Agenda

1. What have BCS ever done for us
2. What people join BCS for and why
3. How to get the most out of membership
4. How can membership help you in your career
5. Why professionalism matters
6. What’s coming up
our mission of Making IT Good for Society is rooted in our Royal Charter

“To promote and advance the education and practice of computing for the benefit of the public”

this creates our vision for:

- a competent and ethical profession that is diverse, inclusive and plentiful in talent at all levels

- a society that is resilient and thriving in a digital world with access to the technology, knowledge and skills needed
We achieve these outcomes by:

- **Supporting careers**
  Facilitating professional development. Supporting members and others working in IT at every stage of their career

- **Sharing expertise**
  Facilitating expert networks and knowledge sharing

- **Improving education**
  Working in partnerships to improve computing education at all levels

- **Influencing practice**
  Consulting with industry, academia and government to inform and shape policy, regulation and practice

- **Driving standards**
  Being guardians of professional standards. Rigorous entry criteria and professional standards; and adhering to our code of conduct
WHAT HAVE BCS EVER DONE FOR US?
## Membership benefits

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<th>Designations</th>
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<th>Springboard</th>
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<th>Mentoring</th>
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<th>E-newsletters</th>
<th>Discounted books</th>
<th>Training discounts</th>
<th>Branches/Specialist Groups</th>
<th>Prof. Indemnity Insurance</th>
<th>Legal Helpline</th>
<th>Member only resources / content</th>
<th>Insight reports</th>
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### Provision Options

- **High Standard**
- **Partial Provision**
- **No Provision**
WHAT PEOPLE JOIN BCS FOR AND WHY UNDERSTANDING SELF
Segmentation and market sizing project outcome

**Learning to Progress**  
(35% / 118k)  
60% male / 40% female  
63% aware of BCS

**Proven Credentials**  
(37% / 125k)  
76% male / 26% female  
71% aware of BCS

**Challenging Experts**  
(7% / 24k)  
78% male / 22% female  
69% aware of BCS

**Experienced Networkers**  
(14% / 49k)  
84% male / 16% female  
73% aware of BCS

**New to Industry**  
(5% / 7k)  
58% male / 42% female  
35% aware of BCS

My priority is to obtain technical, industry and product knowledge which enables me to establish myself.

My priority is to keep qualifying to a higher level and learning new skills.

My priority is to stay relevant and up to date with my technical knowledge and skills in a fast moving industry.

My priority is to be a strategic leader for my/other organisations.

My priority is to actively engage with others and keep abreast of the latest industry news.

**NB: Addressable market:** 335k (based on ‘highly likely’ to engage with a professional body)
Persona overview - wants and needs

**New to industry**

- **BCS providing me with the tools**
  - Want to establish themselves as a professional so the **designation** is important and an achievement – gives them credibility and belonging
  - They are looking for targeted, automated information on **events, workshops, webinars** and industry info, all entirely relevant to career stage/CPD – App?
  - **Clarity, motivation and options** beyond qualification
  - Well-structured **learning tools, paths, media**
  - Offers and **discounts to make life more affordable**
  - Want to feel connected, ‘using my language’

**Learning to Progress**

- **BCS providing me with the tools**
  - Looking to keep **qualifying to a higher level and learning new skills**
  - Keen to maintain **CPD** and ambition to progress.
  - Interested in new technologies to build **technical competence** and keeping up to date with new trends.
  - Interested in **expanding their knowledge** in formal and informal ways – examinations, through events and networking and digital content.
  - **Professional designation** is an achievement as it establishes them within their peer group and validates their position as an IT professional.

**Proven Credentials**

- **BCS promoting expertise in the IT industry**
  - **Professional designation** is important – like to have letters after their name and values peer respect
  - **Access to research and interesting articles**
  - Helping juniors, encouraging them to sit **exams** enter awards
  - May be **considering self-employment** after gaining many years of experience
  - Access to **CPD tools** and **opportunities to network**
  - Advice on career development

**Experienced Networkers**

- **BCS promoting the IT industry and its importance**
  - They are interested in **debate and two-way conversation** – enjoy collaboration
  - Very keen to **learn and knowledge share**, and will share interesting content with their teams.
  - They are likely to be managers of more junior IT professionals and will be looking to **upskill their teams** through engaging in **seminars, conferences and digital events**. Interested in finding out about qualifications for themselves and their teams
  - Passionate that the IT industry should positively **promote itself in wider community**

**Challenging Experts**

- **BCS the voice of the industry**
  - Are looking for **thought leadership**, strategic direction and for the IT industry to have a strong voice
  - Keen to **lobby Govt policy** and demonstrate the value of IT to the overall economy
  - Many will have small businesses or be contractors and looking for **specific support and advice**
  - Importance of building talent for the future of the industry and therefore encouraging **professional standards**
  - **Professional designation** is important to build trust and new business opportunities

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HOW TO GET THE MOST OUT OF MEMBERSHIP
Overnight success?

"Don't be upset by the result you didn't get with the work you didn't do."

Diagram illustrating the relationship between development, growth, and time.
HOW CAN MEMBERSHIP HELP YOU IN YOUR CAREER
I want to.....

<table>
<thead>
<tr>
<th>Receive</th>
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<th>Give back</th>
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<tr>
<td>• Status/Credentials</td>
<td>• Events</td>
<td>• Mentoring</td>
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<td>• Standards</td>
<td>• Voting</td>
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<td>• CPD</td>
<td>• White papers</td>
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<td>• Committees</td>
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<td>• Networking</td>
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<td>• Legal advice</td>
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<td></td>
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<td>• Career opportunities</td>
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How can BCS help me

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<tr>
<th>Personally</th>
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<tbody>
<tr>
<td>• Soft skills</td>
<td>• Post Nominals</td>
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<tr>
<td>• Mentoring</td>
<td>• Standards</td>
<td>• Specialist groups</td>
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<tr>
<td>• Legal helpline</td>
<td>• CPD</td>
<td>• Events</td>
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<td>• Volunteering</td>
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WHY PROFESSIONALISM MATTERS
WHAT’S ON THE HORIZON
What’s happening now and on the horizon

- Graduate offer
- Bursary scheme
- BCS jobs board
- New mentoring network
- Forum
5 reasons to join BCS and be part of the professional body for IT

DEVELOP YOUR CAREER
Use CV360, our CV feedback tool, to get ready for recruitment alongside Springboard, our online personal career centre.

DEMONSTRATE YOUR COMPETENCE
Take your career to the next level with BCS professional certifications developed in collaboration with leading employers.

RAISE YOUR PROFILE
Highlight your commitment to the industry by using your BCS post-nominals and logo on your CV and LinkedIn profile.

CONNECT WITH YOUR COMMUNITY
Our local branches and specialist groups are a great place to start learning from the wealth of experience our members have to offer, ensuring you stay at the cutting edge of the areas you’re passionate about.

ACCESS THE LATEST THINKING
Our weekly newsletter and ITNOW, our member magazine, will keep you up to date with issues, innovations and advancements in the world of tech.
THANK YOU
ANY QUESTIONS?