



Enabling the
information society

A decorative graphic consisting of several overlapping, wavy lines in various shades of green and yellow-green, flowing from the left side towards the right. The lines have a soft, glowing effect and are set against a white background.

Transforming BCS

Elizabeth Sparrow, President 2009-2011

BCS Women Lovelace Colloquium April 2010

The IT Profession is changing



- IT is at the core of everything, but roles and skills requirements are changing
 - In “business”, IT has to be part of everything
 - not a service delivery function
 - not a “partner” to the business
 - it **is** the business

The world is changing – fast



- **Technology is changing everything**
- **The way people do things is changing**
- **“Social Media” is the biggest single catalyst for change – ever**
- **The younger generation are more digital-savvy than ever**



*Where is BCS, The Chartered Institute
for IT in all of this?*

BCS has been changing

	1981	1991	2001	2008	2009 (18 months)
Members	27,000	33,000	36,000	68,000	69,316
Annual revenues	£409k	£3.5m	£9m	£22.5m	£30.3m
Members subscriptions % of total	93%	45%	26%	20%	20%
Reserves	*£0.5m	(£214k)	£4.2m	£15.7m	£12.0m

**Sale of property and publishing business, not operating profits*

BCS member profile has changed

Average age of new members



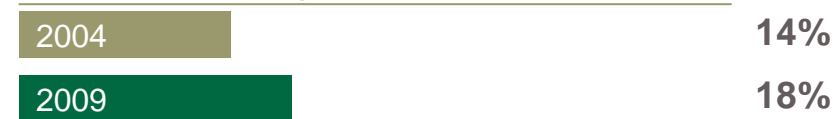
Average age of membership



Percentage of women joining

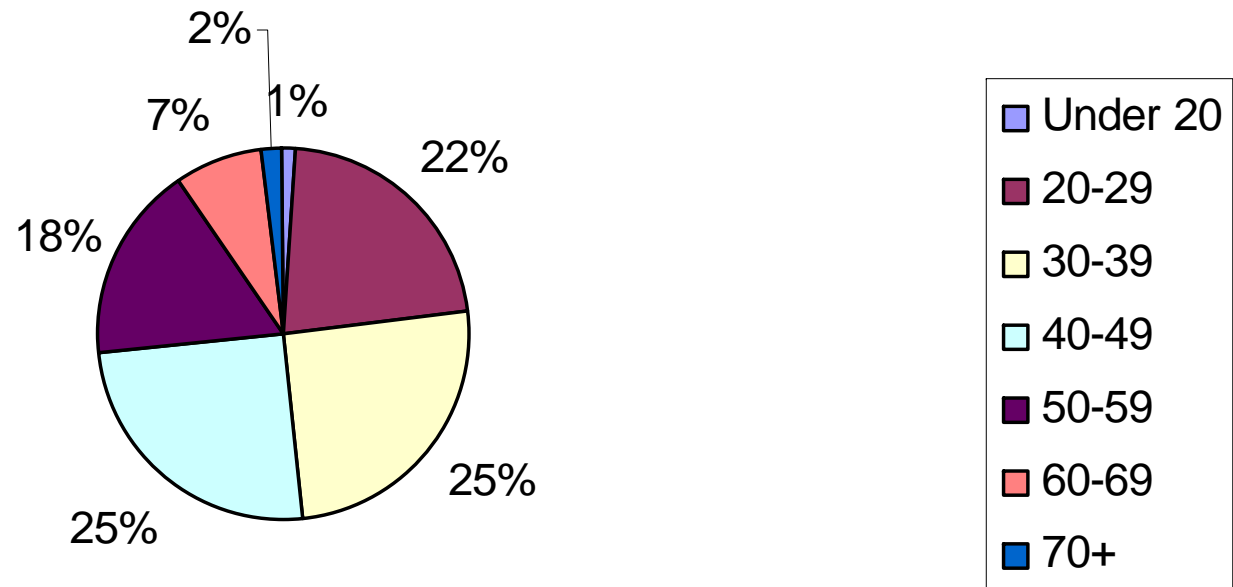


Overall percentage of women members



Membership

BCS Membership Age Ranges



Member satisfaction rating continues to rise on already high numbers

Source BCS Annual member survey

Number of respondents

Jan 2004	3,279
Jan 2010	10,365

Overall satisfaction with BCS membership

Jan 2004	74%
Jan 2010	83%

Feel subscription is good or excellent value for money

Jan 2004	68%
Jan 2010	77%

Feel BCS has helped them with their job

Jan 2004	45%
Jan 2010	67%

But... we were running out of time



- The market was changing very quickly – much quicker than we were
- A widely held perception of BCS was an old fashioned, irrelevant group of people not representative of the requirements of current professionals or industry
- Social media capabilities could make the existing BCS membership services redundant in a relatively short period of time
- Without these capabilities, why would anyone pay the subscription?
- We couldn't implement the major changes required in a series of annual incremental steps (our old way) – it would take too long
- The very existence of BCS as a membership organisation could be in the balance

BCS response



BCS Vision and Mission – what could we be?

Vision – To be a world-class organisation for IT

Mission – To enable the information society

Our Objectives



To address the challenges of the 21st century the Institute has five strategic objectives:

- Bridging the gap between education practice and research
- Giving practitioners the professional development and career support they deserve
- Informing public policy on how IT can contribute to society
- Ensuring everyone benefits from IT
- Championing the global IT profession

So...the Transformation Programme

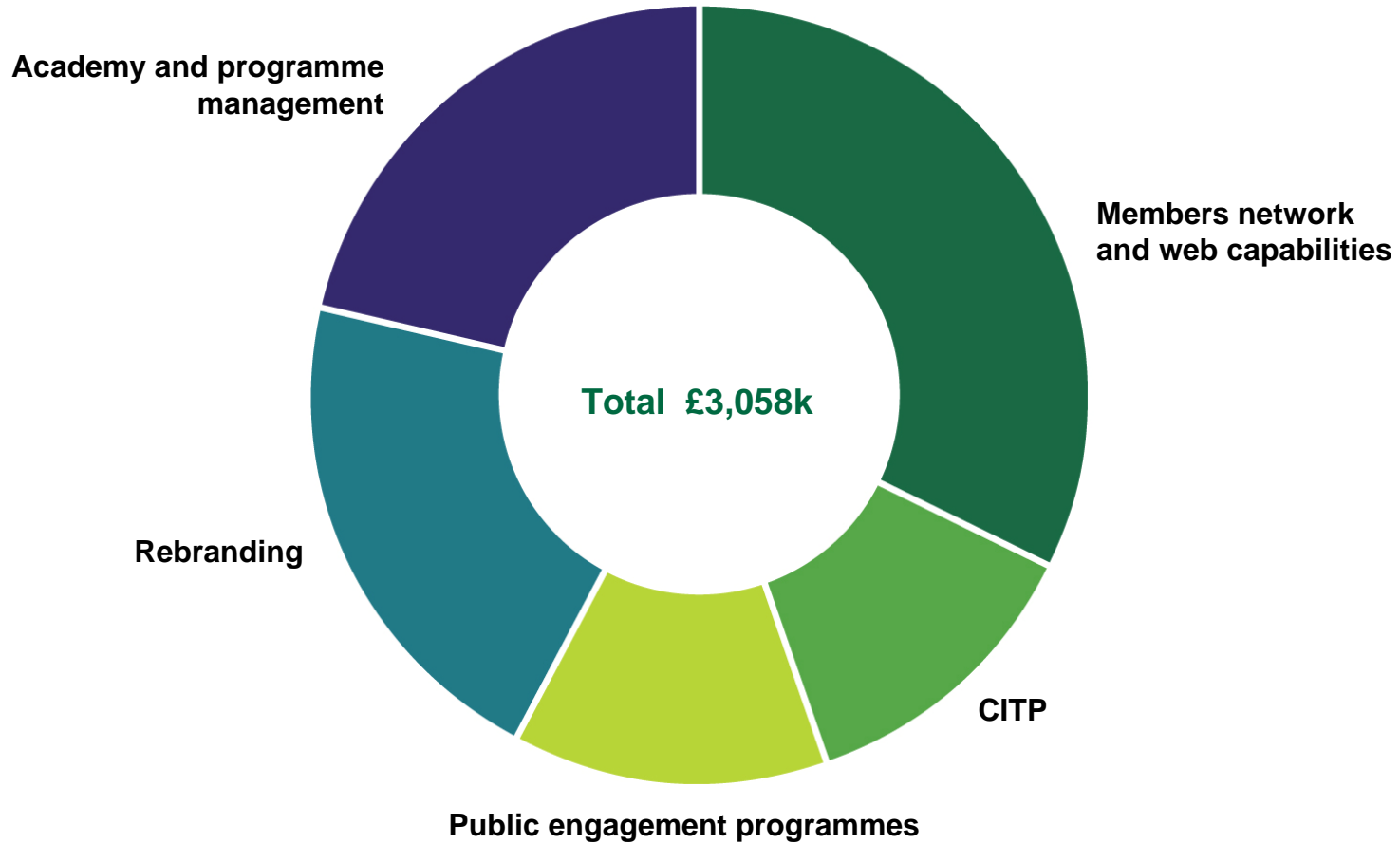


Aimed at making sure BCS survives and prospers both now and in the future as a membership based organisation that adds real value

Key programmes

1. Transform our membership networking capabilities using Social Media and Web 2.0 technologies and methods (over 50% of total transformation budget)
2. Develop Chartered IT Professional standard into something relevant to employers that they would look for and ultimately require in recruitment
3. Develop the BCS Academy of Computing to create a cohesive community across schools, universities and business sectors committed to the advancement of Computing
4. Develop a series of externally facing programmes to educate the general public, government, business, students and many others of the value of IT both in their everyday lives and as a career
5. Make sure people understand this is a new BCS (rebranding programme)

Transformation spend to date



All funded from pre 2009 reserves

Benefits since September 2009

Professionalism in IT



CITP re-launched on 23rd September 2009

- New applications for CITP 206

Assessors: 578 CITP members volunteered for training

30 completed training and awarded Certificate of Current Competence

Raising profile of BCS and supporting membership through National and European Conferences and presentations, all staff briefings for corporates and PR and Press activity

Leading collaboration with CEPIS and EU

Exploring licensing opportunities in the US and Europe through Open Group, IBM, ICS etc.

Account Managing key corporates and strategic relationships within the IT Profession driving take up of products and services whilst ensuring BCS is central to the IT agenda in Government

Benefits since September 2009

International partnerships



Partnership discussions with;

- IEEE – Computer Society
- CompTIA
- SIM (Society of Information Managers)
- ICAEW (Institute of Chartered Accountants in England and Wales)
- ISACA
- UK Test Board (UKTB)

MOUs signed with:

- The Green Grid
- Open Group
- Computer Society of India
- ITSMF International

Distribution agreements with:

- BEP (India)
- ISQI (Germany)
- GCI (Australia)
- New agreements expected in the US, Brazil and GCC

Selected Highlights of Transformation



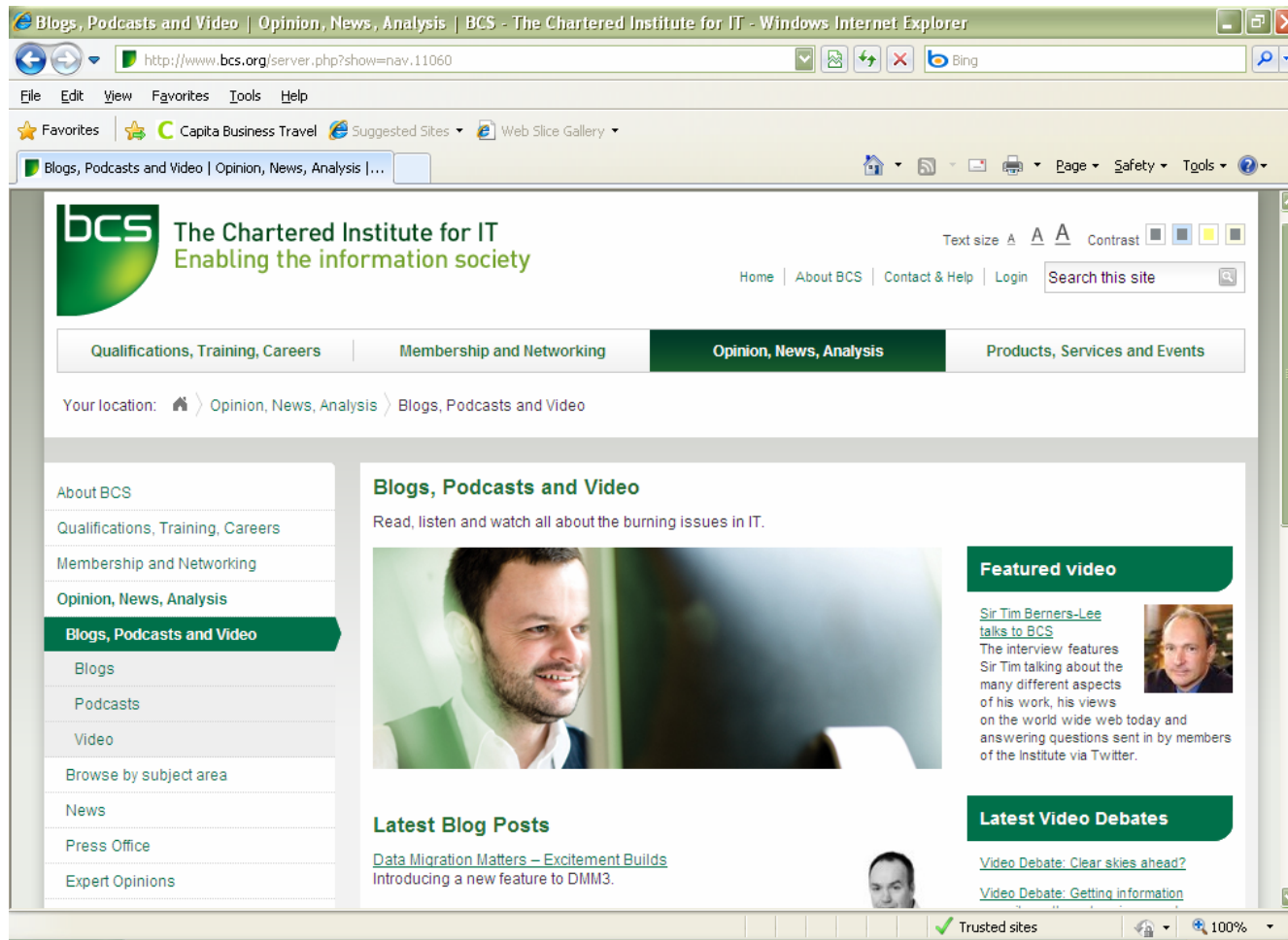
- Dramatic increase in homepage hits (up 38%) and lots of traffic to CITP homepage (over 43,000 views since launch)
- Research results that show significant awareness/support for new strategic direction/positioning
- Brand advocacy amongst BCS members increased by 10% post launch (from 79% pre-launch to 89% post-launch).
- 242.6 million media impressions which extended the media coverage to include daily titles equating to 5.8 million impressions. TV and radio coverage was also achieved
- 157% increase in media coverage during September
- Savvy Citizen has launched and been well received with media coverage across all IT titles. The micro site achieved 2,397 visits and 6,499 page views since launch on 27 November, 256 people have taken part in the Facebook quiz and 257 people have taken part in the first of many polls on the micro site

Web redevelopment

Public site rebuild, Member Network, WAM redevelopment, Intranet

- Over 1,400,000 visitors since launch (rise of 22%), over 6 million page views (rise of 24%), visits from Google up 14%, referrals from other websites up 28%.
- Big increase in member groups moving into the main site as a result of the new design, layout and functionality we can provide. Editorial piece went 'viral' on digg.com generating 40,000 visits in 24 hours to that article alone.
- 23,000 visits to the Member Network since launch. Average of 9 pages viewed per visit and an average session of 6 minutes.
- Member Network has been used to gather feedback on consultations which has helped generate new sources of comment and feedback. Over 300 groups created on the network, over 400 discussions and over 200 questions posted on Ask an Expert.
- Proven to have the potential to be an excellent channel for engaging with the membership.

Blogs and Podcasts



BCS is host to:

More than 10 regular bloggers covering a wide range of topics

Monthly podcasts: OddIT and The Whitelist

Regular vodcasts, video interviews and video debates

www.bcs.org/socialmedia

BCS Academy of Computing



- Partnership between
 - BCS
 - CPHC (Council for Professors and Heads of Computing)
 - UKCRC (UK Computing Research Committee)
- The Academy will be a membership organisation, open to anyone committed to the advancement of computing as an academic discipline
- Academy Board and its Committees now have Chairs appointed
- Remit and responsibilities for committees are being extensively debated and discussed with key communities to ensure we have the right vision, focus and objectives consistent with the Academy vision

BCS Academy of Computing



Progress so far:

- MoU signed between BCS and each of UKCRC, CPHC
- ACM-BCS Visions of Computer Science
 - also includes Grand Challenges and CPHC conference
 - BCS Academy and ACM sponsorship means students register for £30
- HEA-ICS and BCS Academy to run 4 workshops on teaching in HE during 2010
- Sponsoring Computing at Schools running over 13 regional conferences during 2010
- BCS Academy on Steering Committee at Queen Mary CS4Fn
- BCS Academy on Steering Committee Open Educational Repository, funded by JISC/HEFCE, run by HEA
- BCS Academy now BCS point of contact for EPSRC, RCUK, HEFCE, and Science Council
- Joint submission to HEFCE on REF from UKCRC, CPHC and BCS Academy

BCS Academy of Computing



BCS Academy is actively working with key stakeholders to start a Computing Teachers Association this year for primary, secondary and FE teachers, watch this space

- What teachers tell us they want
 - networking between schools, universities and business
 - share teaching resources and best practice
 - setting up their own events, conferences etc
 - career professional development
 - accreditation, e.g. something along the lines of Chartered Computing Teacher

Progress:

- Simon Humphries, appointed as permanent staff at BCS to head new CTA
- Strategic partnership with Computing at Schools group to found new association
- Informal volunteer group consisting of school teachers from across the country

Engaging the Public

My theme for the year



- Our programme supports our core charitable purpose – to advance knowledge and education in computing, for the benefit of the public
- Our aims:
 - to increase public confidence in IT
 - to help everyone make better use of information in their lives
 - to help people become more active participants in the information society
- To achieve these we have four specific public engagement programmes that will run this year

Savvy Citizens



Goal: To improve citizens' access, skills and competence in information use through effective use of IT

- Savvy Citizens is an education campaign aimed at the general public with bi-monthly themes. It has its own dedicated interactive website <http://savvycitizens.bcs.org>
- Partner organisations are supporting the campaign including the independent Men's Health Forum, World Cancer Research Fund and HEART UK.

<http://savvycitizens.bcs.org>

Savvy Citizens: Safety - Windows Internet Explorer

http://savvycitizens.bcs.org/category/safety

File Edit View Favorites Tools Help

Savvy Citizens: Safety

Feeds Search this site

BCS The Chartered Institute for IT
Enabling the information society

Savvy Citizens

Home About Research Resources

Savvy Citizens: Safety

Safer Internet Day – Click Clever, Click Safe

By SAVVY CITIZENS TEAM | Published: FEBRUARY 9, 2010

Today is [Safer Internet Day](#), a great time to keep the online safety of you and your family in mind. The [UK Council for Child Internet Safety \(UKCCIS\)](#) has also launched their 'Click Clever, Click Safe' campaign today. You can read more about 'Click Clever, Click Safe' on the [Department for Children, Schools and Families's website](#), as well as on the ['Click Clever, Click Safe's' site](#). You can also see what we've written about online safety on [Savvy Citizens here](#).

SAFER INTERNET DAY 2010
9 FEBRUARY

Savvy Citizens Safety Roundup

Topics

- Wellness
- Citizenship
- Culture
- Communication
- Environment
- Commerce
- Work
- Safety

All posts
All comments

Done Trusted sites 100%

Information Trailblazers



Goal: To help the general public to relate more readily to IT and its contribution to society

- Campaign to celebrate iconic personalities of the Information Society to enhance the public's
 - Understanding of the role of IT in delivering that information
 - Trust in the professional IT practitioners who create these solutions
- During March 2010 BCS members voted on a long list of 100 suggested nominees (voting closed March 10)
- A number of celebrity films will now champion their 'information trailblazer' from the list
- The films will be shown via a media partner and the public will vote on their favourite information trailblazer


Information Trailblazers on Member Network

The screenshot shows a Windows Internet Explorer browser window displaying the BCS Member Network website. The address bar shows the URL <http://network.bcs.org/group/292>. The page title is "BCS - Member Network | Groups | Overview". The main navigation bar includes "Dashboard", "Connections", "Groups" (which is highlighted), and "Ask An Expert". A search bar is located on the right side of the page.

Information Trailblazers

As the Savvy Citizens campaign continues, BCS is preparing to launch its next public engagement campaign, 'Information Trailblazers'. We are looking to identify true heroes who have made a real difference in the world by using and manipulating information and information technology.

We need member input to help choose which information trailblazers should be featured. See the full list and vote at <http://www.bcs.org/trailblazers>



Overview | Discussions | Members | Polls | Bookmarks

Join Group Only members can create or contribute to content in this group. [Join this group now.](#)

Group Announcement

Vote for your top 5 trailblazers
See the full list and vote for your favourites at <https://forms.bcs.org/trailblazers>

Group Information

- 154 Members
- 8 Discussions

Trusted sites | 100%

Information Dividend



Goal: To better understand the true social contribution of information and identify areas for further improvement in policy and practice

- A new, socially-grounded evaluation framework to interpret the social impact of IT
- Diagnosing, promoting and improving the linkage between IT and human wellbeing in order to enable the information society
- Research has been commissioned to help inform the framework
- It is expected that member engagement will start in the early summer
- The launch date is to be confirmed, but has been provisionally earmarked for September

Public Information Broadcasts



Goal: To make the impact of information visible to all users and to make BCS 'relevant' to everyday life

- Video-based competition focused on the benefits of information and information's impact on the citizen
- The videos will be a 21st century version of the traditional public service broadcasts with the purpose of informing society.
- The competition will be open to all members of the public globally, BCS members in particular will be encouraged to participate.
- Entrants will be asked to produce a **3 minute video** (that can take any format – cartoon, animation etc) which will be submitted to a BCS branded YouTube channel.
- Public can 'participate' through voting, as well as blogging, embedding etc
- An awards event will be held in November to announce the winning film(s)

Statements of support since September 2009

‘It is important that the relatively young profession of IT is recognised alongside our more traditional professions and I am delighted that BCS, through its CITP status, underpins this aim.’

The Rt Hon Lord Mandelson

‘The technical and professional skills required in the modern information society are more demanding than ever, and the Government IT Profession is delighted to see the BCS setting such high standards.’

Lesley Hume, Cabinet Office CIO and Director of the Government IT Profession

‘By steadily increasing the expectations of Chartered status, BCS lets practitioners show they possess the knowledge, experience, integrity and dedication that are so vital to the IT profession.’

Adam Banks, senior Vice-President of the Technology Office at Visa International



Questions?