

CIPFA NI Branch
Website Strategy(2007/2008)

1 Introduction

- 1.1 The CIPFA Northern Ireland Branch aims to support CIPFA's position as the leading accountancy body for public services by informing and debating policy-making at national and local level.
- 1.2 It will also act as a community of interest in order to facilitate networking opportunities for Branch Members to share ideas and achievements, to help spread best practice, and to promote and support regional events.
- 1.3 In line with the Branch Constitution; the NI Website Co-Ordinator will consider Branch Members to be:
 - 1.3.1 CIPFA Members in NI (including retired Members),
 - 1.3.2 CIPFA Student Members in NI,
 - 1.3.3 Any Other Individuals or Groups defined as Branch Members by the NI Branch Committee,

CIPFA NI Branch
Website Strategy(2007/2008)

1.4 The 2007 Development Plan lists the Regions Main Functions as:

- 1.4.1 To promote the policies and reputation of the Institute within the Region.
- 1.4.2 To recommend to the Institute Council the scope and content of services necessary, at local level, to meet the needs and aspirations of individual members and students.
- 1.4.3 To provide a forum and act as the mechanism for regular two way communication on the development and running of the Institute between the Region's members and students and the Institute Council.
- 1.4.4 To ensure, locally, the delivery of an annual programme of activities, designed to secure the updating of members and students on current issues and to enhance professional skills.
- 1.4.5 To facilitate the participation of as many members and students as possible in the activities of the Institute through local events and activities.
- 1.4.6 To work with the Institute Council, the training provider, and the CIPFA Marketing Department to promote recruitment and education and training activities, including post qualification training.
- 1.4.7 To secure effective liaison with other Professional Bodies.
- 1.4.8 To act as one of the means of consultation between the Institute Council and Committees and the membership on major issues affecting the professional responsibilities of members.
- 1.4.9 To support the CIPFA Northern Ireland Office in its efforts to enhance the profile of CIPFA in Northern Ireland.

CIPFA NI Branch
Website Strategy(2007/2008)

1.5 Good communication is important for achieving these aims and objectives. The Branch Website should be viewed as a vital part of the overall communication strategy.

CIPFA NI Branch
Website Strategy(2007/2008)

2 Guiding Principles

2.1 The Branch's Website Strategy is founded on the following guiding principles:

2.1.1 Communication processes will be known and transparent.

2.1.2 Documents approved as Final by the Branch Committee will be made publicly available on the Website; unless there is a convincing reason otherwise e.g. commercial sensitivity.

2.1.3 Communication methods used on the Website should be easy to access, easy to use, robust and reliable.

2.1.4 Feedback from Branch Members is extremely welcome and should be actively encouraged.

2.1.5 Historic Documents may be of future use to Branch Members and will therefore be archived rather than deleted.

2.2 Improvements in communication are intended primarily for the benefit of Branch Members.

2.3 Decision-making and organisational structures that support effective communication by, for example, ensuring clear accountability for outcomes.

CIPFA NI Branch
Website Strategy(2007/2008)

3 Key Aims of the Website Strategy

3.1 The Website Strategy supports the aims and objectives of the CIPFA Northern Ireland Branch, promotes the activities that it organises, and assists the efficient running of the region.

3.2 The key aims of the Website Strategy are to:

3.2.1 Promote CIPFA NI Branch and its activities in a coherent way.

3.2.2 Improve communication between the CIPFA NI Branch Committee, Branch Members and any other Interested Parties.

3.2.3 Make it easy for people to find out about Branch Services and Events.

3.2.4 Aid in the establishment of contact networks for use by Branch Members.

3.2.5 Publicise Branch Members views and opinions, when appropriate.

3.2.6 Make effective use of the technology provided and seek to push its limits.

3.2.7 Maintain and further develop the Websites image as one that is well maintained and supported.

CIPFA NI Branch
Website Strategy(2007/2008)

4 Key Performance Indicators

- 4.1 To measure the success of the Website a number of key performance indicators will be developed.
- 4.2 Usage Statistics detailing user activity are provided by CIPFA London on a monthly basis; this data will be reported at each Branch Committee meeting and subsequently published on the Website:
 - 4.2.1 Total Number of Visits (*to date*).
 - 4.2.2 The Ratio of Visits to CIPFA Members/Students (*Running 6 month duration*).
 - 4.2.3 The Number of visits per NI Region page (*Running 6 month duration*).
 - 4.2.4 Raw Statistical Data for the NI Region (*to date*).
- 4.3 Periodic surveys of Branch Members will be conducted; results will be published on the Website, when appropriate. The surveys will:
 - 4.3.1 Test User Satisfaction and Communication Effectiveness.
 - 4.3.2 Help indicate where future developments should be directed.
 - 4.3.3 Enable the NI Website Co-Ordinator to gather additional information on specific User-Groups, as necessary.
- 4.4 During the 2007/2008 period the total visits to the Website should increase by 10%.

CIPFA NI Branch
Website Strategy(2007/2008)

5 Key methods used to deliver the Strategic Aims

5.1 The Website aims to capture all relevant news, events and information generated from CIPFA NI Branch activities.

5.2 *CIPFA NI Branch Committee:*

5.2.1 Will keep the NI Website Co-Ordinator informed of any relevant items for inclusion on the Website.

5.2.2 Will include an item to cover 'Website related matters' on each Branch Committee Meeting agenda.

5.2.3 Will supply requested content or respond indicating why such content is not available.

5.2.4 An individual will be assigned to each of the following areas as a contact person for the NI Website Co-ordinator:

- CPD,
- Events,
- The Account,
- Member Profiles,
- Retired Members,
- Students,
- Volunteers,
- Other areas requested by NI Website Co-Ordinator,

CIPFA NI Branch
Website Strategy(2007/2008)

5.3 *NI Website Co-Ordinator:*

- 5.3.1 Will retain Full and Final editorial control of all Website content, subject to any policies approved by NI Branch Committee or specific decisions regarding the NI Branch Website.
- 5.3.2 Will actively pursue new content for the Website; by liaising with Branch Committee Members, CIPFA NI Secretariat, Branch Members and any Other Interested Parties, as necessary.
- 5.3.3 Will report on the Website activity and Development Progress at each Branch Committee Meeting; or have another individual report on his behalf.
- 5.3.4 Will maintain regular contact with CIPFA London, CIPFA NI Secretariat, Other Regional Website Co-Ordinators and other relevant Stakeholder Groups, as necessary:
 - To ensure compliance with all Institute & Legislative requirements,
 - To aid in the development of new features,
 - Any other relevant topics,

CIPFA NI Branch
Website Strategy(2007/2008)

6 Current Position

6.1 Statistical Data prior to July 2006 is incomplete and in some cases appears to mix the NI Branch Website with the NI Secretariat Website; they are therefore deemed to be unreliable. The remaining Statistics currently cover July 2006 to May 2007.

6.2 Website Activity By Quarter

6.2.1 Quarter 3(2006)

- average monthly hits of 505; with a peak in August of 612,
- 1,517 hits over the period,

6.2.2 Quarter 4(2006)

- average monthly hits of 472; remaining relatively static,
- 1,418 hits over the period,

6.2.3 Quarter 1(2007)

- average monthly hits of 859; steadily growing over the quarter,
- 2,577 hits over the period,

6.2.4 Quarter 2(2007) [incomplete]

- average monthly hits of 1,064;1,164 in April with a dip to 964 in May,
- 2,128 hits over the two months,

CIPFA NI Branch
Website Strategy(2007/2008)

7 Planned Developments for 2007/2008

7.1 The following items should only be taken as indicative of the general developmental direction of the Website; further items may be identified during the life of this Strategy.

7.2 **Continuing Professional Development(CPD) Area** – This Area will be updated to provide up to date information to Branch Members on CPD, covering:

7.2.1 General Information on current CPD Requirements; with a link to the main CIPFA CPD site for detailed information,

7.2.2 Contact Details for any CPD Advisors,

7.3 **Students Area** – This Area will provide Student Members with relevant Information covering:

7.3.1 Dates of relevance Primarily to Students,

7.3.2 Links of relevance Primarily to Students,

7.3.3 Profiles of Students may be added to this area at a later date,

7.4 **Branch Photo Album** – The Photo Album will be updated as new photo's become available to the NI Website Co-Ordinator

CIPFA NI Branch
Website Strategy(2007/2008)

- 7.5 **Retired Members** – This page will provide details of the benefits that the Branch provides for Retired Members and contact details for an individual that they can approach with any queries.

- 7.6 **Volunteers Area** – This Area will provide Background Information on the sort of work Volunteers can undertake and the benefits, It will also include:
 - 7.6.1 Details of the Branches Current Volunteers and Current Volunteering Vacancies,
 - 7.6.2 An On-Line Volunteer Form to enable Branch Members or Other Interested Parties to indicate their willingness to Volunteer,

- 7.7 **Member Profiles** – Periodically New Profiles of Branch Members will be added to this page; previous profiles will be archived on the site.

- 7.8 **Lunchtime Events** – The Lunchtime Events Page will be updated throughout the year with supporting Documents from past events and when appropriate details of 2008 and subsequent years event.