



**Published Note of the meeting of the ICAS
Members Board on
29 January 2021**

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29 JANUARY 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, Diana Ardlean CA, Clive Bellingham CA, Alan Begg CA, Chris Campbell CA, Dougie Hawkins CA, Michael Kay CA (Chair), Katherine Ritchie CA, Iain Scott CA, Rhona Thomson CA

ICAS staff

Sarah Cran, Ruth Davidson (part of the meeting), Lesley Glen (part of the meeting), Janice Hutchison, Nicola MacLean, Sarah Speirs, Carolyn Spencer

1. BACKGROUND

This was the first meeting of Members Board in 2021.

Apologies were noted from Elizabeth Gammie CA, Sean Grubb CA, Fraser Hiddelston CA, Jamie Mumford Raine CA, Rory Shedden CA.

Colin Young CA (Chair of Lothian & Borders Area Network) joined the meeting as an observer.

2. NOMINATIONS AND APPOINTMENTS UPDATE

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. -BOARD COMPOSITION

The composition of Members Board is reviewed twice a year to ensure the Board remains representative of the wider membership. Nicola MacLean, Senior Manager, Member Engagement presented an overview of the current composition of the Board compared with the wider membership and highlighted opportunities to recruit additional Board Members to meet the identified gaps. It was agreed that communications will be issued to all Members in April to highlight vacancies on the Board to encourage relevant Members to apply.

4. MEMBER & STUDENT INSIGHTS

Ruth Davidson, Head of Insights provided an overview of the results of the recent Member research. Member satisfaction is now the highest it has been since tracking started and it is sitting at 67% overall.

An uplift of 2% from 2019 and in line with the 2020 target. All key areas have shown rises with positive movement in London. One quarter of the membership base is neutral and less than 10% are unsatisfied (this is in line with previous research). The Member Net Promoter Score has also improved. The research also showed that 60% of Members have viewed an ICAS webinar since they were launched in April 2020 (either live or on-demand) and 77% of Members feel they receive about the right volume of emails from ICAS.

Ruth Davidson then presented the results from the recent Equality Diversity & Inclusion (ED&I) survey. 4% of Members and 22% of Students are Ethnically Diverse People (EDP). In the recent survey 43% of participants have witnessed discrimination, this increases to 68% for EDP members. 20% have experienced discrimination, this rises to 56% for EDP members.

The Board agreed that the Chair of the ICAS ED&I Committee should be invited to the next Board meeting to present the ED&I strategy.

5. SUBSCRIPTION AND MEMBERSHIP MODEL

Sarah Speirs, Executive Director, Member Engagement & Communications was joined by Lesley Glen, Chief Operating Officer to lead a discussion on the future shape of the subscription and membership model. The Board had a lengthy discussion on the communication of the member and student value propositions, payment options, the level of member subs and the future membership model including options for newly qualified and retired members.

Recommendations will be agreed at the next Members Board Meeting in March and taken forward to ICAS Council for discussion in May.

6. MEMBERS BOARD PRIORITY AREA WORKSTREAMS

At the Members Board meeting in November 2020 the Board agreed eight priority focus areas for 2021. 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. The Members Board Champions gave an update on the KPIs and agreed priorities for their workstream. It was agreed that the progress of each workstream will be discussed by the Board at all meetings in 2021.

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

7. AREA NETWORKS

A paper detailing the individual UK Area Networks plans and KPIs for 2021 was discussed by the Board. The overall target, in line with the ICAS Business Plan, is to drive up Member satisfaction by 2%. The Area Networks have agreed a set of five standard KPIs for 2021 and some Chairs have created additional KPIs relevant to their committee. There are plans in place to bring together the specialist roles on each Area Network to connect and share best practice. It was noted that the Chairs of each Area Network should aim to make the composition of their committee reflect the membership composition (in line with the aim of Members Board).

Members Board Area Network Representatives were asked to ensure they communicate the Board discussions by posting in their relevant CA Connect communities and Area Network Teams pages

8. ADDITIONAL REPORTS

The Board also noted reports covering the following:

- THE ICAS BUSINESS PLAN 2021
- THE ICAS BUSINESS PLAN 2020 TARGETS VS ACTUALS
- AREA NETWORKS KPIs YEAR END UPDATE 2020
- OUTPUTS FROM AREA NETWORK CHAIRS FORUM (DEC)
- 2020/2021 AREA NETWORK MEETING DATES
- EVENTS SCHEDULE
- ICAS MARKETING EFFECTIVENESS UPDATE

9. NEXT MEETING

The next meeting of the Members Board will be on Friday 12 March 2021.