

THE ROADMAP FOR ACHIEVING ClfA's

Nathan Baker, Chief Executive, Chartered Institute for Archaeologists

The Chartered Institute for Archaeologists (ClfA) is on the brink of an exciting transformation. Over the next three years, ClfA aims to become a vibrant, member-led professional body, enhancing its relevance, impact and sustainability.

This plan for this ambitious journey was approved by the Board in 2024, with strategic milestones that will guide ClfA from its current position to a dynamic future.

Our member focus will look at

- attracting people to the sector
- supporting and developing member career and learning opportunities
- assuring society of the professionalism of members
- influencing policy and decision makers to keep heritage at the forefront of their minds

Introduction

ClfA has long been a cornerstone of the archaeological profession, dedicated to advancing the profession and supporting its members. As the heritage landscape evolves, so too must ClfA. Over the next three years, the Institute will undergo a significant transformation, developing into a vibrant professional body led by its members. This journey will deal with two key issues facing the sector – continuing to demonstrate relevance to society and ensuring the sector is attractive to the next generation of archaeologists. This article will explore the key milestones of this journey, highlighting the strategic steps that will lead ClfA to its envisioned future.

The journey begins: current position and initial steps for change

ClfA's current position is characterised by a strong foundation but also by areas that require improvement. The organisation has a solid reputation and a dedicated membership base, and will build upon that foundation, face the challenges the sector meets and take the opportunities that present themselves. The first phase of the transformation plan focuses on placing the members at the heart of the Institute, while becoming more efficient and effective as members' professional home.

Building momentum: member-first approach

With the foundation of efficiency in place, the Institute will, very explicitly, focus on putting members at the heart of everything ClfA does. This phase of the plan aims to improve the offer and service to existing members. While it will take time to get all of the components in place, things are already changing. The creation of a dedicated Membership team, a focus upon providing relevant and timely continuing professional development (CPD) and learning, and the pivot to a member-focused structure will place the Institute in a strong place to

- more effectively engage as a vibrant community
- develop strong partnerships to enhance the profile of the profession and you, the membership

The Board and Advisory Council are keen to reach out and listen to member needs around learning, career development and CPD support to refine ClfA's member offer, ensuring it meets the evolving needs of its members.

Innovating for the future: new capability for the next generation

Innovation is at the heart of ClfA's transformation plan. Leveraging the insight gained from surveys, member engagement and industry trends, new CPD, events and

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NEW THREE-YEAR PLAN

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member services will be generated to provide members with more opportunities to learn, develop their careers and be recognised for their expertise and professionalism.

Conclusion

The journey that ClfA will undertake over the next three years is ambitious and transformative. By focusing on efficiency, member engagement, innovation and consolidation, ClfA will achieve its goals. We will be addressing four key areas:

- **Attracting people to the sector, profession and to ClfA as their professional home.** We will work with key partners to make the profession more appealing to those who are in the early stages of their career, looking to

change careers and move into the sector and those currently in the sector but not part of the ClfA community.

- **Providing development, learning and insight to enable members to develop their career, whatever stage they are at.** As a professional body we will support members throughout their entire career, providing better CPD, events and networking opportunities.
- **Assuring society that those undertaking archaeology are highly skilled, professional and committed to delivering value to society through their work.** We will continue to drive the use of standards across the entire profession and look to provide better support to members in the understanding and application of guidance and standards.

- **Working with organisations and governments across the UK and more widely to influence heritage-focused decisions.** Our engagement will continue to uphold ClfA's commitment to advancing the profession and supporting its members, ensuring a bright and prosperous future for all.



Nathan Baker

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