ELSA International

One Year Operational Plan
2014/2015
Dear Network, Dear STEP Officers,

Planning, predicting and balancing the workload and distributing functions and tasks throughout the year are the main factors of success in the STEP area. OYOP is a useful tool, which if done properly can positively influence the Network’s performance within STEP. Therefore together with general OYOP of ELSA International 2014/2015 I am happy to present you the specific STEP OYOP which you can find below.

This STEP OYOP has been generated based on the Strategic Goals for the years 2013-2018, general OYOP of ELSA International 2014-2015 and the previous years’ observation and evaluation of STEP area. It was decided to focus on three main areas within STEP: STEP Automation, STEP Expansion and STEP Branding. Other areas which I think are also essential for us like keeping communication within STEP Officers, training and knowledge management within STEP, improving of coaching system are already ‘must have’ tasks for us, not challengeable ones and can be kept without highlighting them as special focus points.

I truly believe that us focusing on the three areas described below will help to bring our project into new quality level. I hope you will share my position regarding it and will find a space in your own plans to implement below mentioned points, because if to rephrase a bit John Lennon’s words: ‘A plan you plan alone is only a plan. A plan you plan together is reality!’

STEPfully Yours,

D. Oliinyk

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Vice President for Student Trainee Exchange Programme
ELSA International 2014/2015
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ONE YEAR OPERATIONAL PLAN

STEP Automation

Introduction

STEP Student Application Form went online last year. This eased the application process greatly. Still it's necessary to upgrade the online functions to adjust them to the peculiarities of the STEP procedures, as well as move online the rest of the forms which we use within STEP and optimize the matching process.

Goals

- Make STEP application procedure, issuance of STEP traineeships and evaluation more user-friendly
- Reduce human and time resources involved for STEP administration purposes

Means

To make these goals realistic the involvement of IT specialists into STEP is crucial. That's why we will call for the IT resources of the Network to continue working on STEP automation. The created for STEP system will be tested both by ELSA International and interested officers of all levels. After implementation, feedbacks from the future users will be collected on regular basis in order to ensure the constant development of the system.

STEP Expansion

Introduction

The Council of ELSA in frameworks of the Strategic Goals decided to strive to have a diversity of employers within STEP and extend the STEP offer to traineeships outside of Europe. To accomplish these goals STEP expansion, both geographical and relating to species, should become an essential part of our annual operation plan.

Goals

- Provide ELSA members with more STEP traineeship opportunities of different type and within different territories

Means

Realizing the necessity of human resources to achieve this goal the Board of ELSA International will appoint a Director for STEP Expansion. Vice President for STEP of ELSA International together with the Director for STEP Expansion will search for new STEP partners. The process will include more active involvement of the National Groups which do not organize or rarely
organize STEP traineeships, establishing cooperation with other NGOs for obtaining traineeships out of Europe, updating Job Hunting part of STEP Handbook to support STEP officers of all levels with the up-to-date guide on how to involve more STEP employers.

**STEP Branding**

**Introduction**

The image and external perception of STEP influences its popularity among potential employers and applicants. To boost selling advantages of STEP we will work on the development of its brand.

**Goals**

- Make STEP worldwide known and increase its prestige

**Means**

To achieve this goal we will strive for quality promotion materials for STEP and unification of its image within the Network. We want to develop external image of STEP by involving a Director for PR into this process. Additional marketing tools as appreciation certificates for STEP employers and materials for celebrating 30th STEP anniversary will be provided for the Network.