

## AIMS AND PRIORITIES

### AIMS

- To **engage** members and students at all levels
- To **support** the needs of members throughout their ICAEW journey
- To **represent** ICAEW and all its members in Scotland

### PRIORITY OBJECTIVES

#### 1. LISTEN

We will take on board feedback and suggestions from members, and use this information to develop events, processes, and practices to **engage** members and students and best meet their needs. We recognise that – due to our geographical size and diversity of our membership – there is no ‘one size fits all’ approach; as such we will **engage** with members, listen to their ideas and responses, and use this to shape our approach going forward.

#### 2. CONNECT

We will communicate regularly, clearly, and appropriately with members via a range of channels / platforms (such as monthly e-newsletters and social media). Where possible we will explore ways to use (and promote the use of) new technology to engage with members in all areas.

We will create a welcoming and inclusive environment at all ICAEW Scotland events, so that members always feel confident and comfortable engaging with staff and fellow members, and that they are fully **supported** by ICAEW Scotland.

We will help members **connect** with the Institute at national, international, and local level, creating events, resources and communications which ensure that our members are **engaged** and always **supported**. Beyond ICAEW Scotland, we will develop and nurture **connections** with the wider business community and other key stakeholders in Scotland and **engage** with them as appropriate to **represent** both members in Scotland and ICAEW in general.

#### 3. RESPOND

Our process is not set-in stone and will evolve to meet the changing needs of our members – in response to their feedback we will continue to explore ways to make the most of new technology, work to create events that reflect their needs, and ensure they can access the support and resources they need throughout their member journey.

We will be proactive as well as reactive and – wherever possible – we will ensure our plans factor in both the present and future needs of members.

### Global Goals

IMS, in line with [ICAEW's support of the UN's 17 Sustainable Development Goals](#), will reflect these goals wherever possible.