



## The Institute and Faculty of Actuaries

### IFoA Board Committees: Terms of Reference

#### Membership Experience Committee

##### Purpose

- Oversees the IFoA's member experience ensuring both the relevance and delivery of the member proposition. The committee will have consistent consideration of different market needs across all key markets in which the IFoA operates.
- Undertakes work on continually improving the membership experience in line with the IFoA's current strategy and the broader principles of:
  - Making the member experience seamless: accessible support, clear communication and prompt resolution
  - Strengthening a member-focused culture among volunteers, members and employees
  - Consistently delivering member value in a rapidly evolving world
- Supports the formulation and execution of the IFoA's strategy as determined by the IFoA Board.

##### Membership

The committee shall comprise up to seven members, including:

- One (1) Chair, who will be a member of the IFoA Board
- Three (3) additional IFoA members (to be selected via a combination of direct appointment by the IFoA Board and the volunteer recruitment process)
- Two (2) independent/non-executive specialists with expertise in membership organisations or professional bodies
- One (1) Executive Leadership Team member (as appointed by the CEO).

IFoA Board Chair will have ongoing observer status.

All appointments will be ratified by the IFoA Board.

Secretariat will be provided by the Membership Group (IFoA Executive), and relevant executive members will be in attendance at meetings as and when required.

##### Key responsibilities

###### 1. Advisory

- a. Advises the IFoA Board and Executive on the planning and delivery of all aspects of the member experience, including new or changing member needs and international requirements.
- b. Reviews and contributes to the articulation and presentation of the IFoA's membership proposition and its ongoing communication and promotion
- c. Evaluates and makes prioritised recommendations regarding the introduction of new individual propositions or changes to existing propositions and advises the IFoA Board on possible budget implications
- d. Contributes to, and considers the impact, of all market research including member surveys, external benchmarking exercises and 'horizon scanning' that enable the IFoA to shape its strategy and fulfil its purpose, ensuring members receive leading products and services.
- e. Advises IFoA Board on the volunteer experience and structure

###### 2. Oversight

- a. Reviews delivery and findings of the IFoA's Member Perspectives programme including the results of quarterly member surveys and focus groups where relevant, ensuring that key insights become actionable and overseeing the delivery of subsequent changes to the member proposition
- b. Reviews key operational metrics e.g. communication metrics (web traffic, social media etc), event participation, platform usage (VLE and IFoA Communities), key customer service metrics and complaints processes. Sets and monitors KPIs and advises the IFoA Board on performance and progress.
- c. Oversees the development of new member propositions including reviewing the case for new offerings based on member feedback or research as well as the commissioning and evaluation of pilot programmes.
- d. Oversees the Executive's support of the volunteer programme

## Governance

### 1. Related boards and committees

TBC once all boards and committees have been finalised

### 2. General governance

- a. Complies with the IFoA Governance Manual, and with agreed governance principles
- b. Is accountable for and oversees key groups e.g. Regional Societies