



**Published Note of the meeting of the ICAS
Members Board on
11 June 2021**

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11 JUNE 2021

(held at 10.00 via video conference using Microsoft Teams)

Some matters have not been disclosed for reasons of confidentiality.

Present:

Attendees:

Members

Sobhan Afzal CA, Yusuf Ahmet CA, Alan Begg CA, Chris Campbell CA, Elizabeth Gammie CA, Sean Grubb CA, Dougie Hawkins CA, Fraser Hiddelston CA, Michael Kay CA (Chair), Jamie Mumford-Raine CA, Katherine Ritchie CA, Iain Scott CA, Rory Shedden CA, Rhona Thomson CA

Observers

Alan Burnet CA, Darrell McGraw CA

Guests

Jonny Jacobs CA (part-meeting)

ICAS staff

Sarah Cran, Vikki Douglas, Janice Hutchinson, Nicola MacLean, Sarah Speirs

1. BACKGROUND

This was the third meeting of Members Board in 2021.

Apologies were noted from Diana Ardlean CA and Carolyn Spencer.

No conflicts of interest were declared.

2. NOMINATIONS AND APPOINTMENTS UPDATE

To ensure the composition of Members Board remains reflective of the wider membership there are a number of vacancies that the Board are seeking to fill. A recruitment campaign ran throughout May to advertise the vacancies. A good number of applications were received and all applicants will be interviewed. Successful candidates will go forward to Nominations Committee for approval in August and ICAS Council in September.

Rhona Thompson CA and Katherine Ritchie CA have been reappointed to Members Board for a further 3 years until June 2024. Yusuf Ahmet CA has decided to leave the Board as his initial term has come to an end. The Chair thanked Yusuf Ahmet CA for his contribution while on Members Board, and noted his appreciation for Katherine Ritchie CA and Rhona Thompson CA agreeing to extend their term of office. Clive Bellingham CA is also stepping down from the Board as he was appointed ICAS Vice President In April.

3. -MEMBER AND STUDENT VALUE PROPOSITION

Sarah Speirs, Executive Director of Member Engagement & Communications gave an overview of the Member Value Proposition (MVP) and Student Value Proposition (SVP) workstream priorities and confirmed the ambition is to ensure Members and Students understand and appreciate the value of their ICAS membership at every stage in their lifecycle. A new MVP infographic has been delivered to help simplify the communication. The Board acknowledged that the propositions had come a long way and the ICAS team had made good progress in the last two years.

Sarah Speirs confirmed that the 2021 targets of increasing student satisfaction and Net Promoter Score had been met.

Feedback from the London Area Network on the MVP is around tailoring the exclusive benefits more effectively and using digital channels such as CA Connect to stimulate debate.

The Chair noted an approach from a retired member who asked that Members Board consider how greater engagement with retired members might be encouraged. A discussion then followed on the MVP for retired members and whether CA Connect is the correct channel for reaching older members given the limited engagement to date. Sarah Speirs outlined that the ICAS business plan focus (agreed by Council) is to support the active membership and bring only students into the profession. It was agreed that the Area Network Representatives will add a discussion point on retired members at their next meeting to explore how we can get more retired members involved within the networks, events and committees. The feedback from the Area Networks will be an agenda item at the September Board meeting.

4. MENTAL FITNESS INITIATIVE

Jonny Jacobs CA joined the meeting and Janice Hutchinson, Director of Marketing gave an overview of the new Mental Fitness strategy which Jonny has been instrumental in helping to shape. Jonny outlined that Mental Health & Wellbeing should not be a tick box exercise, instead we should be normalising it. ICAS should be promoting wellness and a healthy lifestyle. Janice outlined the implementation plan to ensure the project is communicated and understood by Members and Students. The Board then discussed the key challenges that ICAS would need to overcome to achieve the Mental Fitness Vision. There was also a discussion on the actions that Members Board and Area Networks can take to support the initiative and how Members could be galvanised to shift “hearts and minds” in the profession. Actions were agreed and the Board requested that a further update on deliverables should be added to the agenda for the September meeting.

5. SUBSCRIPTION MODEL

Sarah Speirs updated the Board on the Subscription Model paper which has been approved by Council and the various initiatives which are being taken forward. The Board discussed the subscription fees and whether it has an impact on member retention. The Board thanked the project team for the work that has gone into this area.

6. INTERNATIONAL STRATEGY

Nicola MacLean, Senior Manager Member Engagement, presented a paper outlining a proposed new strategy for ICAS International communities. The strategy has been created with input from Board Members Clive Bellingham CA and Katherine Ritchie CA. 14% of the ICAS membership is overseas in 91 countries. 62% of those are concentrated in 6 territories.

The Board agreed the direction of travel for the international strategy and there was consensus that the immediate focus should be on engagement with the 6 main international territories, creating different levels of engagement depending on the number of members in each location. Clear articulation of what level of support international members can expect from ICAS is critical (for example, virtual engagement only for “non-critical mass” territories).

CA Connect has been set up with 24 International Communities so Members can engage with each other but this has not been well utilised by Members to date. A smaller group from Members Board will engage with ICAS to discuss and agree required action, and report back at next Members Board

7. PROFESSIONAL DEVELOPMENT AND MENTORING

Vikki Douglas, Senior Manager, Professional Development gave the Board an update on the Professional Development strategy and the on-going work to introduce a member learning platform. The Board noted that this was an important piece of work and a very positive step forward which will help to drive up member satisfaction.

Vikki then gave an update on the proposed new mentoring platform. It is hoped the new mentoring programme will be fully functioning by the end of 2021. The new mentoring platform will have resources embedded to guide the process and support mentors and mentees.

The Board discussed the requirements of a successful mentoring programme and noted that well trained and capable mentors were crucial as well as being able to profile case studies of successful mentor relationships to help drive engagement. Consideration should be given to providing an exit strategy for the mentoring relationship, making it personal and creating opportunities for mentors and mentees to meet face to face.

8. ADDITIONAL REPORTS

The Board also noted reports covering the following:

- 2020 ICAS ANNUAL REVIEW
- EDI STRATEGY
- MEMBER ENGAGEMENT & COMMUNICATIONS EXECUTIVE DIRECTOR'S REPORT
- CHANNEL EFFECTIVENESS
- CA CONNECT
- 2021 AREA NETWORK MEETING DATES
- WEBINAR SCHEDULE
- DATA PROTECTION POLICY

9. NEXT MEETING

The next meeting of the Members Board will be on Friday 10 September 2021.