



POLICY AND PUBLIC RELATIONS

UNIFIED TEAM FORMED IN JANUARY 2020 TO:

ENHANCE AND PROTECT THE REPUTATION OF BCS, ITS MISSION AND ITS MEMBERSHIP

John Higgins, President-elect BCS

12.11.2020

OUR VISION

Become the go-to organisation for **policy leadership and media commentary** on the relationship between IT and society

OUR STRATEGY

Produce **original research and insight** that advances knowledge, understanding and debate, on issues of mainstream and niche interest

External affairs objectives

- **Amplify BCS' public voice and influence by:**
- Agreeing compelling, data-led policy and campaign positions; e.g. Public trust in algorithms used to estimate exam results
- Building relationships with journalists, policy and social influencers
- Generating debate in areas where BCS' voice is relevant; eg Huawei's role in UK 5G networks
- Developing a diverse range of advocates for our positions
- Increasing membership engagement in thought-leadership



Three strategic themes 2020-21:

The public expects IT **professionals** to be Ethical, Competent and Chartered

Greater **diversity** in the IT profession benefits society

The **Digital Divide** is the modern measure of inequality



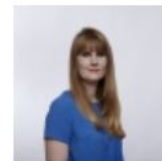
BCS media coverage – Professionalism: The ‘i’ News

“More than half of adults questioned by BCS, the Chartered Institute for IT, said they had no faith in algorithms deployed by any organisation to make judgments about them.”

News > Technology

A-level results 2020: Majority of people don't trust algorithms to make decisions in wake of exam scandal

Public trust in algorithms used by the education sector is lowest, while confidence in systems linked to healthcare and the NHS is highest



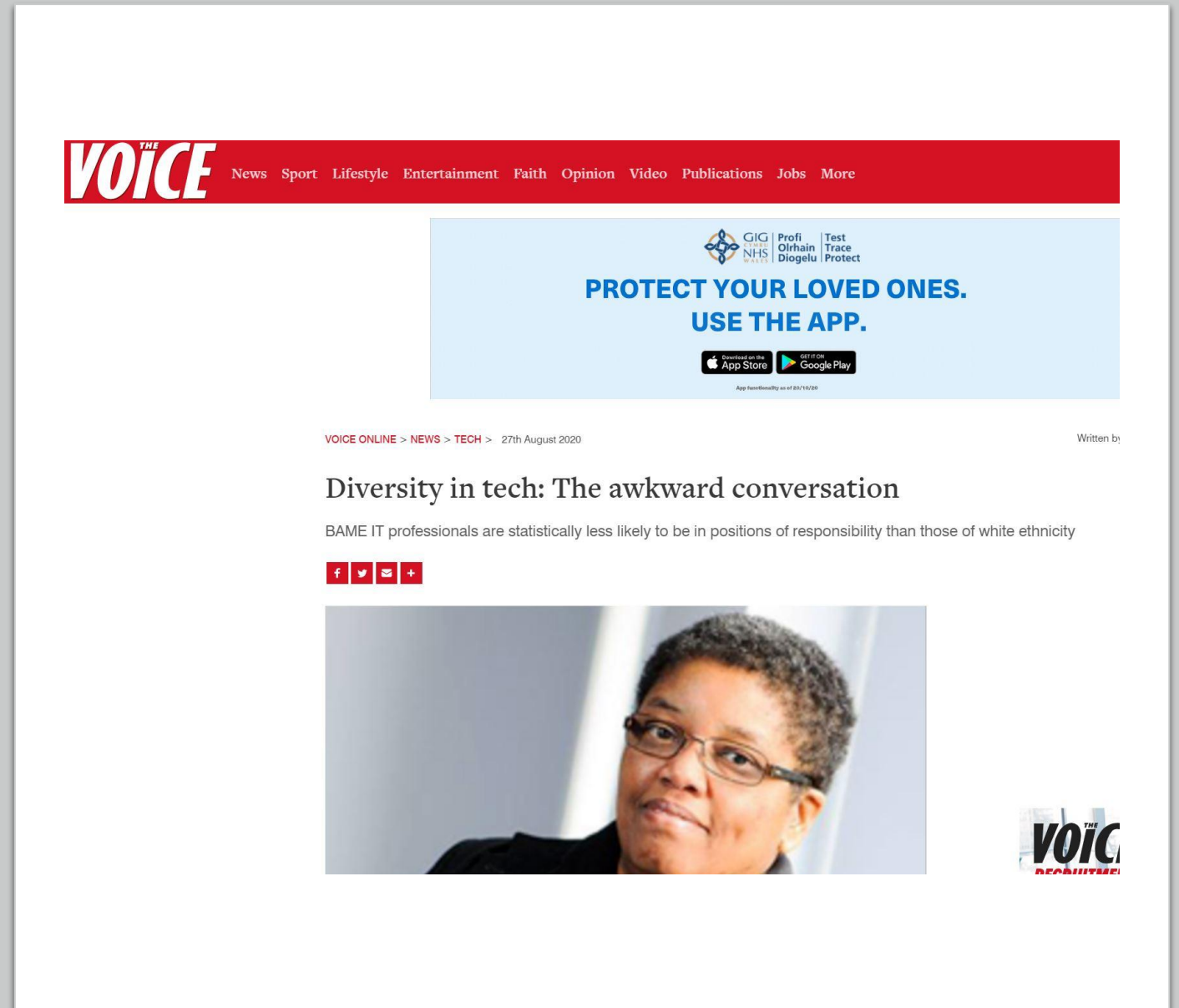
By Rhiannon Williams

September 8, 2020 12:01 am



BCS Media coverage –Diversity: The Voice

“IT leaders and policy makers need to create more diverse and inclusive teams – that’s the conclusion of a recent webinar held by BCS, The Chartered Institute for IT.”



The screenshot shows a news article from 'THE VOICE' website. The top navigation bar is red with the 'THE VOICE' logo and links for News, Sport, Lifestyle, Entertainment, Faith, Opinion, Video, Publications, Jobs, and More. Below the navigation is a light blue banner for the NHS app with the text 'PROTECT YOUR LOVED ONES. USE THE APP.' and download links for the App Store and Google Play. The article title is 'Diversity in tech: The awkward conversation' and the byline is 'Written by'. The article text states 'BAME IT professionals are statistically less likely to be in positions of responsibility than those of white ethnicity'. Below the text are social media sharing icons for Facebook, Twitter, Email, and a plus sign. A large portrait of a Black woman with glasses is featured below the text. The 'THE VOICE' logo is visible in the bottom right corner of the article.

BCS Media coverage – Digital Divide: BBC

• Julia Adamson, BCS Director of Education tells Rory Cellan-Jones, BBC Technology Correspondent: "Affordable new computers with exciting form-factors like the Raspberry Pi 400 have real potential to close this gap. But to do that, they need to be supported by content, guidance and resources, used to enrich children's and parents' knowledge, understanding and skills."

bcso.org





QUESTIONS

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