

Unit AH1 Develop the organisation's education and learning strategy

Elements

AH1.1 Develop the organisation's interpretation and learning strategy

AH1.2 Develop a programme to implement the interpretation and learning strategy

Unit Commentary

This unit is for archaeologists who have responsibility for designing and implementing the strategies and policies of the organisation for interpretation and learning programmes which may have a specialist purpose or be directed towards the wider public. It is important to devise a strategy for the use of the organisation's resources in terms of education and learning. This involves: reviewing the organisation's current interpretation and learning strategy; the available resources; current and potential users and their learning styles and their needs; and involving potential partners that can help with the delivery of the programme.

Using this information, current strategies may need to be revised and programmes may need to be developed to implement the education and learning strategy. This will involve ensuring that the programme is in line with the policies of the organisation both in terms of internal and external users, so that resources are identified and secured and innovative and creative learning approaches are encouraged.

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AH1.1 Develop the organisation's interpretation and learning strategy

Performance Required

This will involve:

- a) Ensuring you understand the organisation's policies and guidelines for internal and external learners
- b) Reviewing the organisation's current **interpretation and learning strategy** and the available resources
- c) Consulting with **stakeholders** to ensure the strategy fulfils their requirements
- d) Identifying clearly the constraints affecting user education and assessing their **impact**
- e) Identifying potential partners to help with the delivery of the programme
- f) Identifying target audiences, their different learning styles and methods for accommodating them
- g) Exploring thoroughly the possibilities for education and learning, and generating new ideas
- h) Identifying realistic, measurable aims and targets for the strategy
- i) Ensuring that the strategy is in accordance with relevant legislation, organisational guidelines and best practice
- j) Evaluating and revising the strategy on a periodic basis

Occupational Context

1 Interpretation and learning strategy

- activities
- structure
- content
- delivery
- accreditation arrangements
- learning development
- review

2 Stakeholders

- local and central government
- community groups
- teachers and parents
- education bodies
- special interest groups
- training providers
- specialist / professional groups

3 Impact

- personal professional development
- organisational/ departmental security and development

Knowledge Requirements

You need to know and understand how to:

- Achieve specified learning outcomes

You need to know about:

- The internal and external policies on education and learning
- The stakeholders who need to be consulted
- The current state of research on education and learning
- How the cultural context can effect the education and learning strategy
- The needs of the target audience
- The main learning styles of the target audience
- Relevant national guidelines and legislation on the provision of learning materials

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Required Skills

You should demonstrate:

- Strategic planning
- Organising and delegating responsibilities

Evidence Required

You should provide evidence that you can develop the organisation's education and learning strategy

The candidate should be questioned, based upon the documentation provided, to explore how they:

- develop the organisation's strategy for education and learning.

You will identify how the availability of funds, people and facilities affects the strategy, and the strategy should address the formal and informal education needs of users.

Evidence Rules

The candidate should have been involved in devising strategy in their organisation over a period of time

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AH1.2 Develop a programme to implement the interpretation and learning strategy

Performance Required

This will involve:

- a) Developing a programme of activities that will deliver the aims and targets of the education and learning strategy
- b) Consulting with stakeholders and **users** concerning the content and approach of the programme
- c) Presenting information on the **programme** in formats that are suitable for different audiences
- d) Ensuring the programme is in line with the policies of the organisation and meets **specified user requirements**
- e) Ensuring the programme takes into account the need for and encourages innovative and creative learning approaches
- f) Identifying and securing the **resources** to deliver the programme
- g) Identifying clearly the timescales for the programme and agreeing them with all the relevant people
- h) Identifying the effect of the programme on other activities and people, and taking appropriate steps to co-ordinate activities

Occupational Context

1 Users

- Current/ intended
- Future/ potential
- Individuals/ groups
- Professional/ lay
- Learners/ informers/ researchers/ decision-makers

2 Programmes

- formal
- informal
- directed
- user-directed

3 Specified user requirements

- relating to needs (e.g. personal development, specific learning attainment, public information, policy change, understanding of local and national cultural heritage)
- relating to desired learning outcomes

4 Resources

- human resources: professionalism and expertise (training provider)
- material resources: educational/ training tools (funding bodies)

Knowledge Requirements

You need to know and understand how to:

- Identify the learning needs of different target audiences
- Set measurable learning outcomes
- Design activities for different target groups and planned learning outcomes

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Required Skills

You should demonstrate:

- Curriculum development

Evidence Required

You should provide evidence that you can develop a programme to implement the education and learning strategy

The candidate should be questioned, based upon the documentation provided, to explore how they:

- develop a programme of learning events and activities to meet the educational needs of users.

Users will include current and potential users as individuals and as groups. The types of programmes should include formal and informal (directed and user-directed).

Evidence Rules

The candidate should have been involved in developing programmes of education and learning activities in their organisation over a period of time