

IAESB™

STAKEHOLDER ENGAGEMENT & COMMUNICATIONS

IAESB Presentation

April 2018

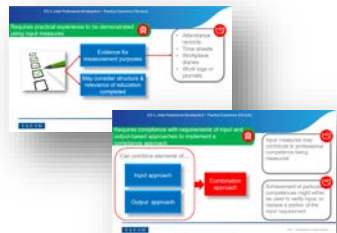
Greg Owens & Sarah Jakubowski

Agenda

1. Update on SE&C activities
2. Consideration of Engagement & Communications Plan

What has been done since November 2017?

Completed ✓



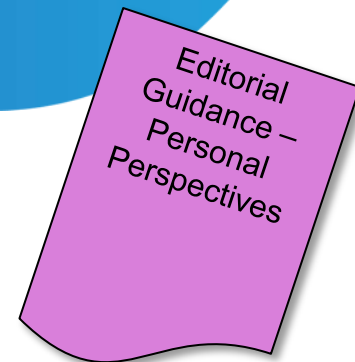
1st review
Ambassador
toolkit



2 x eNews, Personal
Perspectives



Finalized standards
development content



Liaison

What needs to be done to July 2018?

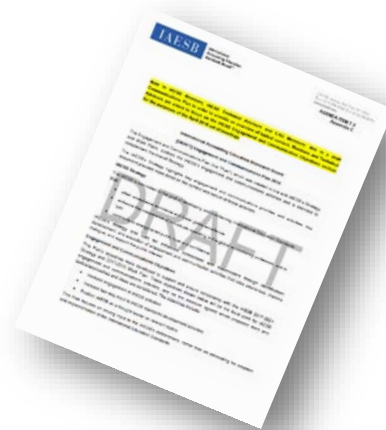
Ongoing



Guidance –
Use of Survey
Techniques



Member videos



Engagement &
Communications Plan



eNews – Kenyan
edition

Next steps

Activities

Collage of IAESB activities including a presentation slide, a meeting agenda, a video player, and a calendar.

Guidance

Guidance

Prioritize

Agenda Item 7.0
Detailed Activities Grid - April 2018
Appendix B

Communications Area	Specific Activity / Task	Purpose of Specific Activity and Link to IAESB Communications Objectives	Intended Audience / Users	Distribution Method / Access Point
IAESB Profile Building	Website	<ul style="list-style-type: none"> Provides opportunities to showcase all IAESB activities Easy to read summaries, able to advertise ongoing and upcoming IASB activities 	<ul style="list-style-type: none"> General IAESB email listing Can be provided to new members / As an endorsement of the IAESB 	IAESB Email Distribution by member account
IAESB Profile Building	Outgoing Presentations Ad New Services	<ul style="list-style-type: none"> Able to target specific audiences (IFAC, IASB etc.) Content related to specific outreach activities, offers services at invitation Invitation / letters sent 	<ul style="list-style-type: none"> Targeted outreach / engagement 	Through IFAC staff or Task Force engagement
IAESB Profile Building	IAESB social report	<ul style="list-style-type: none"> Ability to articulate activities Can send to 	<ul style="list-style-type: none"> Communications Area 	
IAESB Profile Building	Member Videos/Photos	<ul style="list-style-type: none"> Ability to share our videos of activities Members (in total of all IAESB) 	<ul style="list-style-type: none"> IAESB Profile Building Twitter 	Twitter participants
IAESB Profile Building	Internal country language	<ul style="list-style-type: none"> Highlight wide range of potential standard setting development activities by the IAESB Ability to connect early rather than just via email Provide regular updates on activities, publications, website updates, mobile phones Encourage regular maintenance/IFAC staff resources to manage this 	<ul style="list-style-type: none"> General New Members, Task Force members, Task Force members, IFAC staff and other markets 	Website (perhaps periodic link through Twitter/LinkedIn)
IAESB Profile Building	Internal country language	<ul style="list-style-type: none"> Highlight wide range of potential standard setting development activities by the IAESB Ability to connect early rather than just via email Provide regular updates on activities, publications, website updates, mobile phones Encourage regular maintenance/IFAC staff resources to manage this 	<ul style="list-style-type: none"> Regular users of the website Business community General public to the website (through links from other websites) 	Website (user links to other media outlets, Twitter, LinkedIn, etc.)
IAESB Profile Building	IAESB website Update	<ul style="list-style-type: none"> To create a fresh approach - make content more user-friendly, more accessible and easy to read IFAC WG recommendation already shared with IFAC (in-quest to March 2018) IFAC is conducting new review of IFAC and IASB websites 	<ul style="list-style-type: none"> General & Member Body audiences Targeted outreach participants 	Website (user links to other media outlets, Twitter, LinkedIn, etc.)
Project Communications	ICT Project	<ul style="list-style-type: none"> To generate interest in project, identify potential solutions and future participants / stakeholders for outreach Future awareness of ICT challenge within the profession Obtain input for Project team, ideas for potential changes or new content on the site 	<ul style="list-style-type: none"> General & Member Body audiences Targeted outreach participants 	Surveys, Service Request to various members' Literature Review / Accounting Education insights

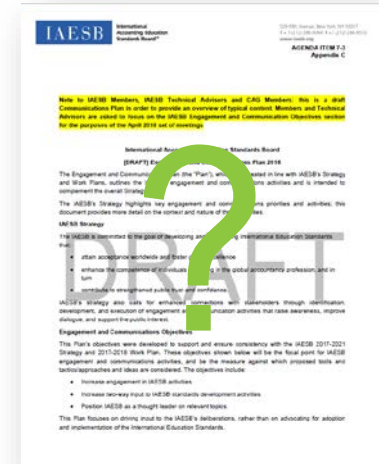
Agenda Item 7.2
Detailed Activities Grid - April 2018
Appendix B

Formal Plan

Collage of formal planning documents including the IAESB International Accounting Education Standards Board logo, a meeting agenda, and a standards board plan.

Next steps – why important?

- Support & drive activities 2018 onwards
- Highlight & target resource needs
- Prioritize & map items to Objectives
- Identify & implement set of KPIs



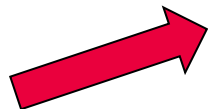
Next steps – Task Force Activities

Request from Task Forces to fill in gaps

- What are your communications plans in 2018? 2019?

• Consider:

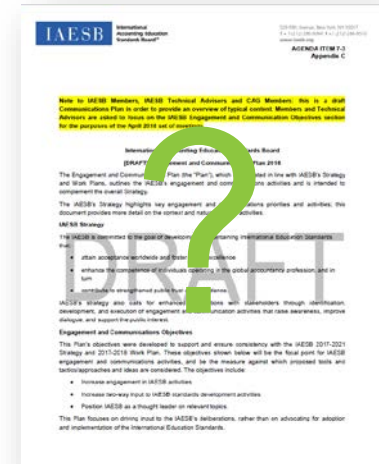
- Who?
- What?
- When?
- SEC WG / Implementation Support WG Involvement?



Communications Area	Specific Activity / Task	Purpose of Specific Activity and link to IAESB Communications Objectives	Intended Audience / Users	Distribution Method / Access Point
Project Communications	Public Sector Project	<ul style="list-style-type: none"> • TBD 	<ul style="list-style-type: none"> • TBD 	TBD
Project Communications	Target Audience of the IESs	<ul style="list-style-type: none"> • TBC - Likely consultation paper – will need Comms/Engagement (TBD) – potential roundtables. 	<ul style="list-style-type: none"> • TBD 	TBD
Project Communications	IES 7 – CPD Revision	<ul style="list-style-type: none"> • TBC - Likely release of final IES and communications about implementation support materials – will need Comms (TBD) 	<ul style="list-style-type: none"> • TBD 	TBD
Project Communications	Post-effective date review	<ul style="list-style-type: none"> • TBD 	<ul style="list-style-type: none"> • TBD 	TBD
Project Communications	Link into 2019-2021 Work Plan	<ul style="list-style-type: none"> • TBD - What is planned for the 2019-2021 Work Plan? What communications/engagement is likely to be needed prior to and during that period. 	<ul style="list-style-type: none"> • TBD 	TBD

Next steps – draft content?

- Supported by IFAC Communications team - ‘hot off the press’
- Initial focus on Objectives → link back to 2016 SECWG Project
- Will be used to help filter/determine priorities
- 2nd section – insight into other potential areas

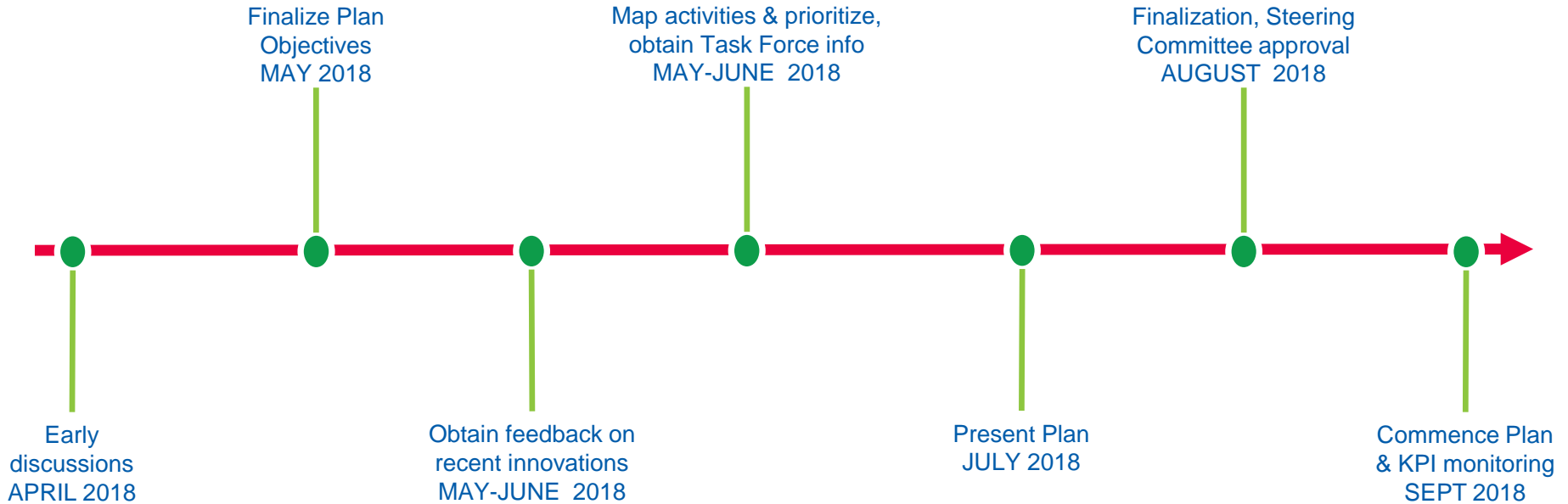


Next steps – approach to KPIs?

- Interest in this area in the past
- Integrated into Engagement & Communications Plan
 - Initial consideration of SMART criteria
 - Mix of KPIs
 - Availability of data (hard/soft metrics, etc.)



Proposed Timeline



CAG Comments

- IFAC Resources supporting engagement and communications
- Accounting Education Resources webpage
 - Include media beyond just text/print – also videos and podcasts
 - Include a feedback mechanism to see who is accessing resources and their thoughts
- KPI's are very important and should align with other Boards
- Target audience should include academics, universities and accreditation bodies

IAESB Questions

Action Requested:

- A. Does the IAESB support the need to develop a formal Engagement and Communications Plan?**
- B. Does the IAESB support or have suggested changes to the Engagement and Communications Plan draft Objectives?**
- C. Are there any additional criteria that the SECWG should consider when developing a list of potential KPIs/dashboard for inclusion in the Engagement and Communications Plan?**
- D. Does the IAESB have feedback on the planned milestones and timeline for development of the formal IAESB Engagement and Communications Plan?**