The Institution of Engineering and Technology

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Council

INPUT TO STRATEGIC REVIEW PRIORITIES FOR 2024-25

(Paper by Sandra Godman, Strategy & Planning Manager. If you have any questions on this paper before the meeting, please contact Sandra Godman on +44 (0)1438 767335 or by email sgodman@theiet.org)

1. Issue

To provide input to the Board of Trustees as it considers which areas of IET operations to prioritise for strategic review in 2024.

2. Timing

Council meeting, 5 October 2023.

3. For Recommendation

Council is invited to consider the paper and present a view on priorities for action to the Board of Trustees.

4. Background

4.1. As set out in paper CO(23)20 (previously considered at this meeting), the IET is adopting a cycle in which key products or operational areas are identified for in-depth, strategic review, after which the outcomes of the reviews are considered by both Council and the Board of Trustees and then appropriately prioritised for implementation in future years. It is intended that the implementation capacity of the Institution be considered when setting priorities for review.

4.2. As Council will be engaged in considering the outputs of those reviews at the joint Strategy Input Meeting with the Board of Trustees in June 2024, it is being asked for a considered view on which areas are of most importance. Council should note that the intention is for recommendations arising from 2024 reviews to be scheduled for action in the roadmap. These are likely to be considered priorities in 2025 or 2026.

4.3. It is intended that the Board of Trustees should decide upon the areas to be reviewed at its November 2023 meeting, and Council is therefore asked to input to that decision at this meeting.

5. Areas Being Considered for Review

The following core products and operational areas are proposed for review in this cycle.

6. Volunteer Engagement and Experience

Encompassing the full breadth of volunteer experience including for recruitment, induction and training, communication, policies, tools and support, transition to further roles, and any other aspects identified as important to volunteers during the review. The intention is to identify areas for action to support existing volunteers and ensure our future success through being able to engage volunteers to support IET activity in the future.

7. Events

Explore the potential market for growth in corporate events, and strategic alignment in supporting achievement of organisational objectives. This may include other events delivered within the IET, eg Community events, and cover potential for new delivery models, partnerships, and operational considerations.

8. Practitioner and Professional Markets / Codes and Guidance

Exploring the future needs of these core markets and the potential for new products and services, particularly in (but not limited to) supporting engineering excellence through the provision of codes and guidance, technical regulations and policy-based content. This is likely (subject to further market validation) to be the development of new digital propositions, with additional supporting content utilising new media (eg video, infographic, webinars etc) to meet the developing information needs of existing members as well as attracting new customers from untapped demographics.

9. Innovation

Exploring the role of the IET in supporting innovation in response to the needs of the IET's members and customers. This would draw on previous research conducted into the innovation landscape and cross-reference with work on the member value proposition and other market research.

10. Risk

There are no risks identified at this stage of the review cycle. Any arising will be identified and addressed in future notes.

11. Resources

The review cycle can be delivered within current resource levels.