering group would be the Training & Career Development Officer.

We will aim to organise one regional event with alumni involvement in each region throughout Year 1.

Work is started on a website, or micro-site on the NaSTA site, detailing what NAN is, who the steering committee are, and we begin to populate it with relevant content - interviews with alumni, cv advice, interview tips, career profiles, the PaSTAcast. The writing of such content can be split between the steering group members.

June 2016

An email is sent to all those who signed up at the AGM detailing the progress that has been made so far, and making them aware of events that will be coming up. This will be the precursor for a monthly newsletter.

A web newsletter building provider will be chosen and set up.

University alumni groups and student television stations are approached to find out if details of not so recent alumni who may have been involved in student television can be obtained. Not so recent alumni are contacted, and asked if they would be interested in joining / being involved with NAN.

Social Event: London

July 2016

The steering group should aim to meet up in person for a progress / strategy meeting.

Social media strategy decided on. We should be looking at increasing our social media followers by at least 25% before April 2017. Social media in this case includes Twitter, Facebook, and LinkedIn.

Social event: South England

August 2016

Summer break





September 2016

Approach companies about having a presence at NaSTA events, promoting their grad schemes, etc.

Meeting with NaSTA Exec to deliver report on progress so far and what's still to come.

Social event: Scotland

October 2016

Trustee candidates proposed and invitations sent to chosen individuals. Number of Trustees TBC. Work with alumni officers at stations to get recommendations.

Social event: West Midlands

November 2016

Networking event (small scale): London

Social event: East Midlands

December 2016

Christmas break

January 2017

Board of Trustees finalised, each able to bring something different to NAN. They should be chosen in a similar way to how the Open Category panel is selected. There will be a Chair, chosen from among the Board members themselves. The Board will replace the steering group in April, post-NaSTA 2017, and will collectively oversee the areas covered by the steering group. In Year 2 they will look into making further appointments into specialist areas (see pg. 5).

Social event: Wales

February 2017

Social event: North East

March 2017

Final details ironed out for relaunch the following month

April 2017

PaSTA (NaSTA Alumni Network) is re-launched (with a new name) at NaSTA Awards and Conference 2017, having had involvement in providing judges for the award categories and with involvement in the conference workshops.





The conclusion of Year 1 will see a move from a steering group to an established governing body. We will have a better idea of key specialisms and focal points for content / activity that the alumni can take a lead on.

We will have held social events in every NaSTA region, reintroduced content production such as PaSTAcast, and begun to provide more like it.





Year 2: April 2017 - April 2018

If Year 1 was about establishing NAN, Year 2 will focus on consolidating it - with particular attention on formalising the administration, etc. The smooth running of NAN by the Board of Trustees will see to this. Bear in mind the constitution and mission statement. Fundraising should also be a priority.

Goals to achieve

- Appointment of specialist roles (drawn from within NAN), outside of the Board of Trustees. The Board will have a better idea of what these roles need to be by the end of Year 1, but some suggestions are as follows:
 - Newsletter / Website Editor
 - Archiver
 - Social media manager
- Fundraising model in place (not including membership). Here are some suggestions as to where this money could come from, discussions with NaSTA Exec will take place:
 - % of NaSTA affiliation fee
 - Merchandise
 - Sponsorship - sponsor for the Open Category, goes to NAN rather than NaSTA
- The sending out of a monthly newsletter
- A detailed directory of members
- Honorary President appointed. We (the steering group) feel bringing in an industry heavyweight as NAN's honorary leader would really give us some clout / oomph / pulling power / words to that effect
- Five social events across the UK
- Five networking events across the UK - focus on key media / student cities:
 - London
 - Bristol
 - Manchester
 - Glasgow / Edinburgh
- Monthly meetings of the Board
- Ongoing presence at universities
- Have at least one member of the Board attend regional conferences / networking / social events
- Mentoring scheme in place
- Social media followers doubled year on year





Year 3: April 2018 - April 2019

From the consolidation of Year 2 to maintaining and further development. Maintain a positive relationship with NaSTA, and develop social and networking reach - increase the scale, basically.

Goals to achieve

- Develop the role of NAN to support the NaSTA Exec in areas they have 'shelved' by using the expertise of alumni.
- An annual BIG event for alumni in place; the alumni equivalent of the NaSTA weekend. The structure and content of this annual big event will be shaped by how the smaller scale regional based events are received.
- Educational resources (articles, video series) for alumni and students in one place
- Work experience / shadowing days / intern schemes with companies in place
- Social media followers doubled year on year
- Five social events across the UK
- Three social events in London
- Explore networking events in other cities not covered in Year 2





The role of the Alumni Officer in the NaSTA Constitution

We are proposing that the role of Alumni Officer as a non-executive member of the NaSTA Executive Committee be abolished, and the responsibilities of that role be absorbed into the NaSTA Alumni Network (NAN) Board of Trustees. Therefore all reference to the Alumni Officer should be removed from the NaSTA Constitution.

As follows:

Section 5, 4.1, a - g) removed, all these responsibilities will move to NAN

Section 5, 4.1, h) removed

Section 8, 2.1, d) removed

Section 8, 3.2, a) removed

Appendix V, 3.3, b) the idea of a report from NAN at the NaSTA AGM is up for debate, it is the Steering Group Chair's recommendation that it be removed

