PROMOTING AND CELEBRATING YOUR ACADEMIC MEMBERSHIP

bcs
The Chartered Institute for IT

HOW-TO-GUIDE

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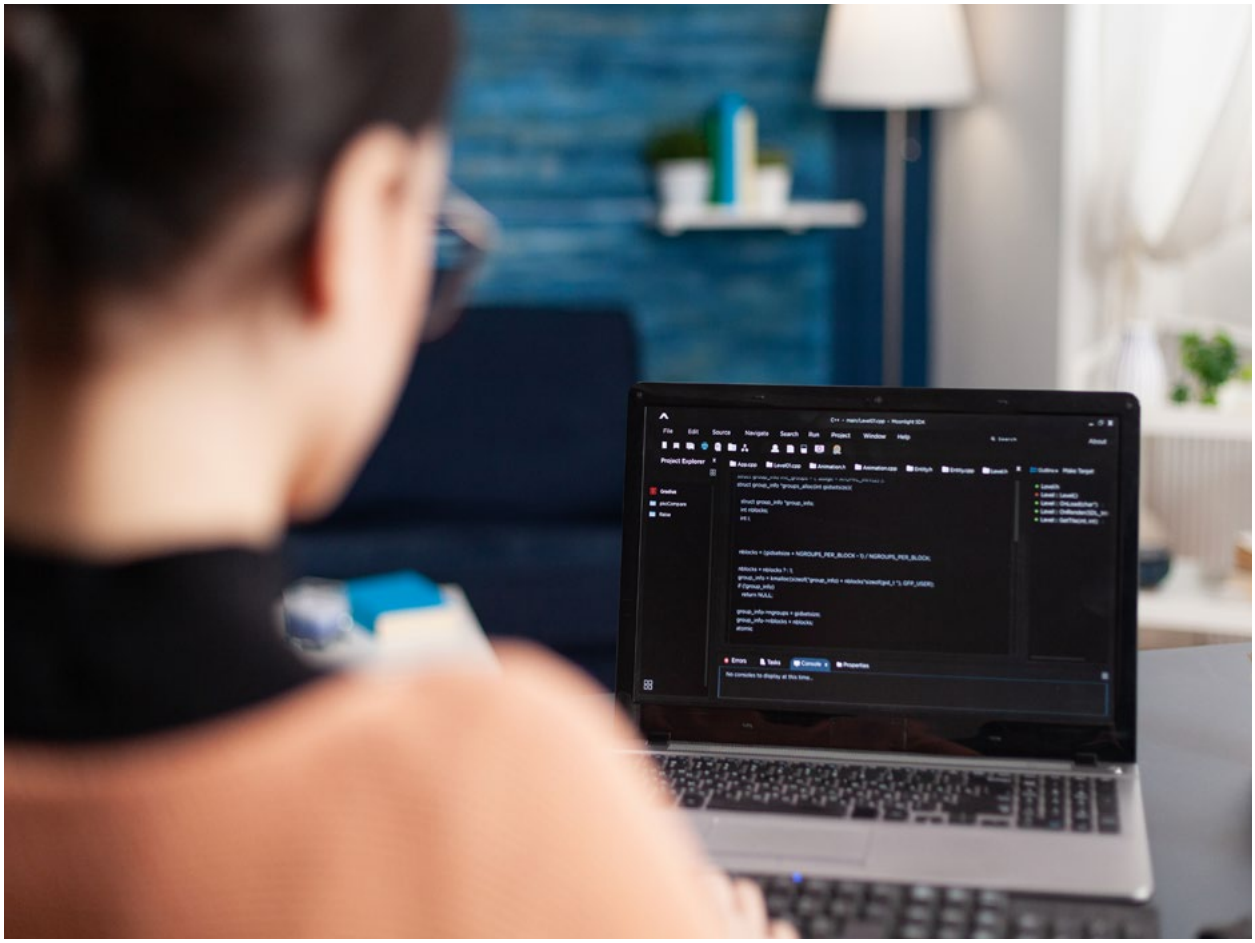


WELCOME TO BCS

It's great that your university has invested in BCS Academic Membership. BCS will give your students access to the latest technology news and insight, employability tools and access to a community of professionals who can provide guidance and advice.

We know every university is different and we want to work with you to ensure you get what you need from BCS membership from both the university and the student perspective.

Your role as a coordinator is pivotal to our relationship, and we want to make sure you feel supported and valued or the key role you play in making this a success!

KEEPING YOUR MEMBERS UP TO DATE

We want to help you, as the coordinator, to be able to promote and showcase the investment your University has made and to encourage staff to join the scheme.

Promotion of membership within your University is vital to make it a success. Promotion can take many forms and we can work with you to find the most effective way. For example, we recommend you have a dedicated space on your intranet to promote BCS Academic Membership.

COORDINATOR HOMEPAGE AND COLLATERAL

You have access to digital assets at **bcs.org/academic-coordinator**

You will find a collection of useful BCS membership material and guides to share with your members to help them develop and expand their IT knowledge whilst ensuring they get the most out of your BCS Academic Membership scheme.

You will also find additional collateral which you can add to your intranet and guidance for you to help you promote, expand and manage your scheme.

WORKSHOPS

Work with your BCS Key Account Manager to plan in dedicated application workshops for our standards and registrations, which will really help to highlight the talent and dedication that exist within your University.

Promote dates to your scheme members to inform them of when webinars and workshops are happening.

You can do this on your intranet or use the poster provided on **bcs.org/academic-coordinator** and populate with details.

EVENTS

As part of your Academic Membership BCS will support you with events throughout the academic year. Examples of these include tech and employability talks, policy workshops, diversity and inclusion presentations and support to set up a student chapter.

NEWSLETTERS

BCS will send you a quarterly newsletter to share with your members and key stakeholders. It will ensure you get the most out of your BCS Academic Membership and will include:

- industry news
- membership tools and benefits
- upcoming events
- valuable knowledge resources

Need something more bespoke? Talk to your Key Account Manager about your needs and how BCS might be able to support you in delivering them.

WHY?

YOUR UNIVERSITY HAS SIGNED UP FOR BCS ACADEMIC MEMBERSHIP TO HELP BETTER KEEP YOUR STUDENTS UP TO DATE WITH THE LATEST INFORMATION, AND ABREAST OF THE LATEST INDUSTRY TRENDS.

BCS MEMBERSHIP FOR YOUR STUDENTS MEAN THEY ARE NOW AN INTEGRAL PART OF A MUCH BIGGER AND EXPANDING COMMUNITY OF EXPERTS, WHO WOULDN'T WANT TO SHOUT ABOUT THAT?!

WHAT CAN YOUR UNIVERSITY DO TO EMBED MEMBERSHIP?

We recognise that by being a coordinator for your Academic Membership scheme has placed some extra responsibilities on your shoulder. But we don't want you to feel this is yours alone.

Your University has taken this step on their development journey, and there are things you can do as a collective to help embed membership within your team.

DEVELOP A LEARNING CULTURE

During your students time at university, BCS can help them with their own development outside of their studies.

Use our BCS networks, specialist Groups and communities to activate CPD.

Encourage the use of Springboard, an online learning platform which helps members develop their soft skills as well as business skills, which is an exclusive member benefit.

BE LOUD AND PROUD!

Promote SFIA***plus*** and BCS membership. Your students will soon be in the working world, and there's no better way of understanding the skills and capability needed than using the SFIA***plus*** framework. Members can have full visibility of what their future career could look like and the future capabilities and qualifications they may need.

Remember we provide additional membership for your HR professionals to understand how the tools help enhance your self-development culture.

Use launch events and workshops to encourage your team to get together, physically or virtually, to celebrate their successes and shout about them to your customers and clients.

PROMOTE YOUR CHAMPIONS AND SPONSORS

Encourage and nominate your Champions and Sponsors to continue driving the success of your Academic Membership. These are normally senior Academics that can lead by example and proactively demonstrate and encourage the benefits of membership.

Work as a team with your BCS Key Account Manager to devise new ways of promoting membership internally as well as looking for opportunities to get involved and raising the profile of your University.

ENGAGEMENT PLAN

We know that it can be difficult to know where to start when working with a new partner, and although every relationship is different, we have outlined an example six-month roadmap to help give you an idea where to start.

WHY?

YOU'VE TAKEN THE FIRST STEP ON A JOURNEY BY JOINING BCS! BCS MEMBERSHIP WILL OFFER YOU, YOUR TEAM AND YOUR UNIVERSITY THE TOOLS IT NEEDS TO GROW AND SUCCEED. BUT YOU WILL ONLY NOTICE THE BENEFITS OF THESE IF YOUR UNIVERSITY PUTS IN THE TIME TO PROMOTE THEM AND EMBED THIS NEW CULTURE.

1. Once we receive the signed agreement, the fun can begin! Your Account Manager will work with you to arrange an event, either physical (where applicable) or virtual to launch the new membership scheme.

2. It's important that once your students and staff are signed up to your membership programme, they access our member secure areas and sign up to groups and branches. We will provide you with information and collateral to help support this.

3. Professional registrations and standards play a big part in our members development pathway, but we know it can be tricky to know where to start. Work with us to arrange virtual standards workshops to demystify the process.

4. The SFIA***plus*** framework is a great place to start when your students and academic staff are thinking about their career pathways. Discuss with your Account Manager how individuals can use the Browse tool available to them, and how your University could use SFIA***plus***.

5. One of the main strengths of membership is that it brings you into a community that thrives on sharing and learning. Why not get involved by hosting branch events, or sharing your own expertise through our content team or speaking opportunities.

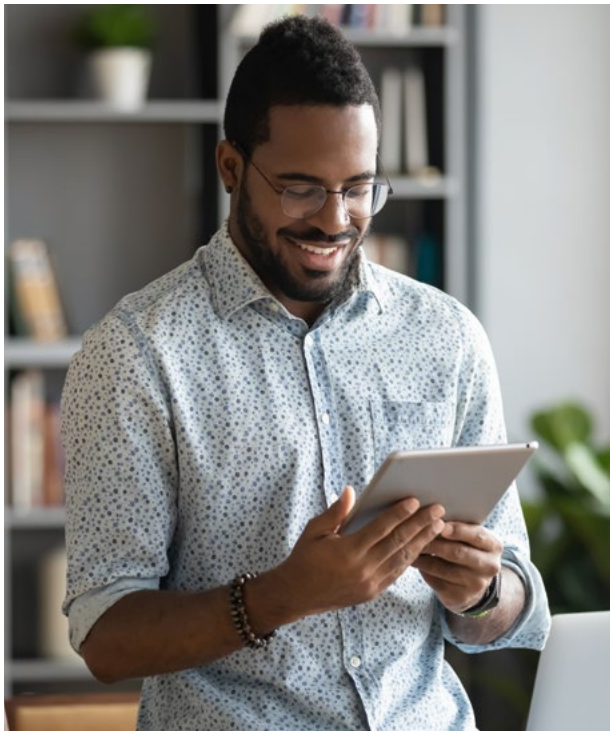
Alternatively, we're always looking for content for our website or to feature in our member magazine, ITNOW. Why not get in touch about how your students can contribute.

6. By now, individuals will have been accessing the tools available to them in our Career Centre, Springboard, for a few months. Use tools such as the aptitude tests as a basis for your review process and plot next steps against the SFIA***plus*** framework.

WHY HAS YOUR UNIVERSITY JOINED?

Every University we work with signed up for different reasons depending on their size, sector or maturity. But it's important to know you're now part of the community.

We know that the reason you have signed up to Organisational Membership will be unique to you, but below we have listed a few common themes and how membership can be used to solve them.



EMPLOYABILITY

One of the main reasons, you could have taken up membership is to help those students find meaningful employment within the industry. BCS membership shows the commitment your students have taken to not only their professional development, but also, to the upholding of the professional standards and ethics of the IT industry.

CONNECTIONS

BCS membership offers your staff a wide range of benefits to help them grow and develop themselves. If you find your top talent moving on too quickly, providing professional body membership with BCS will demonstrate to them your commitment to them.

INSIGHT

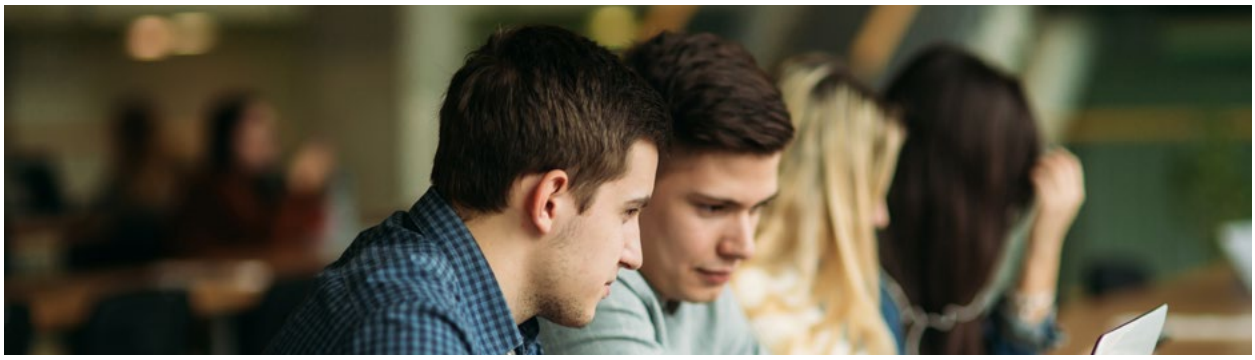
A common reason for staff unhappiness if the lack of clear development opportunities. BCS membership will allow them to plot their progress through Browse SFIA***plus***, develop their soft skills through Springboard and other opportunities such as mentoring and speakership. We even provide a tool to help them record their progress!

RESPONSIBILITY

You've made a fantastic step in the right direction by offering your team BCS membership, it's now up to them to grab this opportunity. Membership shows them how they can develop themselves and provides them the tools to ensure they're working to the highest level and able to engage with you in meaningful discussions about their career progression.

THE CODE OF CONDUCT

Each and every BCS member signs up to our Code of Conduct when they join BCS. This is deeply routed within our Royal Charter and sets clear expectations, through three pillars, of how we expect every professional to act for the betterment of the industry and the good of society.



PUBLIC INTEREST

UNDERSTANDING THE CODE OF CONDUCT

The Code of Conduct itself if the best tool you have at your disposal for demonstrating the commitment to professionalism your students have made to the wider industry and to future empolyers.

Be proud that you have all made this declaration to upholding the highest ethical and practical standards.

SPECIALIST GROUPS AND BRANCHES

Get involved and encourage your students and staff to join their local branch and any specialist groups that appeal to them. These are not only great networking opportunities, but gives them the opportunity to learn from subject matter experts, debate the latest policies and trends and represent your University as a leader in your field.

WHY?

GIVEN HOW PIVOTAL TECHNOLOGY IS IN OUR DAY-TO-DAY LIVES, IT'S IMPERATIVE THAT WE ALL WORK TO THE HIGHEST ETHICAL STANDARDS WITHIN THE INDUSTRY. YOUR UNIVERSITY'S COMMITMENT TO THIS WILL HELP TO STAND YOU OUT FROM THE CROWD.

PROFESSIONALISING ACADEMIC STAFF

PROFESSIONAL STANDARDS AND REGISTRATIONS

There is no greater display of skill and competence in the IT industry than an independently verified professional standard. Holding a standard is a commitment to continually maintain and develop one's competence and being able to provide evidence of this to revalidate. Additionally, encouraging those in your team already registered to mentor their colleagues through the application process increases their own skills further and brings your team closer together.

BCS offer six industry standards which reflects level of seniority and experience:

- Registered IT Technician (RITTech)
- Engineering Technician (EngTech)
- Incorporated Engineers (IEng)
- Chartered Engineer (CEng)
- Chartered IT Professional (CITP)
- Federation for Informatics Professionals (FEDIP)

You must be a member of BCS to apply for and hold a registration. Speak to your Key Account Manager for help and guidance on the application process or visit: **bcs.org/academic-coordinator**.

ALIGN YOUR STAFF DEVELOPMENT TO AN INDUSTRY FRAMEWORK

Ensure that you're developing the right skills and traits within your University by aligning your L&D plans against the industry informed framework, SFIA***plus.***

All BCS members can access the SFIA***plus*** framework to gain a clearer understanding of where they are, and what steps they can take to get where they want to be.

BCS has recently developed its new RoleModel***plus*** tool to aid with staff development and skills assessments. To find out more, please speak to your Key Account Manager.

WHY?

YOU KNOW THAT YOUR ACADEMIC STAFF ARE HIGHLY SKILLED AND COMPETENT- YOU HIRED THEM! WHY WOULDN'T YOU WANT THIS INDEPENDENTLY VERIFIED AND ABLE TO BE DEOMNSTRATED AS WHAT SETS YOU APART FROM YOUR COMPETITION? IT'S ALSO A GREAT BOOST FOR YOUR ACADEMIC STAFF TO RECEIVE THIS PROFESSIONAL ENDORSEMENT.

GETTING INVOLVED

VOLUNTEERING

Knowledge, experience and time – they are all valuable commodities. Your members can develop their own skills, elevate their professional status and meet a wide range of people from across the industry, when they get involved in volunteering with BCS.

MENTORING

Encourage your academic staff to give back and share their wealth of experience by becoming a mentor. The BCS Career Mentoring Network (CMN) is a robust development and empowerment tool designed to enable members to share experiences and knowledge.

PROFESSIONAL STANDARDS ASSESSORS

This involves assessing an individual's professional standard application. BCS provides eLearning training and being a part of the assessor community opens up valuable networking opportunities as well as enabling your members to elevate their professional status.

INDUSTRY INSIGHT AND POLICY

BCS encourage members to contribute in shaping policy, commenting on consultations and sitting on panel debates. Bringing together members from all industries and sectors allows for a well-rounded debate and opinion.

Speak to your BCS Account Manager if any member has expressed an interest in getting involved.

WHY?

YOU AND YOUR TEAM HAVE CHOSEN TO WORK IN THE IT INDUSTRY AND HAVE TAKEN THE TIME TO DEVELOP YOUR PROFESSIONAL SKILLS TO GET WHERE YOU ARE TODAY. SAFEGUARD AND ADVANCE THE FUTURE OF THE PROFESSION AND THOSE WORKING IN IT NOW AND IN THE FUTURE.

For further information please contact:

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