

Vision

- For all Higher Education students to have access to high quality experiential learning, which includes Work Based and Placement Learning opportunities

Mission

- Providing leadership in experiential learning, and development, to enable the delivery of opportunities for students

Social Objectives

- To increase the prevalence and quality of Work Based and Placement Learning
- Improve equality of access to Work Based and Placement Learning

Values

- **Inclusive:** We bring people together
- **Responsive and Adaptable:** We meet the needs of the sector
- **Professional:** Practice led and informed by research

Specialist Group:

Membership and Communications



TERMS of REFERENCE

Specialist Groups are created as required, with the approval of the board, to deliver against the relevant ASET strategic goal(s). These groups provide opportunities for members to be recognised through sharing their experience and commitment.

1. Accountability

Specialist Groups report to the Chief Executive Officer and are accountable to the ASET Board.

2. Membership

Each Group will comprise:

- A Chair (an ASET Trustee)
- A Deputy Chair (an ASET Trustee or ASET Associate)
- Relevant ASET staff team member(s)
- Up to 5 additional members (further members will be subject to CEO approval)

Membership will be reviewed annually by the CEO

- Membership will initially be for a fixed term of one year, and thereafter renewable for up to 5 years
- Group members must commit to attend meetings (regular non-attendance may result in removal from the group)
- Members must support the best interests of ASET and work to achieve the aims of the organisation

We seek to ensure our groups are representative of the diverse ASET Community.

3. Purpose

The **Specialist Groups**, in line with the ASET Strategic goal(s) will:

- i) Draft an operational delivery plan on an annual basis
- ii) Have delegated authority from the board to undertake activities agreed in their operational delivery plan
- iii) Maintain an issue/risk log escalating where appropriate to the CEO
- iv) Provide quarterly activity reports to the board
- v) Review group activity in line with the relevant ASET strategic goal(s) on an annual basis for approval by the ASET Board

4. Decision-making

Activities of the specialist groups should be designed meet the goals outlined in the strategic plan. Ultimate decision-making for undertaking additional activities lies with the CEO.

5. Remit and Responsibilities

The Membership and Communications Group remit, in line with ASET's strategic goals, is to oversee ASET's membership offer and communications to members.

The groups responsibilities are:

- i) To draft the membership policy, proposing fee rates for approval by the board of Trustees
- ii) The design and delivery of a communications strategy to build the membership and increase engagement, including website development, social media, programme of networking events
- iii) Develop the ASET Community and the Membership offer incorporating Student Competitions, Events, Membership Surveys, and Collaborations