

IOBSA Youth Forum update
17 April 2019



Outline

- Objectives of the Youth Forum
- IOB Youth membership details
- Current work being done
- Challenges identified
- Future work

Objectives of the Forum

- launched in October 2018
- 1. To develop a platform for networking of youth within the banking and financial services industry
- 2. To provide a platform for information sharing within the banking and financial services industry
- 3. To provide mentorship opportunities for the future generation of banking and financial services professionals
- 4. To ensure young generation have a voice and remain the driver of the development agenda and future of the institute
- 5. To present series of recommendations to the IOBSA board on how to enhance membership value

Youth membership details

- The IOBSA currently has **216 members** who are below the age of 35 years
- Eight (8) are part of the steering committee of the Youth Forum with two (2) board members acting as its chair and co-chair
- We agreed that formal meetings should happen quarterly, however, the steering committee interact daily via our social media platforms, including a WhatsApp group that has been set up.
- It is sometimes difficult to set up meetings because our members are all over the country. Others in countries on the continent, so we will try to reach out digitally where possible

Current work being done

- Main objective for the first six months was to create brand awareness and visibility. We are doing this via our social media channels. We believe this is an avenue where young professionals engage (LinkedIn and Facebook).
- Can't really offer services if young people don't know who you are, where to find us and how to engage with us.
- The Forum uses various social media platforms (WhatsApp, LinkedIn and Facebook) to communicate with its current member base and potential members.
- For the past couple of years these platforms have largely been inactive, but now they are being updated almost daily
- We do however require more content managers to drive this

Social Media Campaigns

- If you follow us on Social Media (LinkedIn) you will notice a few campaigns we have run. For example posts on:
- #importance of professional bodies
- #getting to know the iobsa
- #joining the iobsa
- And New entrants to the banking market (Bank Zero, Discovery, Tyme Digital etc.)
- The AGM invitation and reminders were also communicated – Who has seen this?
- A lot of our content also covers the future of banking – Artificial Intelligence and Machine Learning – These are topics we feel members should engage with and are very much in line with the topical subjects such as the 4th Industrial Revolution

Social Media Campaigns – Research papers that we recommend members read for example:

- Accounting Students Awareness and Understanding of skills and Competencies Demanded by the industry 4.0- Professor Tankiso Moloji.
- A motivation for Revised learning pathways and curricula for banking – Dr. Derek Shirley and Dr. Carin Stolz.
- Robotic Process Automation in Third Party Risk Management and how this is affecting jobs in banking – Malli Kandkuru

Current update of followers on Social media

Social Media Awareness	Current followers	Proposed target of followers for 2019
Facebook	247	500
LinkedIn - Youth Forum	130	500
LinkedIn - Main Page	103	500

Interesting stat from our Facebook Page – we reached 236 people and had 57 engagements with our posts (comments, likes and shares) this week alone. We don't think that has ever happened in IOBSA history via this channel.

Challenges identified

- Developing a value proposition for young members
- Questions being asked by our young membership that we need to answer (why don't we have student membership discounts or a strategy to attract more students and what will get students by joining?)
- Outside of a formal designation that is also offered by other bodies, what value add does this organisation have?
- Why an IOBSA designation over CA or CFA or others? What's our gap in the market? How are we partnering with the other bodies?
- What the IOBSA designation mean and how does having it gives me an edge? The institute seems to have lost its presence and with designations from professional bodies seeming to carry more weight.
- Volunteers to drive identified projects - (From Steering Committee members)

Future work to be done

- Steering Committee would like to meet the new board to discuss IOB strategic plan and how Youth Forum can plug into the plan
- Proposal to set up a Jobs Portal on the IOB website
- Organise events that are CPD accredited
- Build relationships with corporate bodies to organise career/professional enrichment event (We aim for one for this year that is well run and well organised)
- Beginning 2020, we aim to develop and to pilot a mentorship programme – where existing and longstanding members can help with mentorship by giving of their time and experience (paying it forward)

To get involved – Speak to Caroline, Joel and Ntoks

The End