

CIPR Council Meeting, Thursday 15 June 2023, 1000-1230, Zoom Minutes

Attendees:

Donna Castle, Rachael Clamp (Vice-President), Teela Clayton, Paul Compton, Alison Gallagher-Hughes, David Hamilton, Ruth Jackson, (joining at 11pm), Arlene McPhillips, Rhian Moore (left at 12pm), Rachel Roberts (Vice-President), Sarah Salter Nash, Steve Shepperson-Smith (President), Jenifer Stirton (leaving at 11.15), Crispin Thorold, Tim Walsh, and Martyn Williams (in another meeting between 10.15 -10.45).

In attendance:

Chris Love, Board member, for item 6; Katie Marlow, Little Bird Communications, for item 7.

Staff:

Claire Bloomer, Sukhjit Grewal, Alastair McCapra and Eva Mota.

Apologies:

Sarah Ion, Matthew Knowles, Binu Jacob, Hayley Mace, Paula McNulty, Claire Melia-Tompkins, Naj Modak, Donald Steel and Ben Veal.

Items

1. President's welcome

Steve Shepperson-Smith welcomed attendees and briefed Council on recent activities including the Board Strategy session in Belfast on the 8 June, meeting local members and engaging with the local network face- to face. He noted that the East Anglia, and Midlands Conferences would be taking place in the next few weeks.

2. Apologies and declarations of interest

Apologies were received from Sarah Ion, Matthew Knowles, Binu Jacob, Hayley Mace, Paula McNulty, Claire Melia-Tompkins, Naj Modak, Donald Steel and Ben Veal.

No declarations of interest were made.

3. Approval of 2 March 2022 meeting minutes

No amendments were suggested, but a correction on paragraph numbers only. The minutes were approved as an accurate record of the meeting. Paul Compton proposed the minutes and Ruth Jackson seconded.

4. Actions and Matters arising from March meeting

All actions were noted as done.

5. Update from the Governance Working Group

Alastair explained the four meetings which had taken place so far and the main topics discussed: the roles of Board, President and Council. Three more meetings will take place over the next 3 months and the working group will report back to Council in September. A possible meeting of Board and Council together for decision making might be an option. If by-laws are to be changed, it will have to be taken to a General Meeting for approval.

Rachel Roberts suggested that interviews with past presidents on discussing the Presidential role might be useful. Rachael Clamp also echoed this and suggested consulting as widely as possible, whether the outcomes went to a General Meeting or not. Group Chairs would be keen to hear and contribute.

Council agreed for an extra meeting to be scheduled for Council to attend once the working group report is ready for review and it will be an afternoon meeting due to the time difference where Crispin is based.

6. 2024-2029 Strategy Development update

Chris Love provided a summary of the work done to date led by Andrew Chamberlain, the consultant. There will be a report from him in September. As part of his work Andrew is looking into the strategies of similar organizations operating globally, to see what we can learn from them. Council members briefly discussed the importance of PR, awards and qualifications activities, the rising importance of AI, and the development of the CIPR's own values.

Action Chris will share a first draft on the 2024-2029 Strategy Development ahead of the September Council meeting.

7. CIPR Values

Katie Marlow explained the work she had done on CIPR Values and results from volunteer survey, where participants were asked what made volunteering feel worthwhile. She is doing a workshop for Group Chairs at the end of June, exploring how values can help with managing committees and the work that they decide to do together. She is also doing a volunteer workshop in a similar format, and participation in either session will be worth CPD points. She is also working exercises with colleagues on how they react towards specific scenarios, applying CIPR values to it. Council members noted that these values could also be aligned to our Code of conduct, awards, fellowships, and everything else as appropriate across the organisation.

Action Eva to send Katie Marlow's paper to Andrew Chamberlain, Rachel Roberts (EDIC), Sarah Ion, Chris Love and Claire Bloomer, so they are aware of the Values work going on. When Katie retunes with a new Values draft, Sarah can update the internal and external comms plan accordingly.

8. International Strategy

Alastair explained that CIPR is already international, with members outside the UK and teaching centres in Greece, UAE, Kenya, Egypt, and recently in Cyprus, Nigeria and Ukraine. There are possibilities for more membership growth, but these initiatives would not be likely to show a return on investment.

The main focus of our international work is therefore partnerships with other organizations around CPD and on-demand learning. There is potential growth for training, both internationally and UK.

The decision required from Council was about resource allocation; he is proposing a modest but planned expansion with £70k a year, focusing mainly on supporting our existing member networks and on trying to develop a wider network of international teaching centres, so that our certificate and deployment qualifications achieve international reach.

By majority, Council voted that:

- i) we should not actively recruit members outside the UK but support existing clusters of members with local coordinators – 8 in favour
- ii) we should actively recruit Approved Teaching Centres outside the UK – 9 in favour
- iii) we should pursue partnership agreements with associations outside the UK to build the user base for our On-Demand Learning platform – 12 in favour

Action Crispin to share International Strategy voting results with Chris Love for the Strategy Group.

9. Ideas for 2024 Workplan

Rachael Clamp explained that the Board Strategy discussion in Belfast had focused on the issues where the CIPR can bring about a meaningful shift, so the three main areas discussed were lobbying, ESG and AI. The 2024 would be built to reflect this, together with the governance changes already under discussion. All of this is being undertaken as part of making sure CIPR is still delivering expected member value. She invited Council members to contact her offline also to follow up on this item if needed. She also noted that some crossovers will happen, e. g. lobbying angles within ESG and AI.

Action Tim to email Steve regarding the AI Stream.

Action Steve to connect Tim with Anne Gregory on AI work.

10. AOB

10.1 Elections

Rachel Roberts noted the CIPR elections were coming up and encouraged Council members to spread the word and also to stand up for election. She and Steve would be happy to take questions on the Presidential role.

10.2 AGM

Steve shared that the AGM is on July 13 via Zoom and we will have a guest speaker, Jon Ronson. He encouraged all Council to attend and to mention it to fellow members. All honorary officers will also be there discussing CIPR activities from last year, during this year and for next year.

1.3 Other events

Alison shared a link for the CIPR Midlands and PRCA Midlands conference.

Sukhjot mentioned a CPD lunch and learn and a new member event in Scotland with great member engagement.

Teela shared that she will be presenting in EUPRERA in Prague this year and offered an intro on it.

Action Arlene to email Steve regarding PRII as he has a contact there.

Next Meeting Dates for 2023 (all virtual via Zoom)

- Thursday 21 September 10am
- Thursday 7 December 10am

AGM: Thursday 13 July 5pm (virtual)