

COUNCIL: 2 APRIL 2014

FELLOWSHIP DEVELOPMENT STRATEGY

1. Over recent years the Fellowship has grown in real terms by about 3% annually and presently is about 11,500. The paper at Annex A reports on recent activities and sets out a number of possible actions aimed at attracting new Fellows and retaining those we have.
2. While some of the ongoing and proposed new activities are aimed at Junior Candidate Fellows and Candidate Fellows, and others attempt, for example, to attract back those whose Fellowship has lapsed, taken as a whole there is no identified target group or groups by discipline, employment sector or 'age' which is to be the subject of a recruitment campaign.
3. At its meeting in February 2014 Council NOTED the activities under way, progress to date, and plans for the coming year; and DISCUSSED proposed new initiatives (*set out in Annex A, section 3*), and agreed that the following should be pursued:-
 - i. Various new Fellow welcome events
 - ii. Partnering with other Societies to organise joint meetings
 - iii. Telephone exit surveys
 - iv. And to investigate the scope for reduced Fellowship fees (and entitlements) for applicants in developing countries
4. In the absence of direction from Council of a growth target or target groups Professional Committee have agreed the following Fellowship development strategy document which incorporates the promotional activities previously agreed. Based on recent growth, a 15% increase over 5 years looks easily attainable and 20% should be achievable. Consequently, the Committee has set itself a stretched target of 25%.
5. The Fellowship development strategy sets out a series of objectives for the Society to continue to maintain, grow and engage its Fellowship, including the actions that it will take to meet these objectives. It also describes how the Society will evaluate the delivery of this strategy.
6. To maintain consistency the Fellowship development strategy will be delivered within the wider framework of the Society's Strategic Plan.
7. Council is asked to APPROVE the Development Strategy.

Tricia Henton
27 March 2014

Geological Society
Fellowship Development Strategy

2014

Mohammed Jahangir
Fellowship Services Manager
25 March 2014

1. Objectives

- 1.1. The Fellowship development strategy will set out objectives that will be achieved to meet the goals set within the Society's Strategic Plan, to promote Fellowship and Chartership (*GSL Strategy Document [PF-10-01]*), which include;
- i. Grow the number of Fellows, Chartered Geologists and Chartered Scientists, focusing on key sectors;
 - ii. Streamline the Fellowship application process;
 - iii. Promote Chartered titles to industry and government

2. Delivering the Strategy

- i. The Professional Committee will have responsibility for ensuring the objectives and actions of this Fellowship development strategy are carried out. The Fellowship Services Manager will lead implementation and will ensure that specific issues of recruitment or Fellowship engagement are incorporated in the action plan.

Objective A

Grow the number of Fellows, Chartered Geologists and Chartered Scientists, focusing on key sectors;

The Society's aim remains to steadily recruit and increase Fellowship numbers and in turn increase Fellowship revenue.

Key objectives include (see Annex B&C):

- i. Increase overall Fellowship by 25% over 5 years of which
 - 15% growth will come assuming the present pattern of recruitment across all Fellowship subscription bands continues unchanged
 - and a further 10% by recruitment from the 28 to 33 and 34 to 59 age groups of a further 250 and by 850 (an increase of about 17%) respectively. Over the past five years growth in these two age bands has been 106 (about 8%) and 129 (about 2.6%) respectively
- ii. Identify and target industry sectors with potential for Fellowship growth
- iii. Increase the number of Chartered Fellows
- iv. Reduce the number of lapsed Fellows / improve Fellow retention
- v. Increase student fellow conversions to full fee paying Fellows

Actions to achieve this include:

- i. Targeted and regular recruitment drives
- ii. Develop new Fellowship recruitment/marketing material
- iii. Review recruitment/marketing material at least annually to ensure it remains relevant.
- iv. Design target specific posters and banners

- v. Use Fellowship champions to recruit fellows at key events
- vi. Identify initiatives to raise the profile of the Society/Fellowship at Universities
- vii. Continue engagement with students via Careers day programmes and Student Societies
- viii. Develop new activities to encourage early career Geologists to join/retain Fellowship;
- ix. Better promote Fellowship benefits
- x. Organise, national and regional welcome events for new fellows
- xi. Form a working group to identify target industry sectors

Objective B

Streamline the Fellowship application process;

Growing the Fellowship will mean processing more applications, which will result in increased administration work. To reduce the burden on administrative resources and to ensure service delivery targets are met, it is essential that consideration is given to streamline the Fellowship application process, which will also make it easier for potential Fellows to apply.

Key objectives include (see Annex A):

- i. Ensure that it is as easy as possible for potential Fellows to apply and that they are not unduly discouraged from applying for Fellowship
- ii. Ensure that service delivery targets are maintained and improved where possible

Actions to achieve this include:

- i. Development of new online application tool (*phase one complete, phase two to include back office management and online Fellowship upgrades*)
- ii. Review of regulations (completed November 2013)
- iii. Develop online application tool for Chartership
- iv. Acquire new Fellowship database to improve administrative efficiencies
- v. Review of available resources

Objective C

Promote Chartered titles to industry and government

With the increasing importance of professional qualifications and the fact that career progression is highlighted by most new applicants as a reason for Joining the Society, it is imperative that we continue to promote the benefits of Chartership to Industry and Government, especially in industry sectors where there is no past tradition or requirement to acquire Chartered Status.

Key objectives include (see Annex A):

- i. To ensure that we continue to promote the benefits of Chartership to industry and government
- ii. To ensure that we continue to promote the benefits of Chartership to the Geo-science community

Actions to achieve this include:

- i. Continue to promote 20 Years plus scheme for Chartership applications
- ii. Continue to promote the Accredited Company training Schemes
- iii. Continue to work with other organisations (Geo Science Skills Forum and CHUGD etc.) to promote Chartership to Government
- iv. Develop and promote new Chartered Geologist logo
- v. Develop new marketing material for Chartership
- vi. Create Chartered Fellows profiles on the website (Chartership pages)
- vii. Identify industry sectors which can benefit from Chartership

3. Evaluating the strategy

- 3.1. The overriding objective will be to ensure the strategy is delivered effectively and within the set time frames. The Professional Committee will monitor delivery of the objectives set out in the Fellowship development strategy through an action plan which will set out what steps will be taken to meet these objectives, with expected completion dates. In monitoring the effectiveness of the strategy, the Professional Committee and the Director of Finance and Operations will ensure that it remains effective, relevant, and fit for purpose.