REPORT TO CILT BOARD FROM MRG

May 2025

Introduction

1   The MRG last met on 16 May 2025 online.

MRG members

2   As previously indicated, six new members will be required to be selected for the MRG by July 2025. The Nominations Committee has begun the process and an invitation to apply will appear in the June issue of Focus and in other communications.

3   At the July meeting of the MRG, it is expected that the process for electing a Chair and Vice Chair will be initiated. The current Vice Chair and I will remain available to hand over, but the new MRG Chair will be expected to attend the Board from September 2025 onwards.

Board Report

4   The MRG reviews the information provided at immediately previous Board meetings, which in this case was the March meeting. The following feedback to the Board was agreed:

- The Governance Review needs a clear timeline, if not for completion, then for a review, perhaps at a Board meeting later in the year.
- Performance against the Impact and Engagement KPIs as at the end of February is disappointing. It is accepted that Impact may be behind as some learning contracts my be running later than planned. However, there has been a notable increase in communications activity which makes the Engagement result surprising. If these results have not significantly improved by the end of April, it will be necessary to take steps to ensure they are achieved in the remaining five months.

Key Projects/Initiatives/MRG Task Teams

Communities' Chairs Liaison

5   The MRG Task Team attended the Communities Chairs' meeting on 10 April 2025. We understand that these are now working reasonably well and that issues are being considered and actioned.

6   We noted that Jonathan Chadburn and Joann Robertson had met with some Region Chairs on 28 February and that the Board had agreed that this should be followed by a meeting to which all the Communities' Chairs should be invited. We also noted that some quick wins were being investigated, including Region ciltuk.org.uk email addresses and financial visibility.

Awards

7   No report

Education and Professional Development

8   The MRG Task Team has continued to liaise with Shaun Fardy about the Brightspace LMS to support its implementation and notes that is encouraging to see the progress that has been made which represents a significant step forward in terms of the quality and standards of the products offered. Having reached this stage it is really important now that this project receives ongoing support across the organisation, so that the benefits associated with Brightspace are fully realised for CILT's members and clients.

Research

9   The MRG Task Team has now established contact with Helen Hardy on the proposed membership survey and detailed input is being made. In particular, the MRG's views are as follows:

- The objectives should be clearly stated, to include the need to understand how the Institute can do better and to produce results from which conclusions can be drawn.
- Previous surveys should be reviewed to learn lessons about which areas were helpful and which were not. The 2022 survey (for which the fieldwork was done in 2021) included some questions which should be repeated to see what changes had occurred, but many others for which there was no likelihood of drawing conclusions. Specific questions with factual answers are preferred to opinions
- Much other data exists from regular surveys which should also be reviewed
- Professional advice should be sought about the methodology in terms of number and types of questions, method of communication and obtaining a representative sample
- The survey should be sponsored by the MRG. Although clearly administered by the Executive, ownership by the MRG will show that it is being done for the benefit of the membership and will provide visibility for the MRG
- The results of the survey must be published and an action plan pursued.

Communications

10   The Task Team has continued to liaise with the Head of Communications. We understand that an audit of our social media activity has produced a 6 out of 10 result, with some quick win improvements to be implemented followed by a more in-depth programme to include better guidance, plus a monthly planning meeting, all within a strategy for the coming months that aligns with the Share and Amplify element of the overall strategy. As noted above, we await the latest Engagement KPI data to see if this is having an effect.

11   We understand that the website project is proceeding with a question being asked about the Community Platform which we agree is good in principle but needs to work better.

12   We also understand the Communications Strategy will address how to get more feedback through the mrg@ciltuk.org.uk address.

Grading Structure

13   The MRG's long running concerns remain, and we understand that there are also uncertainties about the grading structure in the military membership which adds to the need for a review.

Response to Board Questions

14 The outgoing Chair asked three specific questions of the MRG:

- How are the benefits landing?
- How Are members engaged?
- What are members' top 3 thought leadership topics?

Our responses are as follows:

How are the benefits landing?

- A lot of data exists about how the benefits are taken which should be published, not just revealed selectively to prove a point. Wider publication of this data would allow interested members and the Board to understand how the resource is being used
- The Membership Survey will provide data and views on the value of the benefits
- The key benefit is knowledge, through education, information and networking.
- The benefit of knowledge is then recognised by the professional status noted by the post nominals, which in turn is linked to career progression and salary.

How Are members engaged?

- There is a significant amount of data on engagement, some of which is published and analysed, but it is not clear if it is used in making decisions about future activity.
- Member engagement is very skewed, with some members very engaged while others, possibly the majority, only receiving, but not necessarily reading, communications
- A key activity is events and the method should evolve. A rule of thumb should aim for a 50/50 split between in-person and online events, rather than an online first rule. Online events attract about twice as many delegates as in-person but have a high drop-out rate. An in-person attendee should receive a higher CPD score than an online attendee to reflect the networking element, for example at larger events. Hybrid events should be used if the event, equipment and room are suitable.

What are members' top 3 thought leadership topics?

- Net Zero for Transport
- Transport Integration in terms of seamlessness between modes for both passenger and freight movement, the resilience of networks and the relationship between the costs of using each mode (rail fares, road pricing etc.), all driven by better data for decision making
- Future technologies

Future Priorities

15 MRG members have been asked to indicate their priorities for the MRG and these have been noted as follows:

- Ensuring that the MRG is recognised by the Membership and the Board as the principal group within the Institute for two way interaction between the Membership and the Board

- Ensuring that all Members' views are fully represented in any data collection, survey or feedback exercise and to recognise the varied views of groups of Members at different stages of their careers
- To insist that communications between the Membership and the Institute as a whole are significantly improved, including through the website, social media, emails and print

<u>Next Meeting</u>

16   MRG meetings for 2025 have been set for 28 July and 29 October.

Paul Le Blond
MRG Chair
17 May 2025