The Institution of Engineering and Technology

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Council

CAREER MENTORING PROJECT

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1. Issue

To provide a progress report to Council on the Career Mentoring Project.

2. Timing

Council meeting, 16 March 2023.

3. For Note

Council is invited to note this report.

4. Career Mentoring Project: Key Messages

4.1. Three years of market research from the Young Professionals Committee (YPC), coupled with independent confirmation through the Strategic Marketing Team shows a clear desire for Early Career mentorship.

4.2. Mentees perceived value of IET membership increased from 5.4 to 9.6 / 10 (>75% increase) after a 6-month mentorship pilot. Mentors saw an increase in perceived value, from 6 to 7.6 / 10, representing an additional increase in IET membership value beyond those receiving mentorship.

4.3. Technical Networks and volunteering opportunities were a key part in multiple mentorship conversations, providing opportunities to promote additional IET engagement to mentees.

5. Project Background

5.1. Research conducted by the YPC and the Strategic Marketing Team over the past three years identified an opportunity to increase the value of IET membership to an Early Career audience through mentorship. Specifically, that opportunity is to source and connect mentees to other IET members to form a mentoring relationship. This has also been highlighted in other research, covering all career stages of our members.

5.2. Currently, the IET runs a successful mentoring programme linked to professional registration. The Career Mentoring Project proposes to create a complementary programme for a broader ‘career mentoring’ initiative. This wider approach to mentoring could be developed to result in a guided progression to professional registration conversations (where appropriate), in which mentees would be directed

back to our pre-existing offering. This approach will contribute towards the 2030 KPI of securing 100,000 professionally registered members.

5.3. Career Mentoring exists within other Professional Engineering Institutions (PEIs) as a key offering to members. We believe this is a market that the IET, as a cross disciplinary institution, can readily address and would strengthen our member value proposition and increase the IET's member retention rate. The objective of this membership offering is to make the IET the 'go to' for career mentoring for all engineers and technicians within their early careers.

5.4. This proposed Project can be seen as an institution-wide membership offering to a key audience (students and early career engineers and technicians) and aid us in hitting our membership 2030 KPI of 200,000 members. It is worth noting that this service is not just for the benefit of young professionals as it can be viewed as a genuine membership benefit for any member, especially when considering the demonstrated increase in perceived value of IET membership from the mentors who contributed in the early YPC-led pilot.

6. Project Status

6.1. 2021-22 saw the YPC and the YP Staff Team run a small pilot of the mentoring idea using manual pairing of 8 matches over 6 months, through this test we saw mentees perception of the value of membership increase from 5.4 to 9.6 and mentors' perception of value increase from 6 to 7.6, if this offering was an established member benefit. The aim moving forward is that we source a specialist platform that enables pairings to be made without the manual intervention of staff, reducing the long-term operational burden. One possibility is the use of the EngX platform, which will be researched as a key outcome of the next phase of this proposed project.

6.2. On 6 December 2022 the Strategic Project Committee (SPC) approved the idea document, moved the team to the brief stage of the project lifecycle, and assigned a Project Manager. A full market landscape review of all other PEI mentoring services, in conjunction with the Strategic Marketing Team, will be a key aspect of the next stage of this Project. This Brief will also address the timescales of testing platforms, and whether there is a need for an additional small-scale pilot to consolidate and verify the business benefits of moving forward as a business-as-usual institution-wide membership offering with this Project.

6.3. At this point the YPC and YP Staff Team are looking for assistance in accelerating the timeline for full deployment of this Project and for support in securing the necessary resources and Staff time to ensure successful delivery.

7. Risk

No risk issues have been identified in connection with this paper.

8. Resources

No resource issues have been identified in connection with this paper.