



International
Science Council

ISC Member Outreach and Engagement Campaign

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Working towards a value proposition

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Background

In late 2019 the ISC embarked on an intensive outreach and engagement strategy that would see ISC members participate in a “one-to-one” discussion with an ISC secretariat member.

Around 100 hour-long guide conversations have been held with members, typically with the president, general secretary or main ISC focal point.

Some members have asked for annual conversations.

BLOG

Royal Netherlands Academy of Arts and Sciences – led by women, advancing women

Achieving global gender parity has been a slow process – particularly across certain scientific disciplines, which have remained consistently male dominated. In the run-up to International Women’s Day on 8th March, we speak to José van Dijck at The Royal Netherlands Academy of Arts and Sciences, who led an initiative to ensure that qualified women have a place at the Academy.



1. For each conversation held by ISC HQ, a small follow-up action was agreed. It could have been as small as ensuring the correct details were recorded in our database of contacts, sharing a contact or resources helpful to a member’s needs, or following up with a news story on the ISC’s webpage that highlighted a member’s achievements.



2. The conversations also allowed for constructive criticism of the ISC to be expressed, as well as suggestions for ISC communication practices and approaches, such as improvements to the ISC's web presence.

3. The overwhelming response by members to this exercise has been positive. Members have had an opportunity to explore the ISC's Action Plan and their role within it; the ISC has had an opportunity to learn about the priorities of members, as well as their issues or concerns around topics such as financial sustainability of organizations, science creating solutions to the global issues facing humanity and the importance of the convening power of the ISC.

Key Insights

1. The internationality of the ISC is cited as a key value for members
2. There is a willingness to close knowledge gaps through the convening of members and the bridging of scientific disciplines
3. Financial sustainability issues rank high for many Unions, and our members generally
4. Members appreciate that the ISC has a relationship with the UN and UN bodies, and members are keen for this to be strengthened
5. Scientific publishing, the challenges around open science and access to knowledge are high on the agenda of issues for our members



6. Issues surrounding trust in science, fake news, misinformation and disinformation are top worries for many of our members
7. When it comes to global issues, social cohesion and the social and economic impacts of climate change rank just as highly as concerns around environmental impacts
8. The Action Plan was well received, and there is room for improving how the secretariat provides opportunities for collaboration around projects and this is now outlined in the new Action Plan 2022-2024
9. The perceived overlap between the ISC and other global organisations remains a widely felt issue
10. The conversations have enabled the ISC secretariat to build an understanding of what members value. This process is now embedded into our outreach toolbox.



Next step:

Articulating the value proposition for members

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