



International Accounting
Education
Standards Board

529 Fifth Avenue, 6th Floor, New York, NY 10017
T + 1 (212) 286-9344 F +1 (212) 286-9570
www.iaesb.org

Committee: International Accounting Education Standards Board (IAESB)
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WORKING GROUP: **Stakeholder Engagement & Communications –
Transition Memo (04/19)**

INTRODUCTION

This paper summarizes the Working Group’s project on Stakeholder Engagement & Communications, including the background, outreach and research conducted, progress and achievements thus far, proposed next steps and recommendations to the International Accounting Education Panel.

RECOMMENDATIONS FOR INTERNATIONAL ACCOUNTING EDUCATION PANEL

Responsibility for SECWG activities will transfer to IFAC staff, not the new Panel.

Had the SECWG continued, priority areas would likely have been:

- Develop a new and improved IAESB website (currently in progress under the new Model and due for launch in Q3 2019);
- Create an easily maintainable/accessible stakeholder database, emphasis on more targeted engagement (regional, under-resourced PAOs, etc);
- Drive greater engagement through ambassador programme (details below) and likely replaced by greater partnering through Panel/IFAC staff, education forum and capacity building initiatives; and
- Finalize/update IES slide decks for use in presentations.

Note: The SECWG has discussed with IFAC Staff a joint Transition Communications Plan, to be shared with the IAESB and IAETAG. This Plan is envisaged to run to end 2019.

OBJECTIVE OF WORKING GROUP

The Working Group was created at the April 2016 IAESB Meeting (Johannesburg, South Africa) to develop an approach for IAESB to improve its strategic outreach and engagement with stakeholders.

The following aims and objectives were outlined:

Benefits of Strategic Engagement & Communications	Impact on the work of the IAESB
<p>Raise awareness of the IAESB and the work of the IAESB</p>	<p>This will help the IAESB to make more of an impact in terms of:</p> <ul style="list-style-type: none"> • the adoption and implementation of IESs • providing for more involvement in the work of the IAESB • safeguarding and boosting the pipeline of talent for future nominations to the IAESB • acting as a ‘go to’ place for thought leadership or debate about innovation in areas of accounting education

Benefits of Strategic Engagement & Communications	Impact on the work of the IAESB
	<ul style="list-style-type: none"> improving recognition and support from the academic community.
<p>Increase 2-way dialogue between the IAESB and stakeholders</p>	<p>Improved dialogue will likely support the work of the IAESB by:</p> <ul style="list-style-type: none"> identifying areas of critical need for guidance or support to stakeholders helping inform current and future strategy and work planned activities improving awareness and engagement in the activities of the IAESB (to boost regional, country and global sharing of ideas) identifying areas of existing IESs that might need to be revised/updated improving the perception by stakeholders that the IAESB is responding to their requests.
<p>Improve the ability of the IAESB to develop and consider the messaging, approach to engagement and stakeholder engagement on a more strategic basis.</p>	<p>This will improve use of IAESB's limited resources and help shape how it responds to the challenge of engagement, by:</p> <ul style="list-style-type: none"> Providing more timely responses to the needs of stakeholders Maximizing use of IAESB Member and TA input as well as IFAC Staff time Setting out the case for innovation and thought-leadership in accounting education Providing opportunities to share educational resources and tools to help support accounting education Developing more tailored solutions that maximise usefulness for stakeholders and provide better information for the IAESB to inform decision-making.
<p>Raise awareness of the IAESB and the work of the IAESB</p>	<p>This will help the IAESB to make more of an impact in terms of:</p> <ul style="list-style-type: none"> the adoption and implementation of IESs providing for more involvement in the work of the IAESB safeguarding and boosting the pipeline of talent for future nominations to the IAESB acting as a 'go to' place for thought leadership or debate about innovation in areas of accounting education improving recognition and support from the academic community.
<p>Increase 2-way dialogue between the IAESB and stakeholders</p>	<p>Improved dialogue will likely support the work of the IAESB by:</p> <ul style="list-style-type: none"> identifying areas of critical need for guidance or support to stakeholders helping inform current and future strategy and work planned activities improving awareness and engagement in the activities of the IAESB (to boost regional, country and global sharing of ideas)

Benefits of Strategic Engagement & Communications	Impact on the work of the IAESB
	<ul style="list-style-type: none"> identifying areas of existing IESs that might need to be revised/updated improving the perception by stakeholders that the IAESB is responding to their requests.
<p>Improve the ability of the IAESB to develop and consider the messaging, approach to engagement and stakeholder engagement on a more strategic basis.</p>	<p>This will improve use of IAESB's limited resources, and help shape how we respond to the challenge of engagement, by:</p> <ul style="list-style-type: none"> Providing more timely responses to the needs of stakeholders Maximizing use of IAESB Member and TA input as well as IFAC Staff time Setting out the case for innovation and thought-leadership in accounting education Providing opportunities to share educational resources and tools to help support accounting education Developing more tailored solutions that maximise usefulness for stakeholders and provide better information for the IAESB to inform decision-making.

BACKGROUND, INCLUDING RESEARCH AND OUTREACH CONDUCTED

See "Agenda 4-2 IAESB Nov Mtg – Project Description paper_Strategic Engagement" for case for strategic engagement.

Additional research was conducted via an online stakeholder survey:

- See "Stakeholder Survey Questions_Updated" – this was put into an online survey and shared with the IAESB's email address databased in Q4 2016
- Survey results are in raw data form ("*Copy of Survey Results 21 Oct Updated*")

Engagement research was conducted to track engagement with stakeholders, including:

- IAESB analysis of consultation feedback 2010-2016
- Review of other types of presentations engagement

Informal research was provided by SECWG members' own employers/sponsoring organizations.

PROGRESS AND MILESTONES

Since inception, the SECWG achieved the following outcomes:

- Worked with IFAC staff to develop a revised Transition Communications Plan for 2019
- Created a communications grid to assist with planning IAESB communications and engagement activities each year
- Created an eNews format (with supporting from IFAC Communications)
- Developed a thought-leadership format (named [Personal Perspectives](#))
- Developed a format for easily splitting up and sharing literature review results with stakeholders (named [Accounting Education Insights](#))
- Created an [online page](#) to contain Accounting Education Resources to support wider dissemination of board materials (including to accounting educators)
- Collated and provided input to IFAC on potential / desired changes to the IAESB's legacy website

- Developed a stakeholder mapping model - discontinued
- Developed an IAESB stakeholder & engagement communications plan – discontinued
- Revised/updated the ambassador toolkit slide decks on each IES (in progress, would need updating for new status of Model/Panel)
- Developed an IFAC staff paper & accompanying slide deck on the standards development process, which was subsequently converted into an online webcast
- Held discussions and identified the benefits of a dedicated stakeholder database
- Assisted in development of video communications for the IAESB/various Task Forces
- Worked with IFAC staff to update the 'IAESB' Fact sheet

Barriers/issues:

- One of the key aims of the SECWG was to redesign and make more readily accessible a stakeholder database. This would have required investment by IFAC or reconfiguration of the iMIS database. In the end, the SECWG settled for improved tagging of major stakeholders which was performed IFAC staff. The ability to really target key stakeholders was something that was never really achieved.
- Another area of key focus was that of the IAASB's website. The SECWG a number of short, medium and long term aims to help improve accessibility and usefulness of the IAASB website. As the IAASB website was positioned within the family of other standard-setting board website (and the IFAC CVI format/style) – while some minor changes/re prioritisations were achieved – the major overhaul was deferred pending a major revamp of all the IFAC websites (due in 2019).

Appendix A

<p><u>Attachments to this paper</u></p> <ul style="list-style-type: none"> • None
<p><u>Items catalogued with IFAC Staff</u></p> <ul style="list-style-type: none"> • Ambassador Toolkit – Proposed Contents paper • Examples of Personal Perspectives format – PPT, PDF • IAESB Standards Development Process – PPT, Staff Paper • 7 x IES slide decks (updated at end 2018, need to be updated / revised for new status) • Example communications grid • Approach to SEC prioritization and stakeholder mapping • Example Engagement & Communications Plan (from June 2018) • Information request form – planning • Accounting Education Resources – webpage mock-up • Guide to Writing a Personal Perspective • Example Prioritization Model/Diagrams • IAESB SECWG Website Review • Example Structure of Online Sharing Portal • IAESB analysis of consultation feedback • Stakeholder Survey Questions_Updated • Data analytics of EDs Presentations and Comms 2016