**LOG ON TO CARE OPERATIONAL PLAN**

**APRIL 2012-MARCH 2013**

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| **AREA/ACTION** | **WHO** | **WHEN** |
| 1. **PROJECT STATISTICS AND LMS**

**Milestone: Aim for +3,000 completed courses for 2011-12, and cut down incomplete courses to under 40% of total*** **Send monthly reports out to all partners (including all web statistics)**
* **Skylands to complete a major design re-vamp of the Learner management system to create a new look home page, and categories for the Modules**
 | **LOTC Project Team****David****Jon Turner** | **Review monthly and quarterly****Generated by Skylands monthly to send to partners****Completed by end of May and presented to Partners meet in June** |
| 1. **WEB SITE**

**Milestone: Aim to hit +1,000 visits a month on the web site, and 1,500 people registered for Newsletter and E-Community*** **Minervation to migrate the site to “word press” system away from Phaedrus, which will have significant benefits in functionality and automation**
* **New stock images created for the LOTC site, and review of ways in which we can use Social Media**
 | **Doug Badenoch****Doug Badenoch** | **Completed by July****Completed in April** |
| 1. **DEVELOPMENT OF NEW MODULES**

**Milestone: Aim to have another 12 Modules available on the site during the course of the 2011-12 year, at least 2 of which we have created from source*** **Create a “pending” and “wish list” of impending and possible Modules to add to the site**
* **Get the 4 new Management Modules from GHG on the site**
* **Start work on creation of our own 2-3 new Modules; one due in May, one June/July and one in autumn**
 | **LOTC Team****David****David/Jon****David** | **March 2012****End April 2012****Ongoing** |
| 1. **ONGOING FUNDING FOR PROJECT 2012-13**

**Milestone; Create a funding model that guarantees sustainability beyond 2012-13*** **Compile a working document outlining different funding options for the project, beyond March 2013**
* **Implement changes as agreed with Partners group, and review during the year**
 | **David****David/John** | **September/October Strategic group****Ongoing** |
| 1. **PARTNERSHIPS**

**Milestone; robust, effective partnership; feedback from them at the end of this year*** Maintain an ongoing relationship with NHS CLU for use of Modules through 2012-13
* Meet with SCIE to see where their direction is for the coming year, and possible partnership work
 | **David/John****David/John** | **Next meeting; June****Ongoing** |
| 1. **USER GROUPS/ENGAGEMENT STRATEGIES FOR LOCAL AUTHORITIES**

**Milestone; well received, effective opportunities for organisations to network, get project updates, and use Modules effectively in as many of the Local Authority areas as possible*** Quarterly User group meetings in Oxfordshire, Bucks, West Berkshire, Central Bedfordshire and Milton Keynes
* Meet with all Local Authorities in the spring and autumn to review success of engagement strategies, whether they be User groups, “bespoke” approaches or training sessions
 | **David/Local Authority contacts****David/LA contacts** | **Ongoing****Spring and autumn 2012** |
| 1. **MARKETING**

**Milestone: Positive awareness of the project across the Thames valley and Chilterns, and beyond*** The project Team to send out monthly E-Newsletters on all aspects of the project, and news updates about the Thames valley and Chilterns area
* LOTC Team to attend appropriate Conferences, showcase events etc. to promote the project
 | **David/Doug****David/John** | **Monthly****Ongoing** |
| 1. **BUDGETS**

**Milestone: Stay within allocated budget, and keep partners updated quarterly*** John to produce Budget update for each partner meeting
 | **John** | **Ongoing** |