



**PAPER 2 - FOR MEMBERS BOARD APPROVAL
11 Sept 2020**

Published Note of the meeting of the ICAS Members Board on
24 June 2020

(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 (Chair), Yusuf Ahmet CA, Diana Ardlean CA, Chris Campbell CA, Sean Grubb CA, Dougie Hawkins CA, Fraser Hiddelston CA, Brian McCrindle CA, Jamie Mumford Raine CA, Bruce Pritchard CA, Katherine Ritchie CA, Iain Scott CA, Rhona Thomson CA

ICAS staff: Tom Cheeseman (part meeting), Sarah Cran, Ruth Davidson (part meeting), Ashley Gibb, Rolf Rae Hansen (part meeting), Janice Hutchison, Sarah Speirs

1. BACKGROUND

This was the fifth meeting of Members Board in 2020.

Apologies were noted from Clive Bellingham CA, Carol Christianson CA, Elizabeth Gammie CA and Carolyn Spencer (ICAS Executive Director of Customer Experience)

Rory Shedden CA attended the meeting as an observer.

2. NOMINATIONS AND APPOINTMENTS UPDATE

The Board noted the appointment by Council of Colin Young CA as the Chair of the Lothian and Borders Area Network. Mr Young's appointment is for an initial term of three years.

3. MEMBER INSIGHTS

The Board received and discussed the results of the latest Member survey which was sent to members at the end of April. The report detailed the member satisfaction by geography and it was noted that the trends were consistent with previous survey results. A student survey will be sent in July and the results will be reviewed by the Board in September.

4. ICAS RESPONSE TO COVID-19

Sarah Speirs presented a paper detailing the measures that ICAS has taken to support members, students and firms during the recent coronavirus pandemic. The Board noted the successful move to introduce online learning & examinations with no disruption to CA trainees' career journey and that the new webinar series had been well received by members. The Board thanked the ICAS team for the work undertaken.

5. DIGITAL CHANNELS MARKETING

In January 2020, the marketing team was restructured to create a new Digital Marketing team. Tom Cheeseman updated the Board on the outputs of the team during their first six months including improvements across ICAS digital channels. The Board reviewed analysis covering the number of member engagements across the ICAS channels and discussed future enhancements to drive future engagement. It was noted that a new Digital Channels Working Group will be established in H2 to look at improvements to member emails, social media, CA Connect, ICAS App and icas.com.

6. STUDENT VALUE PROPOSITION

Rolf Rae Hansen presented the draft Student Value Proposition which the Board discussed. The Board recommended enhancements which will be incorporated into the final Student Value Proposition.

7. AREA NETWORKS

The Area Networks representatives on Members Board provided an update on activity in each of their areas. The next Area Network Chairs Forum is on Weds 1 July.

8. ADDITIONAL REPORTS

The Board noted reports from the Executive Director of Member Engagement & Communications and the Executive Director of Customer Experience, as well as the 2020 Events Schedule and Area Network meeting dates.