

Autumn Employer Forum

Tuesday 19 October 2021

The Chartered Institute of
Public Finance & Accountancy

Today's Agenda

Welcome – David Fields, Employer Engagement Manager

Refreshed Employer Accreditation Scheme – Anna Howard,
Head of Qualifications & Membership

Update on the new e-assessment platform – Anna Howard

CIPFA Futures marketing campaign – Victoria Strachan,
Lifelong Learning & International Marketing Manager

Open discussion: how can CIPFA better support you and your students? – All

Questions & Answers

Employer Accreditation Scheme

Anna Howard, Head of Qualifications & Membership

About the Scheme

CIPFA Chartered Members are required to participate in the **CIPFA continuing professional development (CPD) scheme**. The scheme requires that members complete at least 20 hours of verifiable CPD activities over a 12-month period. They are also expected to reflect on the learning they have done and the outputs they have achieved.

Chartered Members can either undertake their CPD independently and register this with CIPFA, or they can do this through their own organisation, if that organisation is part of the **Employer Accreditation Scheme**.

The CIPFA Employer Accreditation Scheme supports organisations that employ CIPFA Chartered Members.

By registering as a **CIPFA Accredited Employer**, organisations can work with CIPFA to monitor their members' continuing professional development (CPD) and to ensure that they comply with CIPFA's CPD requirements.

All applications, and reapproval applications, attract an administration fee. This is currently set at £200 per application.

**Please note: The CIPFA Employer Accreditation Scheme refers to the CPD requirements for CIPFA Chartered Members. It is not related to the monitoring of CIPFA Student Members and the Practical Experience Portfolio (PEP) Submission.*

Benefits

To the organisation

- Enhances your reputation as a progressive and forward-thinking organisation that develops its employees
- Signals your commitment to CPD and your employee's professional status
- Encourages staff retention and loyalty
- Entry to specialist development session at CIPFA Conference

To the CIPFA member(s)

- Work for an employer accredited by their own professional body
- Demonstrates employer confidence and commitment to employee
- Reassurance that employer's CPD scheme is recognised externally
- Reduced administration as the organisation is responsible for CPD reporting

Eligibility

To apply for Accredited Employer status, organisations must:



Be a recognised organisation, compliant with relevant legal and regulatory employment requirements.



Have current policies and procedures in place to demonstrate commitment to supporting professional development.



Provide a consistent and appropriate level of CPD supervision to all employees registered as CIPFA Chartered Members.



Provide or facilitate professional development and training for all CIPFA Chartered Members to a standard that enables members to continually develop role-appropriate levels of competence, knowledge and skills.



Be aware of, and operate within, the Professional Accountancy standards and Code of Practice set by CIPFA.

Commitment

Organisations must:

- Support their CIPFA members through robust recruitment and Continuing Professional Development (CPD) policies and procedures.
- Complete an Annual Return showing any organisational changes which may impact on members' professional development; the CPD completed by members in that year; and a note of any members who have left the organisation.
- Apply for reaccreditation every three years.

CIPFA members must:

- Participate in the organisation's CPD scheme, if they work for a CIPFA Accredited Employer
- Continue to be responsible for their own professional development and submit their annual member statement
- Inform CIPFA if their employer is not providing sufficient support and make alternative arrangement to meet their professional obligations
- Inform CIPFA if they leave the Accredited Employer and revert to updating their CPD through CIPFA's online system

CIPFA CPD

TECHNICAL DEVELOPMENT

All facets of accountancy, audit, finance and IT



UNSTRUCTURED DEVELOPMENT

Work shadowing, web based research, reading journals and articles



LEADERSHIP AND PERSONAL EFFECTIVENESS DEVELOPMENT

Managing change, empowering others, recruitment and induction, team working and building



STRUCTURED DEVELOPMENT

Training courses, seminars and workshops, being coached or mentored, project work



Accreditation Process

Application is submitted to Quality and Compliance Office

Application is evaluated and a formal recommendation is made

Employer Accreditation Agreement is drawn up and signed by all parties

Quality Monitoring is completed via an Annual Review

Re-approval after 3 years – Completion of Application form.

Contact Details

If you have any questions regarding the scheme or would like to request an application pack please contact the Quality & Compliance Office.



Qualitycompliance@cipfa.org

E-assessment platform (EAP)

Improving our assessments offer to students
and employers

Context

- ✓ Shares key strategic drivers with CIPFA's wider Learning Strategy 2025 & Transformation programmes
 - ✓ Need for investment in our student experience which includes assessment, examination functionality and qualification systems
 - ✓ Current scenario presents a range of issues and pain points for students, employers and our staff team
 - ✓ Supports our ambition to deliver an end-to-end, excellent lifelong learning experience, through qualification and membership for current and future public finance professionals
-

Business Case *e-Assessments Platform*

- Procurement exercise in January
- Tender panel comprising staff, members, employers & CIPFA Student Network
- Bids received from six providers
- Contract awarded to Eintech in March 2021 for their Rogo system

Changes and benefits

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- ✓ Multiple testing options and rich media integration
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- ✓ Word processing and spreadsheet functionality - Word and Excel emulators incorporated within Rogo
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- ✓ Increased user-intuitiveness for accountancy and financial questions with more accounting formats
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- ✓ Streamlined remote/online invigilation bringing greater ease for students whilst maintaining security and exam rigour
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- ✓ Work space questions promote qualitative assessment and critical thinking to assess both technical competencies and soft skills
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- ✓ Improved learning and self-reflection through practice test self-marking
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- ✓ Calculative answers – taking into account candidate's other answers reducing impact of 'one small mistake' across whole paper
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- ✓ Unlimited case study material tax tables, audio, video, graphics supporting learning and assessment
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- ✓ Dedicated practice test and live exam websites to delineate and enhance both learning and assessment
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- ✓ Improved statistics & reports drill down following launch of CIPFA Futures
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Planning for key dates

Date	Activity
6 – 10 December	Exam week (Calibrand platform)
13 December	*Launch of student briefings on forthcoming changes
4 January	*Introductory webinars & Rogo demonstrations roll out
18 January	March exam sitting booking window opens
21 January	December exam results published
24 January	Resit revision packages (RRP) and Spring term course enrolments open
24 January	*Students gain access to practice tests and RRP mocks on Rogo
4 February	*Rogo drop in Q&A webinar
7 - 11 March	Resit exam week *(Rogo platform)

Would you like to help shape the future of our e-assessments provision?

If you have a morning or an afternoon to spare in late November or December and would like to join the team testing our new platform, please let us know.

Please contact maria.flemmer@cipfa.org

**Planning framework for guidance, subject to user acceptance testing. Information for employers only.*



CIPFA Futures marketing campaign

Victoria Strachan, Lifelong Learning & International Marketing Manager

The Chartered Institute of
Public Finance & Accountancy

CIPFA Futures marketing campaign: imagery

We would like your opinion on some image set(s) – one set will be selected for use in CIPFA's upcoming marketing campaign that aims to:

- Drive awareness of the (updated) professional accountancy qualification within the **UK** and **internationally**
- Increase the number of employers selecting CIPFA for their trainees and apprentices
- Position CIPFA as the only institute of choice for the public finance profession

Where will the images appear?

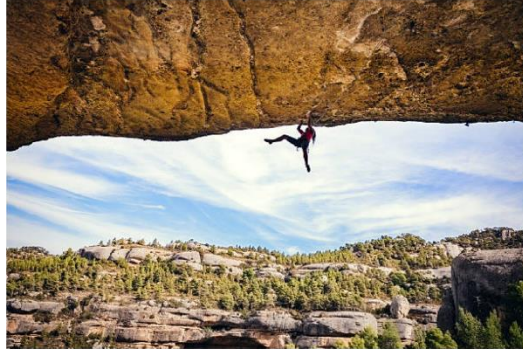
- On specific CIPFA website pages
- Advertising banners on The Guardian, LGC, The MJ websites
- Social media posts to CIPFA's Twitter, LinkedIn and Facebook feeds
- Sponsored LinkedIn posts targeting public sector employers
- Mastheads on direct emails associated with the campaign
- Presentation slides for events associated with the campaign
- Videos associated with the campaign
- New qualification brochures

Concept 1:

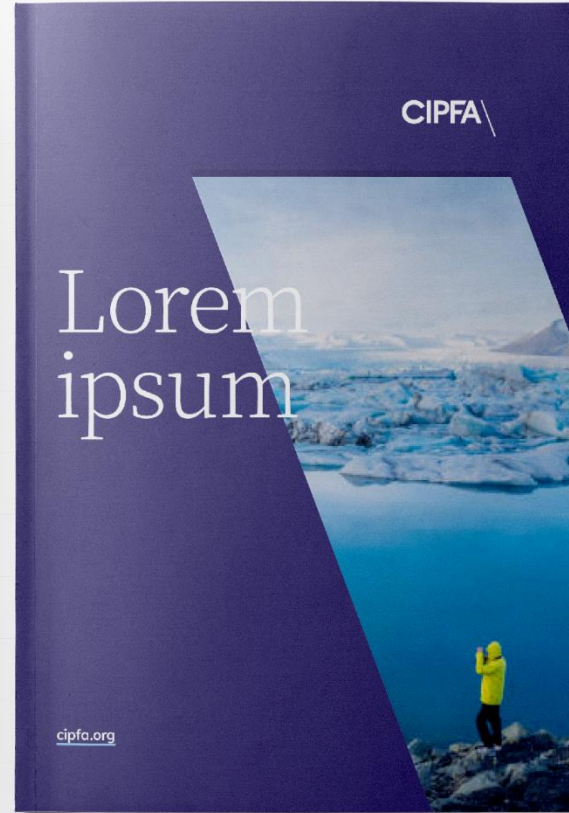
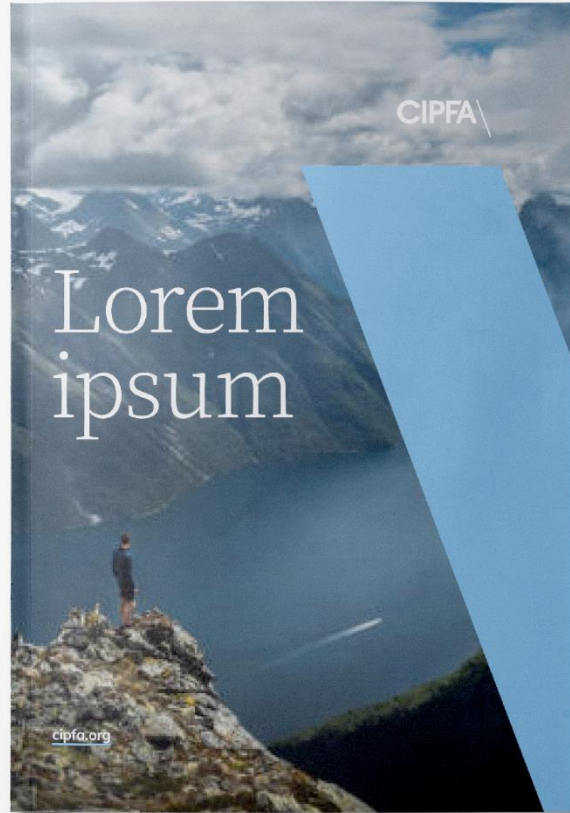
Landscapes and people

Imagery

- Wide-screen photography with a focal point on the person in the image.
- Use of photography of people looking out into the world.



Collateral





Concept 2:

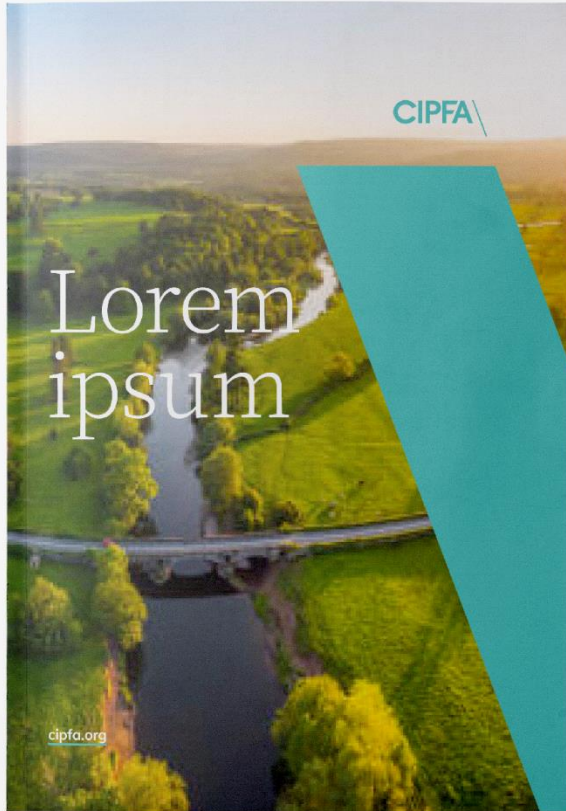
Landscapes

Imagery

- Showing the world around to express our outward-looking focus.
- With the intentions of 'creating a better world' in general.
- Creates a sense of calm and order.



Collateral





Concept 3:

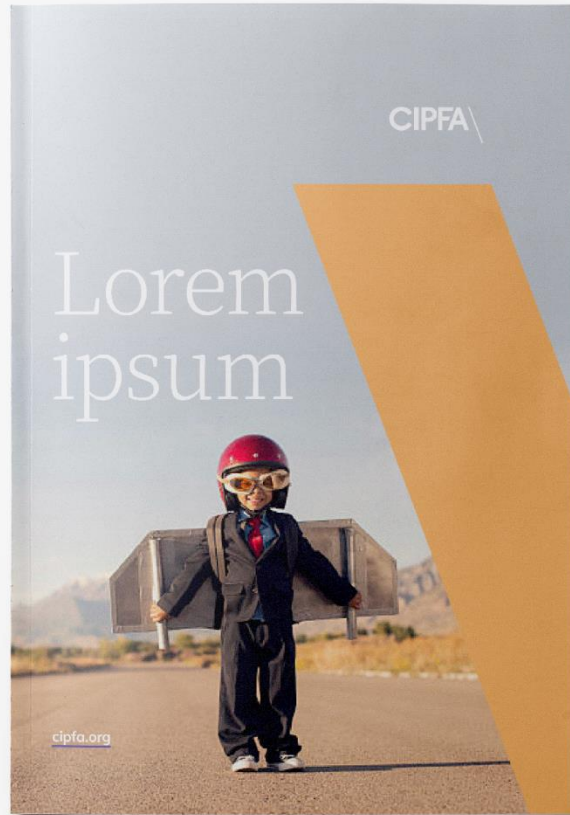
Super hero kids

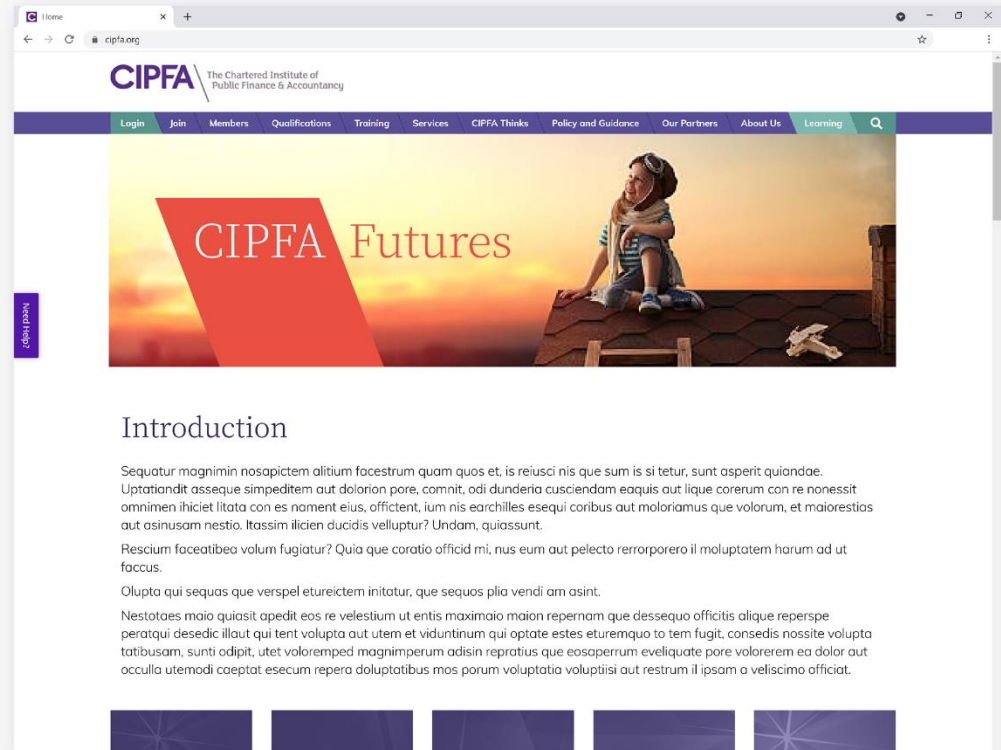
Imagery

- The option most likely to divide opinion and create an instant love/hate reaction.
- A fun approach at making the future feel less scary.
- For those who like the images they will see themselves in photography.
- For those that dislike the image they may feel this is a bit silly/immature.



Collateral





Concept 4:

Abstract light

Imagery

- Purposely abstract to act a background for the content.
- With a suggestion of action/ movement as a nod to the future.
- The warm and approachable tone of CIPFA should come through in these images.
- Using a colour range that reflects our brand.



Collateral



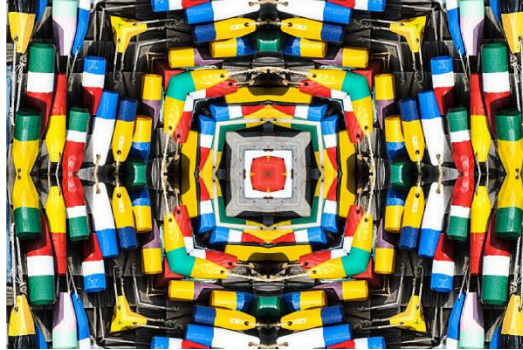


Concept 5:

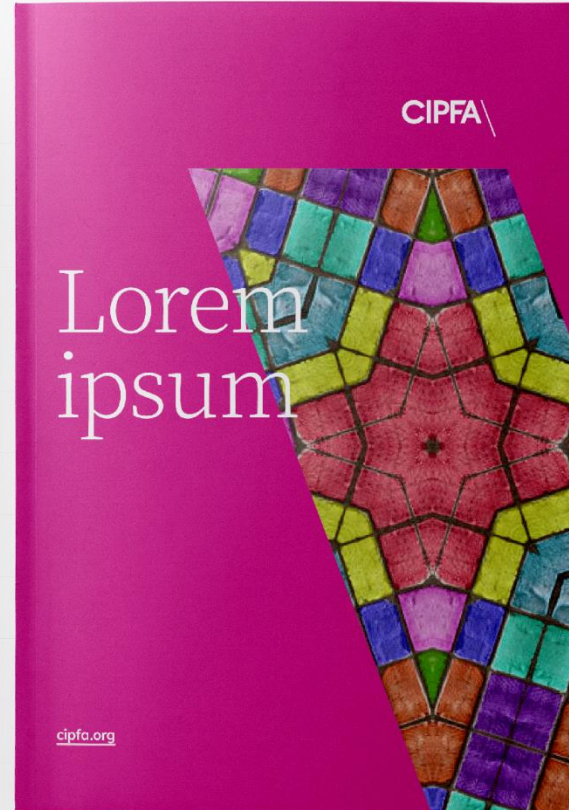
Kaleidoscope

Imagery

- Again, these reflect a more abstract view.
- Details at first seem in chaos but come more into focus once you have time to see the whole picture.
- Offers a familiarity within the image but with a twist of the unknown.



Collateral

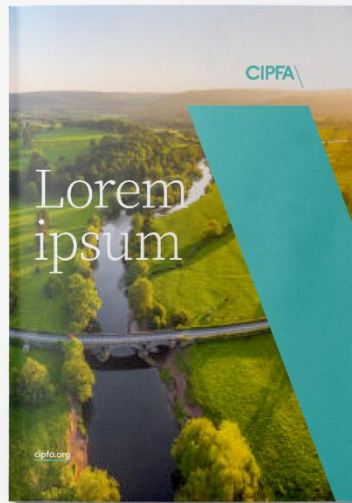




CONCEPT 1:
Landscapes and people



CONCEPT 2:
Landscapes



CONCEPT 3:
Super hero kids



CONCEPT 4:
Abstract light



CONCEPT 5:
Kaleidoscope



Open discussion

David Fields, Employer Engagement Manager

Sarah Shreeves, Head of Training Services

Adopting a 'flipped learning' model for new students

Before class

As directed, students independently engage with the learning for the class ahead:

Read prescribed workbook pages and/or other materials

View a trainer recording of lecture or other videos

Complete work-related research activities or find work-related examples

During class

Focus is on ensuring understanding of the learning activities already completed:

Much more discussion-led – exercises, practice questions, work contextualization

Use of breakout rooms, interactive polling etc

Trainer summary of key content via short lecture with Q&A

Start/end of day quizzes to test understanding and generate questions and queries