

# Member value map

AGM June 2016

## **CIEH Strategy Programme**



**Purpose** 

To promote, for the public benefit, the theory and practice of environmental health

Environmental

Vision

Championing safer, cleaner, healthier environments and lifestyles

#### Strategic goals

### **Voice & visibility**

Ensure that CIEH is recognised as the voice of the environmental health profession by its members, stakeholders and the public

## **Professional development**

Develop a professional development framework and assets that sets the standard for professionalism in environmental health

### Membership

Provide the evidence base necessary to renew the CIEH, its membership, and improve the value of the environmental health profession

#### **Enablement**

Provide the infrastructure and resources to enable the CIEH to optimise the delivery of products and services to members and other

### **Objectives**

Deliver a coordinated public affairs agenda focused on key themes relevant to current and future members Improve our learning offer across all educational and learning products Engage effectively with the full range of environmental health professionals

Improve IT infrastructure and associated services

Harness digital technologies and channels

Align organisational culture, values and behaviours

Maximise our commercial and membership revenues and ensure effective use of our intellectual, human and financial capital

EH Career
- Do I want
to be an
EHP?

Profession interviews
- Is this far enough?

Professional progression
- Do I want to specialise?

Promotion / career change/ break /chartered Status

Full established career



## Professional development/ Chartered Status/fellowship

Student

Graduate

New professional (first 5 years)

Mid career

Mature career

Retirement

EH Career
- Why do I
need to be a
member?

Now I have to start paying, what is the value?

How does membership help shape my career? Is membership giving me what I need? need membership any more now? What's the point of being a member now?

Career choices

Coaching

Mentoring

Guardianship, Pastoral Mentoring others

PPP and Interview training
Student Connections
Information, guidance

Technical briefings, Training Seminars, Workshops, Networks

Strategic/Leadership Support Conferences and Networks

Volunteering,
Mentoring
Governance
Ambassadors





A model to describe member needs and specific requirements.

Helps to create relevance and value to CIEH membership offer

Part of a bigger picture - Strategy Programme

# Involving you-why is it important?



- Know more about member needs and requirements
- Be structured to make ideas clear and tangible
- Test assumptions
- Bring in new thoughts, ideas and perspectives

# What do we hope to achieve?





The outcomes of today will be fed into and inform market research sprint

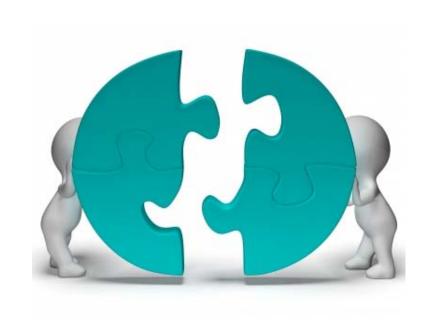


# Activity

- Get into the "mind set" of the member group
- List the Member Jobs- what members do (Yellow)
- List Member pains what gets in the way (Orange)
- List Member gains- what benefits/help (Blue)
- Prioritise the list top 2 in each what is most important, extreme pain and essential gains)

# Chartered Institute of Environmental Health

## Strive to fit



 To assess how well the member needs fit the membership offer.



# Thank you!

- Sharon Smith
- Regional Stakeholder Manager

s.smith@cieh.irg

- Jon Buttolph
- Membership and Professional Development Manager

j.buttolph@cieh.org