

**Minutes of the Socitm National Advisory Council
Held 29 April 2009 at Friends House, London NW1**

1	Apologies Apologies for absence were received from Vic Freir, Caron Alexander, Bernard Gudgin, Peter Gallon, Andy Roberts and Ann Middleton, Ray Whitehouse	Action
2	Minutes of the meeting on 14 January 2009 Neil Harvey requested that his name be added to the list of apologies. The minutes were otherwise accepted as an accurate record of the meeting.	
3	John Serle informed members about the sad news of the death of Linda Griffith; he agreed to write to Bob Griffith to express condolences on behalf of the NAC. It was acknowledged that the Society would not have existed without the efforts of Bob and Linda	JS
4	Companies Act, payments to Directors & Officials Further to advice from the external auditor, directors and officials must declare any conflict of interest re any payment made to them by any other organisation. It was agreed that this procedure should be adopted by the NAC. Members should indicate any conflicts at the start of each agenda item.	ALL
5	<p>Matters arising</p> <p>The annual report presented to the Socitm Spring Conference and AGM on 23rd April, indicated the outturn for 2008 was a modest profit, in line with discussions at the last meeting. The Financial plan for the current year was discussed, in light of the Budget and the current economic climate. It was reported that Socitm Board constantly monitor projections and budgets. Detailed financial projections are given at the monthly Board meetings.</p> <p>The Board remains confident that Socitm will deliver or actually improve on the financial targets outlined in the previously presented financial plan. Increasing the society's use of new IT facilities is expected to improve business opportunities for the Society and drive down cost.</p> <p>The NAC's role in scrutiny of Socitm activity and processes was discussed. It was decided that much of the work could be undertaken virtually on the GovX space rather than through face to face meetings. Members agreed that a template for the approach to scrutiny needed to be developed, to ensure consistency.</p> <p>The outline of this process would be:-</p> <ul style="list-style-type: none"> • Formal terms of reference for the project specifying the scope • Free access to all information to undertake the task • A formal report to the Board • The Board's plan of action to deal with any issues identified <p>Volunteers (from the NAC) with particular skill sets, who are able to take the work forward, are required to lead these initiatives. The likely areas for scrutiny discussed were, Finance, HR and Compliance. NAC members interested in taking on these roles are invited to put themselves forward.</p>	ALL
6	<p>Socitm Board Report/Membership issues</p> <p>In order for Socitm to thrive, it will be necessary to establish the value members and potential members would derive from the Society.</p> <p>Socitm wished to become less dependent on commercial income and achieve a balanced portfolio of revenue from private sector, commercial activity and membership fees.</p>	

	<p>Professionalism and opening up membership were a key part of the strategy to achieve this goal.</p> <p>The current membership figure of 1,729 is almost the same as this time last year. It was agreed that increasing membership should be priority. Areas under consideration are corporate membership, specialist groups (e.g. security, web developers), third sector, central government, and health.</p>	
7	<p>Marketing</p> <p>There is an urgent need to develop a marketing strategy that supports the society's new focus. It is accepted that existing promotional material (e.g. banners, website, membership application forms and other literature) is out of date and needs to be replaced. The cost of undertaking this activity will be assessed by the Board.</p> <p>The marketing material needs to reflect:-</p> <ul style="list-style-type: none"> • The needs of regions • Professionalism • The new sectors targeted for recruitment • Technical specialists <p>The existing core membership should not be neglected</p> <p>Recruiting new members or attracting sponsors will be hampered until this exercise has been completed.</p> <p>Regional Activities</p> <p>Consultation with society members had identified that the regions do not apply a consistent approach to member eligibility to attend meetings. The need for more investment in regional activities was also discussed. Several of those present felt this was lacking, citing use of out of date promotional materials etc. A more consistent approach is required, to build awareness of benefit and value of Socitm through a structured package of support.</p> <ul style="list-style-type: none"> • Regional meetings should be open to all members • Regional meetings should support Socitm's business partnership initiative, with sponsorship and presentation from suppliers. • Additional budget will be made available from for central funding to support this obligation (current allocation is about £4,000 pa per region). • Criteria for attendance at other meetings should be locally determined. • Heads of IT type meetings will remain. • The CRM system will be used to administer and capture the data from regional meetings. • Further consideration needs to be given to activity that is not regionally based such as Police, Fire and Central Government departments. 	
8	<p>Briefing Note from Membership Board to the NAC</p> <p>Briefing note, previously circulated was discussed.</p> <p>“Swim Lanes” for new Membership Structure</p> <p>Consultation with stakeholders suggests that members may want different things from society membership. This was described in the paper as swim lanes as follows:</p> <ul style="list-style-type: none"> • Swim Lane 1: basic membership for those wanting primarily peer to peer networking • Swim Lane 2: professional development opportunities, CPD and mentoring • Swim Lane 3: For members wishing to undertake formal qualifications. Negotiations are still under way with BCS for Socitm to become an awards 	

	<p>body</p> <p>The Socitm name Socitm's name is seen by some perspective members as a barrier. New member groups such as Web Community and Third Sector who do not consider themselves as 'IT'. Two models were tabled, the first proposed Socitm as a sub brand, the second retained Socitm as the main brand.</p> <p>NAC view was that Socitm should remain the main brand but suggested a change in wording to " Society of Information & Technology Management"</p> <p>It was suggested that:</p> <ul style="list-style-type: none"> • The Socitm Brand should be maintained. • The 'Swim Lanes' within membership is supported but membership structure should be kept simple. • Engagement of Heads of IT must be maintained. • Socitm should engage with new members from Web Community and Third Sector but must not disenfranchise the core IT members. • A publicly tiered membership structure should be developed later. <p>CPD Scheme Proposals for the new CPD scheme will be aired at EGM/Conference in October; Membership engagement on requirements is needed. NAC's role will be to review any Scheme, its development will be undertaken by the Membership Board.</p>	
<p>9</p>	<p>Report on Web Professionals A potential new members-community was discussed. Web Professionals have approached Socitm as they are interested in working with Socitm to develop a skills framework, as none currently exists for Web Professionals. More discussion is needed around the benefits of paid membership, what the society can offer to them and what they will bring to the society. The Board is of the view that there are potentially large opportunities for Socitm. To develop the scheme, Socitm will engage with SFIA board and GITP. Some funding may be available from the Commissioner of Information. It is important to note that the core membership would not be impacted.</p> <p>The main Board will decide on resourcing for development and implementation of the scheme and its priority against other initiatives.</p>	
<p>10</p>	<p>Business Development Strategy Business Development Strategy was discussed. New opportunities for engagement with private sector are being identified as part of the move to diversify income.</p> <p>Currently there is no written business strategy which sets out the targets, timescales resources and the plans to achieve goals. The NAC needs to understand what the expectations, vision and direction of travel are. By time of next meeting, a high level strategy should be in place</p> <p>Use of Socitm Services Limited (SSL) as a commercial vehicle was discussed. Socitm will thus be protected from any commercial risks. NAC are supportive of SSL, subject to strategies being formalised. In accordance with the Articles, directors will be elected by members.</p>	
<p>11</p>	<p>Working with Other Organisations Nominated people sit on boards to work with other organisations: NAC's position is to look at the mechanism for selection/election here – should these responsibilities lie with Directors? There is also a need to ensure whoever is selected has the capacity to actually do the work. Core expectations of a role around attendance at meetings and</p>	

	reporting need to be set out.	AH
12	<p>Nominations from Regions and Special Groups to serve on Futures Group/Expert Panel</p> <p>Through requests to regions, members are asked to put themselves forward to represent Socitm on various groups (Futures Expert panel, etc). NAC should be the ‘vetting’ process here.</p> <p>There were currently no new members proposed. The NAC will be advised which regions have yet to nominate members.</p> <p>Liaison with RIEPs was also discussed, and who is nominated to do this. A more formal structure needs to be in place. Ways of improving links between RIEPs and Socitm regions will be investigated.</p>	AH AH/JS
13	<p>AOB</p> <p>There was a brief discussion re a National Open Source Centre. This will be discussed further at the next meeting.</p>	
14	<p>Date of next meeting</p> <p>Thursday 25th June (venue to be confirmed)</p>	

Appendix A

NAC meeting 29 April 2009 – Attendance list

Name	Organisation
John Serle	Independent Consultant (Chair)
Janet de Rochefort	Kent County Council
Nick Roberts	Surrey County Council
Henri Reinbolt	Greenwich Council (substitute for Ray Whitehouse)
Damian Parkinson	Greater Manchester Fire & Rescue
Mike Jackson	East Riding of Yorkshire Council
Richard Steel	Newham Council (Socitm Immediate Past President)
Adrian Hancock	Managing Director Socitm
Michelle Johnson	West Midlands LGA
Paul Hackett	North East Derbyshire District Council
Neil Harvey	Food Standards Agency
Steve Palmer	London Borough of Hillingdon (Socitm President)
Ray Ware	Maldon District Council
Chris Guest	Flintshire County Council
Suzanne Horner	Socitm