

PAPER X

FOR MEMBERS BOARD APPROVAL



Published Note of the meeting of the ICAS Members Board on 6 November 2020

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(held at 10.00 via video conference using Microsoft Teams)

Some matters have not been disclosed for reasons of confidentiality

Present:

Members: Sobhan Afzal CA, Yusuf Ahmet CA, Diana Ardlean CA, Alan Begg CA, Clive Bellingham CA, Chris Campbell CA, Sean Grubb CA, Elizabeth Gammie 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

ICAS staff: Sarah Cran, Alice Deakin (part of the meeting), Nicola MacLean, Sarah Speirs, Carolyn Spencer

1. BACKGROUND

This was the seventh and final meeting of Members Board in 2020.

Apologies were noted from Janice Hutchinson (ICAS staff) and Colin Young CA (Chair of Lothian & Borders Area Network who had been invited to attend the meeting as an observer).

2. NOMINATIONS AND APPOINTMENTS UPDATE

The Board noted the appointment by Council of Alan Begg CA and Rory Shedden CA to the Board. Mr Begg and Mr Shedden have been appointed for an initial term of three years.

It was noted that there is an outstanding vacancy on Members Board for the Lothian & Borders Area Network representative. Discussions are ongoing with Chair of the Lothian and Borders Area Network to agree next steps.

3. CODE OF CONDUCT

The Board reviewed and approved a new Code of Conduct which has been created for Members Board and all Area Networks. This will eventually be rolled out across all ICAS Boards & Committees.

4. MEMBERS BOARD PRIORITIES FOR 2021

Sarah Speirs, Executive Director, Member Engagement & Communications provided an overview of the objectives and progress against the Board's 2020 priorities and then covered the suggested areas of focus for Members Board in 2021. The suggested 2021 priorities have been shaped by Member and Student insight. Following feedback from the Board the eight priority focus areas for 2021 have been agreed. Two representatives from Members Board have been assigned to each of the eight 2021 priorities to act as Members Board champions, working with ICAS teams.

8 Members Board Priority Focus Area	Members Board 'Champions' (x2)
Area Networks (UK & International)	Katherine Ritchie Clive Bellingham
Subscription Model	Alan Begg Dougie Hawkins
Customer Experience	Rory Shedden Chris Campbell
Professional Development	Jamie Mumford-Raine Sobhan Afzal
Prospective Students	Rhona Thompson Elizabeth Gammie
Student Experience	Sean Grub Diana Ardelean
Insights (BAU)	Yusuf Ahmet Lothian & Borders Rep (TBA)
Value Propositions (BAU)	Fraser Hiddelston Iain Scott

It was noted that Members Board are not responsible for setting the level of member subscriptions as this falls under the remit of Council. Members Board have a responsibility for reviewing the subscription and membership model.

5. CUSTOMER EXPERIENCE

Carolyn Spencer, Executive Director, Customer Experience presented a paper updating the Board on the advancements within the Customer Experience (CX) Business Centre during 2020. She explained that following a strategic review due to the changed environment, the Strategic Initiatives Group has defined 3 key programmes for 2021. They are:

- Continual Improvement
- Learning Transformation
- Data Programme.

Carolyn confirmed the focus on Students assessments has been the biggest challenge this year. A key priority throughout has been Student wellbeing.

The Board praised the ICAS team for leading the way for other professional bodies.

6. NEW EXECUTIVE DIRECTOR FOR LEARNING

Alice Deakin, Executive Director of Learning joined the meeting and gave a high-level overview of the Learning Transformation Programme. In future Learning is looking at a blended delivery model, whether on-line, studying at home or in the classroom. Flexing learning and creating new offerings will continue to drive continuous improvement and student experience.

7. AREA NETWORKS

A paper detailing progress and key achievements of the UK Area Networks since the last Board Meeting was circulated in advance.

There are consistent themes for the Area Networks on 2021 priorities

- Improve Member & Student satisfaction scores
- Grow social media presence

- Partnership with other organisations and working together to share best practice across Area Networks
- Develop ways of engagement/meetings with Members & Students face to face or virtually
- Local Pulse Surveys – identify how engagement and satisfaction could be improved

The Chair re-iterated the need for accountability within all Area Networks and support for the key ICAS initiatives, as well as interaction and sharing of best practice across the Networks.

8. ADDITIONAL REPORTS

The Board noted reports covering Area Network 2021 Planning, the 2020/21 Events Schedule and Area Network meeting dates.