

AIMS AND PRIORITIES, IMS

AIMS

- To **engage** with members and students at all levels
- To **support** the needs of members throughout their ICAEW journey
- To **represent** ICAEW and all its members in Scotland

PRIORITY OBJECTIVES

1. LISTEN

We will take on board feedback and suggestions from members, and use this information to develop events, processes and practices in order to **engage** members and students and best meet their needs. We recognise that – due to our geographical size and diversity of our membership – there is no ‘one size fits all’ approach; as such we aim to **engage** with members, listen to their ideas and responses, and use this to shape our approach going forward.

2. CONNECT

We will communicate regularly, clearly and appropriately with members via a range of channels / platforms (such as monthly e-newsletters and social media). Where possible we will explore ways to use (and promote the use of) new technology to engage with members in all areas.

We aim to create a welcoming and inclusive environment at all ICAEW Scotland events, so that members feel confident and comfortable engaging with staff and fellow members at all times, and that they are fully **supported** by ICAEW Scotland.

We will help members **connect** with the Institute at national and local level, creating events, resources and communications which ensure that our members are **engaged** and **supported** at all times. Beyond IMS, we will develop and nurture **connections** with the wider business community and other key stakeholders in Scotland and **engage** with them as appropriate to **represent** both IMS and ICAEW in general.

3. RESPOND

Our process is not set in stone and will evolve to meet the changing needs of our members – in response to their feedback we will continue to explore ways to make the most of new technology, work to create events that reflect their needs, and ensure they can access the support and resources they need throughout their member journey.

We aim to be proactive as well as reactive and – wherever possible – we will ensure our plans factor in both the present and future needs of members.

Global Goals

IMS, in line with [ICAEW's support of the UN's 17 Sustainable Development Goals](#), will reflect these goals wherever possible.