

11th World Administrators Summit COUNTRY REPORT

COUNTRY: SPAIN

REPORT SUBMITTED BY: Glòria Gratacòs

ASSOCIATION / NETWORK / ORGANISATION: IMA Spain & SEiEM

As stated in [Administra](#), monitoring and evaluating the World Action Plan is as important as identifying the objectives and strategies of your Association/Network. A major advantage of monitoring and evaluation is that Associations/Networks can learn a great deal about themselves, and how to lead, manage and improve their own activities and status by implementing this Action Plan. Another advantage is to ensure that the World Action Plan is helpful to Associations/Networks throughout the world in developing their own strategic or business plans.

Each country sending delegates to a World Administrators Summit is asked to report against a selected Goal in Administra.

The Country Reports will be shared on the WA-Summit website as pre-read for the 11th WA-Summit.

Please explain how your Association/Network/Organisation is using Goal 1 to develop your activities:

Goal 1: Managing Administrative Skills

Objective 1.1: Enhancing the perceived value of administrative/office professionals:

- Both IMA Spain & SEiEM are constantly working to increase national and local awareness of the role of the administrative/office professional as an appealing career option among all stakeholders. IMA Spain is very active in social media and takes every opportunity to give visibility to our profession.
- Both associations collaborate nationally co-organizing events and training sessions,

Objective 1.2: Increase awareness of the value of administrative skills in business:

- Both IMA Spain & SEiEM communicate nationally and locally the importance of being a member of our professional associations— highly qualified, motivated, and experienced.
- They encourage employers nationally and locally to acknowledge skills gained from being involved at committee level or above within our professional associations.
- They take every opportunity to encourage employers nationally and locally to have clearly defined job descriptions.
- They do a continued task to nationally and locally educate people outside the profession that it is a profession.



Again, their activity in social media (Linkedin, Instagram & Facebook) is crucial.

Objective 1.3: Have globally recognised credentialing/accreditation:

- They both develop connections nationally and locally with secondary schools, training providers, colleges and universities. IMA Spain is a partner in the EURO-AST project (to develop an European certification).
- They also increase recognition of credentialing/accreditation programmes nationally and internationally.

Objective 1.4: To encourage businesses and the global community to view the administrative/office professionals' role as a career:

- Both associations have been closely working with the local and national Government in ensuring a school curriculum that creates awareness of and support for administration as a valuable career option.

Objective 1.5: Achieve common understanding between training providers, administrative/office professionals associations and employers about the value of a required qualification and/or credentialing/accreditation:

- Market the importance nationally and locally of the administrative/ office professionals' qualification and/or credentialing/accreditation and the benefits to employers and employees.

Objective 1.6: Associations contribute to recognise the professional and personal development of their administrative/office professional members:

- Both associations are continuously encouraging members to look for recognition of their professional skills, efforts and achievements within their companies.
- They also improve/enhance skills and professional & personal development through continuous training.
- They encourage all administrative/office professionals to belong to our professional associations.

Objective 1.7: Investigate the logistics of forming an international body to look at developing a global framework in which qualifications, accreditation, certification and professional development could be recognized internationally.

- Both IMA Spain & SEiEM consider this crucial and we will be happy to further discuss this objective.

