**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** |