

# Volunteers' Forum

May 26<sup>th</sup> 2022

# Forum - agenda

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A chance for our valued volunteers to find out what's happening in IPEM and to raise any questions you may have directly with us.

Plus:

- The new IPEM website
- The emerging Science Leadership Strategy
- Investing in Volunteers initiative
- New Equality, Diversity and Inclusion policy
- New Environmental policy

**IPEM**

# Website – why did we need one

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2021: launch of 'IPEM 2025' organisational strategy, which recognised the clear need to upgrade to a 21<sup>st</sup> century platform which could address the needs of a respected, diverse and international membership organisation

IPEM team worked up detailed requirements for a new public-facing website in concert with a number of members and other stakeholders across the organisation. Aim was to understand what the new site would need to deliver in context of some of IPEM's key strategic objectives over the next 5 years, namely:

- Growth in both membership and engagement with members
- Growth in professionalism through learning and development
- Growth in impact as an organisation, both as an advocate for our members and for physics and engineering in medicine.

**IPEM**

# Website – previous limitations

- Former site not optimised for tablet or mobile
- limited navigation and low quality search functionality
- Not searchable or shareable via social media channels, limiting our reach at source. Did not allow for best use to be made of the new IPEM brand, which is optimised for digital use.
- No capacity to support possible future technology projects, such as a new learning management system or CRM.

The new site does all of this and more

# IPEM



The screenshot displays the IPEM website interface. At the top left is the IPEM logo (Institute of Physics and Engineering in Medicine). To the right is a search bar with a 'Search' button. Below the logo is a horizontal navigation menu with links: ABOUT IPEM, COMMUNITIES OF INTEREST, NEWS & EXTERNAL AFFAIRS, CAREERS & JOBS, CONFERENCES & EVENTS, SCIENTIFIC JOURNALS & PUBLICATIONS, IEL ONLINE SHOP, TRAINING & WORKFORCE, and RESEARCH & ACADEMIC ACCREDITATION. A 'Login' link is also present. Below the navigation is a breadcrumb trail: 'About IPEM > Join IPEM'. On the left is a vertical sidebar menu with categories like 'IPEM 2025', 'Covid-19', 'Join IPEM' (with a dropdown arrow), 'Affiliate Membership', 'Associate Membership', 'Full Membership', 'Fellowship', 'Professional Affiliate Membership', 'Company Membership' (with a dropdown arrow), 'RCP Affiliate Membership', 'RCR Associate Membership', 'Membership Subscription Rates', 'Professional Conduct' (with a dropdown arrow), 'Why should I join IPEM', 'Prizes and Awards' (with a dropdown arrow), 'Governance of IPEM' (with a dropdown arrow), 'IPEM Monthly Activities', 'Special Interest Groups' (with a dropdown arrow), 'Public Engagement' (with a dropdown arrow), 'Campaigns' (with a dropdown arrow), 'IPEM Enterprises Ltd (IEL)', and 'Partners and Connections' (with a dropdown arrow). The main content area is titled 'What our members say...' and features a testimonial from a member, a photo of people at a conference, and a section titled 'Why join us?' with a red warning: 'If you would like to apply for IPEM membership, please ensure that you submit your application electronically as all staff are currently working remotely, due to the Covid 19 pandemic.' Below this is a link to 'Read Professor David Brettie's (IPEM President 2015-2017) article about why you should join IPEM' and several paragraphs of text describing the benefits of membership.

ipem.ac.uk



# Website guiding principles

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Accessible



Shareable



Beautiful



Personal



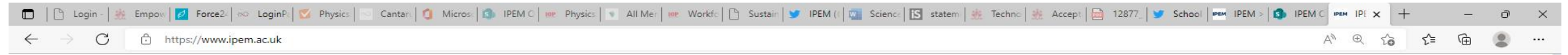
Searchable

**IPEM**

[ipem.ac.uk](http://ipem.ac.uk)



# New website



[What's On](#) [Get Involved](#) [Learn](#) [Your Career](#) [About](#) [Resources](#) [Latest News](#)

Search

Login

[Join IPEM](#)

## Resources [View all](#)



31/08/2021

### Workforce Intelligence

IPEM's Workforce Intelligence Unit provides accurate data on the UK medical physics and engineering sectors for the benefit of both the profession and patients.

[Workforce Intelligence](#)



16/08/2021

### Books and resources

Access an array of useful books and reports, with discounts for IPEM members

[Books](#)



08/02/2021

### Statements and guidance notices

Find expert advice from IPEM on a range of technical and scientific issues, as well as a range of short statements on a specific topic put together by one of our Special Interest Groups.

[Statements and Guidance Notices](#)

# Volunteer with IPEM

Share



Our members and their professional contributions enable IPEM to fulfill its charitable objective. We are very grateful to all our volunteers for everything they do.

## Interested in volunteering?

We have support material, systems and resources available to make the process as easy as possible.

[Please read our Volunteer Guide for:](#)

- Testimonies from other IPEM volunteers
- Areas to get involved and the benefits for you
- What you can expect from us and what we will ask of you
- Support and resources we provide for you



**IPEM**  
Institute of Physics and  
Engineering in Medicine

# Volunteers' Guide

# Early impact

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- Generally speaking users appear to be finding the site more engaging, are staying longer and visiting more pages:
  - 67K visits in Q1 2022 up 20% on previous quarter
  - Accessing almost twice as many pages per session
  - Bounce rate reduced significantly
  - Session duration over twice as long
  - Custom tracking means we can see what visitors are downloading, what news articles are grabbing attention and which online forms are being completed and submitted



# Thank you