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Standards-Makers

Young Professionals Advisory Panel Founding Principles

October 2019

Table of Contents

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1. Background

In September 2019 the Standards-Makers Leadership Steering Group approved the Standards-Makers Young Professionals Strategy and Action Plan. The overriding objective of the strategy is to develop a BSI Young Professionals Programme which will provide:

❶ More / more innovative ways to constructively and meaningfully engage young professionals with standards and standards development

❷ More education and awareness about benefits of standards and of being involved in standards development (specific to this audience)

❸ More "ROI"/recognition for employers and individual YP participants to make getting involved a more widely recognized career-building, professional development activity

One of the crucial tools cited in the strategy to help us build our Young Professionals Programme was the creation of a **Young Professionals Advisory Panel**. This document aims to provide initial "terms of reference" to enable us to start building the Panel. There is more information about BSI's approach to building a YP Programme in Appendix 1 but we hope the Panel will help us to further refine and develop our approach.

2. Scope

The role of the Panel is not to make standards but to be a resource supporting and advising BSI about how we can more effectively engage (more) young professionals with standards as users and makers. As such the Panel and Panel members will:

❖ Recommend – develop and explore ideas, propose changes to tools, systems, processes, etc. that will enable us to provide an experience which is more attractive to young professionals

❖ Review – play the role of critical friend when reviewing BSI proposals in standards development to ensure we are not inadvertently re-embedding things which deter YP involvement

❖ Engage – Be champions of standards and standards-making and help introduce new YP programmes and individual YPs to getting involved and help drive engagement in the YP Network[1]

❖ Advise – Support committees and chairs to help them understand the value of having YPs on their committees and how they can attract them

The ultimate objective of the Panel will be to make itself redundant because we have built a sustainable YP Programme with continuous improvement embedded within it and will have an active and always growing YP Network who can play an advisory role as and when needed.

3. Membership

The membership of the Young Professionals Advisory Panel is open to all those young professionals with an interest in standards and/or standards-making and with a desire to help shape their future. We will also welcome individuals who are running or can represent existing young professionals programmes at other relevant organizations. We will remain open to anyone who expresses an interest in joining the panel; the main criteria for joining will be age / YP programme experience *and* a willingness to contribute to the development of a BSI Young Professionals Programme and the future of standards and standards-making.

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[1] One of the deliverables within the Young Professionals Strategy and Action Plan is the creation of an (online) YP Network

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3.1 Roles and responsibilities

The idea is that the panel has a relatively flat structure with no sub-panels nor working groups and only a Manager and a Chair to ensure the Members can engage in meaningful work and that meetings and discussions run smoothly. The expectations for each role are as follows:

Panel Manager – this is the BSI colleague (the Standards-Makers Development and Engagement Manager) who will be responsible for working with the panel Chair to steer the discussions/work of the panel, organizing meetings, setting up the tools the panel will use for its work and who will be the liaison between the panel and BSI.

Panel Chair – The Panel Chair, like panel members, will be a volunteer. The Chair will be expected to work closely with the BSI Panel Manager to decide the areas of focus and discussion for the Panel. The Chair will be responsible for helping to attract members to the Panel and for chairing all panel meetings and discussions (both virtual and face-to-face). The Chair will also be expected to actively participate in the online YP Network once developed.

Panel Members – Panel members will be asked to contribute ideas, comments, expertise and experience to help BSI develop its activities and programmes. This will involve participation in one face-to-face meeting per year, joining online meetings, joining an online platform (such as Microsoft Teams for example) where members can chat / work collaboratively and working via e-mail. Panel members will also be expected to actively participate in the online YP Network once developed.

Please note that since this Panel is new we have included here the expectations as we see them for now; the above may evolve over time as per recommendations from the Panel itself.

3.2 Application and selection process

Application process

Anyone interested in joining the panel will be asked to complete a short online application form although alternative formats will be available for those who might require them. The application form asks for:
Personal details*
Employer information
Relationship to standards
How you heard about the Panel
Short personal statement about what you will bring to the Panel*
Items marked with an * are required.

A replica of the application form can be seen in Appendix 2.

Selection Process

At the moment we will endeavour to be as open as possible in the Panel's membership seeking only to ascertain if someone brings relevant experience and/or a relevant voice to the discussion. If we find the Panel becoming too large or imbalanced we will then consider placing further restrictions on membership.

3.3 Culture

The culture we want to create on the Panel is one where we focus on the positive impact greater involvement of young professionals can bring not just to the standards-making experience/process but also to the quality and relevance of the standards themselves. The Panel should help enable those who

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feel they can be champions of the initiative to get more involved and provide guidance to committee members and chairs when they need it. The culture will be:

❖ Open and transparent – support open and honest conversations without fear of reprisal or reprimand in order effectively address current challenges and build a better future

❖ Enabling and empowering – encourage panel members to be vocal champions of change and of the added value young professionals can bring, helping BSI to build a successful and sustainable YP Programme

❖ Solutions-focused – foster an approach focused on identifying good practice already in place so that its potential can be maximized and on finding solutions where improvement is needed

Our primary goal is to build a successful YP programme and a pipeline of future standards-makers as well as a standards culture/community that understands and appreciates the value of including young professionals.

4. Measures of success

The Panel itself will not be directly responsible for delivery of any specific work items but this does not mean the Panel is not expected to have an impact nor that we will not be able to measure that impact. Given the role of the Panel, we will be able to share credit for the success of the BSI Young Professionals Programme and other YP initiatives with the Panel. Just **for information purposes only**, the success of BSI YP Strategy and Action Plan will be measured as follows:

Outcome	Measures
❶ More / more innovative ways to constructively and meaningfully engage young professionals with standards and standards development	✓ Delivery of new opportunities / ways for YPs to influence standards ✓ Delivery of new ways to engage YPs in understanding the benefits of / using standards ✓ Number / relevance of student research projects ✓ Number of YPs involved in / reached by each activity and new YPs on committees ✓ Delivery and reach/impact of campaigns to promote things like the Standards Development Portal ✓ Feedback from participating YPs about their experience
❷ More education and awareness about benefits of standards and of being involved in standards development (specific to this audience)	✓ Creation and number of members of online BSI YP Network ✓ Delivery of the "taster" sessions, number of them delivered and number of participants ✓ Number of external events where BSI had presence and their reach/impact ✓ Delivery and reach of campaigns to educate people about standards / getting involved ✓ Delivery of the competition and level of participation in it ✓ Feedback from participating YPs and from organizations we worked with about any / all of the above

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Outcome	Measures
❸ More "ROI"/recognition for employers and individual YP participants to make getting involved a more widely recognized career-building, professional development activity	✓ Creation and membership of YP Advisory Panel ✓ Delivery of additional / enhanced benefits for YP committee members and take up of those benefits ✓ Delivery of additional "ROI"/recognition for participating employers ✓ Delivery of more opportunities for recognition for YP Network ✓ Feedback from participating YPs, employers etc. about the experience

5. Taking action

The list below outlines the types of activities with which we would like the Panel to get involved. The findings, recommendations etc. of the panel will be reported back, via the Panel Manager, to the BSI Young Professionals Working Group which takes the lead in the delivery of the BSI YP Strategy and Action Plan.

- Evaluate/analyse promotional materials and role descriptions, etc. to assess if they would resonate with young professionals
- Proactively "recruit" relevant new individuals / YP programmes to the Panel and to get involved in standards development
- Contribute to the development of and help deliver standards "taster"/education sessions outside of BSI and contribute to development of outreach campaigns' content
- Serve as "Standards Ambassadors" helping with outreach and forging links/opportunities with other YP programmes / events
- Assess the standards-makers journey end-to-end and provide feedback about it from a YP perspective
- Support the development of the online YP network, both the content and the membership
- Contribute to existing programmes of development such as the digital transformation of standards, agile standards, etc.
- Contribute to the development of support/benefits specific to YP standards-makers (e.g. mentoring, ROI, etc.)
- Contribute to the development of the BSI YP Programme
- Provide robust and well-informed input / feedback on proposals, items for discussion etc. from BSI
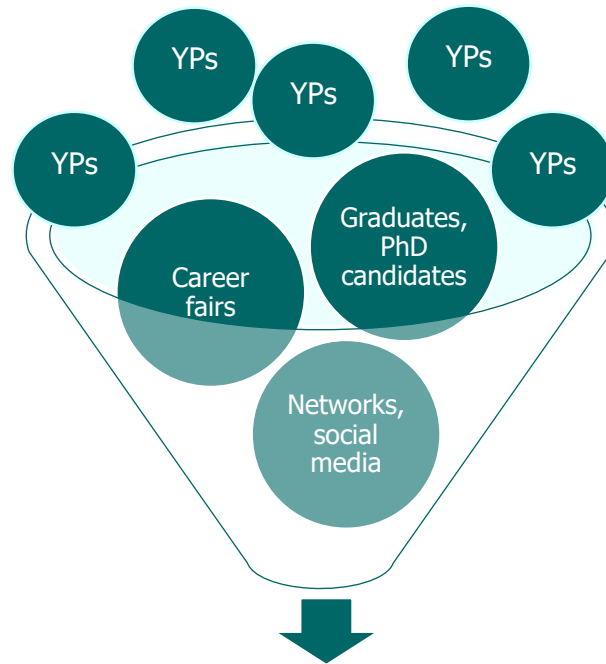
How to apply

If you would like to join the panel, please complete the short online application form which can be found here:
https://www.surveymonkey.co.uk/r/BSIypPanel
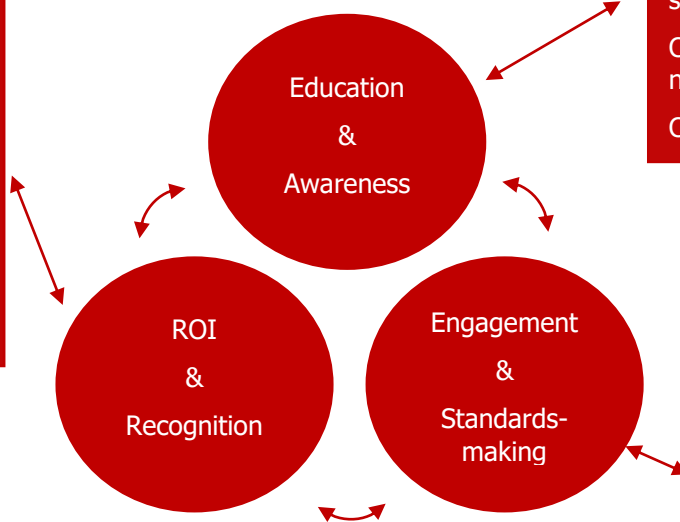
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Appendix 1 – BSI Approach / Strategy

In order to ensure we are delivering the maximum impact we must take a multi-faceted approach to this challenge and by focusing on the stated outcomes we will:

❖ Increase direct/immediate recruitment of young professionals onto committees
❖ Recruit young professionals into other activities / our network to create a pool of potential standards-makers
❖ Raise awareness / provide education about the benefits of standards and being involved in standards development and other standards careers (e.g. testing, certification, etc.)

YPs   YPs   YPs   YPs   YPs

Career fairs

Graduates, PhD candidates

Networks, social media

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Education & Awareness

ROI & Recognition

Engagement & Standards-making

Recognition for participating employers

Simpler / better CPD points system

Make current training available online

Mentor scheme

YPs influencing decisions

Best research paper presented @ Standards Conf.

"Taster" sessions @ events

Student research projects

Link to other YP programmes

Sponsor awards / a scholarship

Content-driven online network/membership

Competition

Provide an enabling environment

Use more tech enabled modes of participation

Promote / create other ways of being involved in standards dev (e.g. commenting)

Reduce / eliminate barriers

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Appendix 2 – Application Form

Standards-Makers Young Professionals Advisory Panel Application

Introduction

Thank you for your interest in the BSI Standards-Makers Young Professionals Advisory Panel. If you have already read the Panel's Founding Principles and are happy to participate on that basis, please proceed with this short application. If you have not read that document, please contact us on standardsmakers@bsigroup.com before completing this application and we will send you the document to read before applying.

Application Form

* 1. Your personal details
First name
Surname / last
name
Age
Email Address
Phone Number

2. Tell us about your employer
Company name
Area of activity / type of organization
Do they have a YP Programme?

3. What is your relationship to standards? You may select more than one (e.g. standards-maker and standards user).
I use them at work
I make them / I am a committee member
I know about standards but have not been directly involved with them as a maker or a user
None of the above; I am totally new to standards

4. How did you hear about this panel? Please select one and then provide additional details in the comments box.
Someone from BSI recommended I get involved
From a Panel Member
On the BSI website
On social media
Please provide more details (e.g. the name of the person) about your answer choice here below.

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* 5. Please tell us why you would like to be on the Panel. What type of experience of standards / standards development would you bring? What do you think is needed to engage more young professionals with standards?

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