

Science Council - Value Proposition ¹

Following discussions at the Board meeting 13th September 2019, this paper has been updated to further reflect the views of the Board and Members.

Introduction

This paper proposes a refreshed and sharpened articulation of how membership of the Science Council is of value to learned societies and professional bodies. It reflects conversations with Chief Executives and organisational leaders across our membership community and feedback from a workshop with member representatives held at the Annual General Meeting (AGM).

The membership community acknowledged the core value inherent in membership, notably:

- Promotion of science and the science workforce;
- Sharing innovation and best practice;
- Brokerage, help and support; and
- The ability to influence more widely as a community of professional bodies.

Some underpinning themes also emerged and were accepted at the AGM (Appendix A). These have influenced this work to date.

The proposed value proposition and benefits fit with the three key strategic roles, outlined in the Science Council's strategy published in late 2018, namely registers and licensing, community and membership, and policy and influence (Appendix A). Having recently established the fundamentals of registration and licensing, the Science Council and its membership now has the opportunity to develop activities that build on the community of membership, the capability and expertise within it, and realise collective value together.

Two core value propositions are proposed, from which features, benefits and the value of membership flow. These have been written for our two distinct groups of primary stakeholders, Members and individual registrants; the focus, priority and engagement of activity will vary depending on the size, focus and strategy of individual Member bodies.

¹ A value proposition offers members a clear, sound rationale for joining, belonging, contributing, and taking advantage of what the Science Council offers them – starting with what they think is valuable. The proposition should be read in conjunction with the benefits in development beginning on page 5. A 'feature' refers to an attribute or fact about a product, service. 'Benefit' identifies how a feature makes things better for Members. 'Value' aligns benefits with Members' larger goals and objectives.

Value: value proposition statement

a) For Member bodies

- *The Science Council promotes science and the science workforce, and enables the sharing of innovation and best practice, mutual help and support, and the ability to influence more widely as part of a community of professional bodies.*

b) For registrants

- *Gain a widely recognised cross-disciplinary science registration that supports your personal and professional development, improves your prospects for progression and mobility across established and developing sectors in science.*

Benefits: translating values into benefits

The current membership offer listing can be found in Appendix B.

Further benefits (supported by annual objectives) in development can be found in Appendix C

Fundamental to the Science Council value proposition is the infrastructure, expertise and support in administering the licensing and registration standards. In addition, the Science Council works with members to create opportunities which are shared with the membership community and other stakeholders.

Convening and building coalitions of support have helped establish:

- The CEO Forum, to aid open and transparent discussion on mutually important topics, to share ideas and shape the work of the Science Council
- The Gatsby funded Technical Pathways Project and the Technician Commitment, to support the recognition, visibility and career development of technicians
- The Diversity and Inclusion Progression Framework, to identify strengths and areas for development, report on performance and help members make plans for further progress across all areas of professional body activity

Value will be realised by having clear aims, objectives and activities. Key activities linked to core roles of the Science Council create value in each domain and where they overlap:



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Appendix A

Key Strategic Roles

- The Science Council needs to further its purpose as outlined in the Charter and ultimately create public benefit and impact through its key strategic roles in respect of:
 - The registers and licences
 - Community and membership
 - Policy and influence

Values

- The values of the Science Council thread through this work:
 - Inclusive
 - Informed
 - Positive and balanced
 - Collaborative

Underpinning themes

- The depth and breadth of our membership is a strength
- With that, we can be more than the sum of our parts whilst recognising the importance of the focus and responsibility of member organisations.
- Multidisciplinary recognition is important as roles continue to change and brings increased prospects for progression

Appendix B

Science Council offer – Members

- Leadership – progress the future of science by helping to strengthen the voice of the science community
- Ambassadors – representing the interests of members, communicating needs and opportunities to stakeholders
- Lectures and access to expertise through forums/events/general meeting/discussion (including virtual) – for learning from other members
- Collective action/demonstrate collaboration and working in the public interest
- Benchmarking
 - Diversity and inclusion
 - Salary survey
 - Volunteering
- Licensing and registration
 - Maintaining standards/licence reviews
 - Processing registrants
 - Signposting potential registrants to professional bodies
 - Assessor training

- CPD Learning Group
- Online application system (CAP)
- Joint Monitoring Process policy areas
- Technician Commitment
- Employer Champions
- Researcher Development Concordant – explore opportunities and concerns.
- Marketing and communications support to promote the registers

Science Council offer - registrants

- Recognition – confirm position as a professional and receive recognition among peers for excelling in registrant’s sector
- Opportunity – enjoy opportunities to connect and share ideas with other scientists
- Inspiration – be a role model for others, using experience and enthusiasm to encourage others to study, work and excel in science
- Demonstrate professionalism and ongoing learning
- Keep up-to-date with the latest news and developments within science
- Enhance existing network and make new connections
- Help to shape the profession and inspire the next generation

Appendix C

Benefits in development

- a) **Speak up for the profession and promote science**
 - Promote the registers and the value of professional registration with our members.
 - Help attract and shape a world class science workforce.
 - Work with our members to build awareness of the importance and impact of the work of science professional bodies and (registered) science professionals.
 - Work with our members for advancement and dissemination of scientific knowledge and practice for public benefit.
 - Promote the international work of our members and the relevance of science in a global context

- b) **Promote and maintain standards of scientific professionalism**
 - Facilitate collective influence of science professionals.
 - Ensure standards are up to date and relevant, consistent and in line with other professional frameworks.
 - Share and promote best practice

- c) **Bring members, and other stakeholders together for networking, collaboration and expert input on key issues**
 - Collaborate with Member bodies, including regulators, standards setters and other key stakeholders, to achieve their own goals
 - Facilitate collaborations between professional bodies
 - Provide thought leadership activity across disciplines

- Champion the relevance and value of science professionals
- Be an authoritative voice of our members on collective concerns and opportunities, seeking to influence national policy and change
- Provide/convene expert input from science professionals on key issues
- Support an inclusive and professional culture across the science workforce