

Dyslexia Scotland Strategic Plan

2018 - 2021

TIER 2 VERSION



DRAFT Strategic Plan 2018 – 21: Tier 2 - Themes, aims and activities and outcomes

Background

Our Strategic Plan aims to clearly communicate our key activities and priorities over the next 3 years to anyone wishing to find out what we do. This includes funders, members, staff, volunteers, anyone with dyslexia in Scotland and the general public. A shorter visual summary links to this more detailed plan which outlines Themes, Aims, Activities and Outcomes. An annual operational plan, intended mainly for internal use by the staff team for planning and monitoring purposes, is available on request.

The 3 year strategic plan (2018-21) was developed following an extensive consultation process with members, supporters and other stakeholders. This consultation included a stakeholder survey and a series of engagement events, led by an independent facilitator, Graeme Reekie. The plan outlines core and development activities. The former refer to the ongoing day-to-day work of the organisation; the latter represent particular projects, usually in collaboration with others, e.g. the 'Making Sense' review to change outcomes for dyslexic children and young people in schools in Scotland. Broadly, we aim to continue to improve on our track record to date and to expand the reach and quality of our services, whilst also responding to additional demand as it arises, where capacity and resources permit.

Four key themes emerged when we asked people what they'd like to see us do over the next 3 years:

1. Raise awareness (about Dyslexia Scotland; about dyslexia)
2. Improve outcomes for children and young people in education and life
3. Improve outcomes for adults in employment and life
4. Maximise the opportunities offered by new and larger premises by facilitating learning and exchange

What have we learned?

We need to:

- Do more to raise awareness about Dyslexia Scotland and about dyslexia
- Highlight what we **already do** to more people. Many people asked us for services that we already provide
- Share more widely what support is provided by other organisations and how to access it
- Outline changes that will make a difference to people with dyslexia over time
- Strike a balance between providing a range of different perspectives of dyslexia. It is important that messages are positive, constructive and solution-focused, whilst also reflecting the realities of the day to day challenges that are experienced by many dyslexic people.

<u>Priority Themes for the next 3 years</u>	<u>Our Strategic Aims</u>	<u>Activities (Core/ongoing)</u> What will we continue to do?	<u>Developmental activities:</u> How will we build on our success to date?
<p>Improve outcomes for children and young people in education and life</p> <p>Improve outcomes for adults in employment and life</p> <p>Raise awareness (of Dyslexia Scotland; of dyslexia)</p>	<p>Aim 1: To provide and promote high quality services</p> <p>a) To provide/promote high quality information, advice, training and support services that inspire and enable children, young people and adults with dyslexia to reach their potential</p> <p>b) To encourage and work with family members, employers and service providers to do the same.</p>	<p>Information, advice and resources (3 websites, social media, members' magazine, leaflets, resource centre)</p> <p>Helpline and webchat</p> <p>Training and professional development events including conferences (annual Education conference and 1 Adult Dyslexia conference if funding secured)</p> <p>Careers and employability, assessment and tutor services</p>	<ul style="list-style-type: none"> - 'Package' post-assessment support for adults and for parents - Recruit volunteer webchat advisers - Recruit 'Dyslexia Unwrappers' to advise on content of 'Dyslexia Unwrapped', our children and young people's website; widely promote site including through social media - Develop , promote and increase usage of Resource Centre - Explore stronger links with organisations such as Equality and Human Rights Commission (EHRC) who provide legal advice to employees as onward referral from Helpline - Increase on-site training and networking events at new, larger premises from January 2019 onwards; webinars; strengthen/expand pool of trainers - Secure funding for and deliver one conference on adult dyslexia by 2021 (aimed at employers and professionals as

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	<p>Aim 1: To provide and promote high quality services (Continued from page 3)</p>	<p>Branch and Adult Network support</p> <p>Awareness/support events:</p> <ul style="list-style-type: none"> - Dyslexia Awareness Week - Roadshows - Youth Day - Members' Day - Parents' workshops 	<p>well as adults who have dyslexia)</p> <ul style="list-style-type: none"> - Develop and deliver assessment pilot for adults if funding is secured - Deliver support to unemployed adults with dyslexia as part of the Fair Start Scotland employment support service in Forth Valley - Where possible, offer other kinds of support to people living in areas where there are no branches - Support less active branches that are struggling due to lack of volunteers - Support the development of new groups/branches where there is local interest and sufficient volunteers to do this - More active promotion of our services through schools, employers, communities, including through visual summaries of what we do and how we work with others - More active promotion of others' services that are relevant to people with dyslexia

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<p>Improve outcomes for children and young people in education and life</p> <p>Improve outcomes for adults in employment and life</p>	<p>Aim 2: To influence and achieve positive change at a national and local level</p> <p>a) To work in partnership with others as a united specialist support and campaign body for Scotland to achieve positive change.</p> <p>b) To support and contribute to research, consultations and projects</p>	<p>Making Sense report:</p> <ul style="list-style-type: none"> - Increase use of Addressing Dyslexia Toolkit and Dyslexia and inclusive practice implementation resource once published - Increase confidence and skills of teachers completing Dyslexia and inclusive practice modules - Build on lessons from GTCs Professional Recognition Pilot - Ambassador outreach programme delivery and roll out - Strengthen links with local authorities including schools - Strengthen links with community and non-school organisations working with harder to reach young people e.g. Youth services, social care, criminal justice <p>Adult identification/support:</p> <ul style="list-style-type: none"> - Assessments for adults: develop and deliver pilot - Strengthen links with employers 	<p>Making Sense report:</p> <ul style="list-style-type: none"> - Increase access to high quality initial and career-long professional learning in dyslexia and inclusive practice through wide dissemination - Continue to build body of teachers in 32 local authorities who are willing to deepen own and others' knowledge and awareness of Toolkit, modules, pilot findings, related resources - Build on findings of young people's views on Making Sense developments - Assess 30 teacher participants in GTCs pilot October 2018 and build on lessons learned; run further pilots if successful - Apply for GTCs professional learning award - Disseminate comic resources (Ambassador programme) with strategies for primary school pupils in 6 local authority pilot areas by 2019 and wider in 2020 <p>Adults</p> <ul style="list-style-type: none"> - Deliver assessment pilot in liaison with Scottish Government and act on findings - Act on findings of Prudential LEAD initiative on engaging with corporate

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<p>Raise awareness (of Dyslexia Scotland; of Dyslexia)</p> <p>Maximise opportunities offered by new premises by facilitating learning and exchange</p>	<p>Aim 2: To influence and achieve positive change at a national and local level</p> <p>(Continued from page 5)</p>	<ul style="list-style-type: none"> - Strengthen work with unemployed - Increase confidence amongst CLD workers/others working with adults <p>Influence change e.g. Cross-Party Group Farming with Dyslexia Blue ribbons Dyslexia Awareness Week UK Dyslexia Adult Network (DAN)</p>	<p>employers and employees; set and implement action plan from June 2018</p> <ul style="list-style-type: none"> - Promote Dyslexia and inclusive practice Module for Community Learning and Development practitioners - Work with West College Scotland to deliver Professional Development Award (PDA) on Supporting Individuals with Dyslexia in Learning and Workplace Settings

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<p>Improve outcomes for children and young people in education and life</p> <p>Improve outcomes for adults in employment and life</p> <p>Raise awareness (of Dyslexia Scotland; of Dyslexia)</p>	<p>Aim 3: To give people with dyslexia an effective individual and collective voice</p> <p>a) To support high profile President, Ambassadors and young Ambassadors to raise awareness about dyslexia.</p> <p>b) To support and encourage people to tell their story through appropriate public platforms and the media.</p> <p>c) To support and encourage people to participate in relevant consultations.</p>	<ul style="list-style-type: none"> - Support people from a wide range of backgrounds to tell their story, including President, Ambassadors and Young Ambassadors, Speakers - Support people to share their stories in Dyslexia Voice magazine, on Dyslexia Unwrapped and in surveys about range of different topics on social media - Support people of all ages and backgrounds to contribute to relevant consultations - Encourage people to take part in relevant research 	<ul style="list-style-type: none"> - Support Young Ambassadors to talk in schools and universities (using resources on Dyslexia Unwrapped, Toolkit, Dyslexia Scotland websites) - Support Ambassador outreach programme and roll out in 2018 - Salvesen Mindroom Centre survey on research priorities on children with learning difficulties: encourage people to take part (Summer 2018) and build on findings over next 3 years - Encourage dyslexic young people to take part in ConFab Scottish Youth Poetry and RSNO Slam (2018 and beyond) and in other creative events

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<p>Maximise opportunities offered by new premises by facilitating learning and exchange</p>	<p>Aim 4: To ensure that Dyslexia Scotland is a sustainable, efficient and effective organisation</p> <p>To ensure that the organisation has the governance, capacity, funding and membership support required to achieve the strategic and operational objectives of the plan.</p>	<p>Governance:</p> <ul style="list-style-type: none"> - Board, Council, Sub groups, Branches: regular meetings, risk assessment, ongoing monitoring and communication - Annual Branch/Adult Network residential: ongoing opportunity to consider issues such as membership, training needs, volunteer capacity - Supporting branches with specific issues e.g. remote areas; liaising with local authorities <p>People: Ongoing support and training of staff team, volunteers and branches; ongoing monitoring of capacity</p> <p>Membership</p> <ul style="list-style-type: none"> - Support existing members and promote membership benefits widely and at every available opportunity - Review membership benefits and costs, including 	<p>Governance</p> <ul style="list-style-type: none"> - Board skills audit and ongoing recruitment plan for at least 1 new Director per year - Ensure the organisation is GDPR-ready from May 2018 and compliant thereafter - Promote Investing in Volunteers Award April 2018 and build on recommendations <p>Move to new premises January 2019:</p> <ul style="list-style-type: none"> - Develop Resource Centre and increase usage - Recruit volunteer webchat advisers - Increase on-site training and networking events at new premises; webinars; strengthen/expand pool of trainers - Develop and deliver assessment pilot on new premises if funding is secured.

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	<p>Aim 4: To ensure that Dyslexia Scotland is a sustainable, efficient and effective organisation</p> <p>(Continued from page 8)</p>	<p>corporate membership package</p> <p>Funding</p> <ul style="list-style-type: none"> - Hold regular funding group meetings; report at every Board meeting - Submit ongoing funding applications and reports to existing supporters (Trusts, companies, private donors, sponsors) to secure/maintain identified priorities - Continue to review opportunities to increase income generation/secure best value for money <p>Premises</p> <ul style="list-style-type: none"> - Prepare for a successful transition to new premises in January 2019; expand our services where possible. 	

Outcomes: What difference will we make?

Aim 1: To provide and promote high quality services	Aim 2: To influence and achieve positive change at a national and local level	Aim 3: To give people with dyslexia a strong individual and collective voice	Aim 4: To ensure that Dyslexia Scotland is a sustainable, efficient and effective organisation
<p>Those who use our services and support will be:</p> <p>a) Empowered, skilled, resilient and supported dyslexic children, young people and adults making informed choices and taking positive action towards reaching their potential in life, education, employment and lifelong learning</p> <p>Those who use our services and support will have:</p> <p>b) Increased confidence, access to information, knowledge and understanding amongst parents, family members, tutors, branches, professionals and service providers, in supporting people with dyslexia.</p>	<p>This Aim will lead to:</p> <p>a) More dyslexia-aware national and local policy makers, employers and members of the public and more dyslexia-friendly education, employment and public services;</p> <p>b) Improved knowledge and evidence about how effective dyslexia support contributes to <u>national outcomes</u>.</p>	<p>This Aim will lead to:</p> <ul style="list-style-type: none"> - More people of all ages, including our President and Ambassadors, empowered, confident and supported to tell their story through appropriate public platforms and the media - Increased participation in consultations affecting their lives. This in turn leads to increased public awareness about what dyslexia is. 	<p>This Aim will mean:</p> <ul style="list-style-type: none"> - Strong governance and secure, sustainable funding to deliver our strategic and operational aims. - Confident, informative, skilled, knowledgeable and understanding staff, volunteers, branch and adult networks and members.



Dyslexia Scotland
Strategic Plan 2018

[View the summary version of this document here.](#)