Workshop 1: Progression ACCA学习和就业竞争力培养

ACCA中国教育团队 Aileen/Crystal

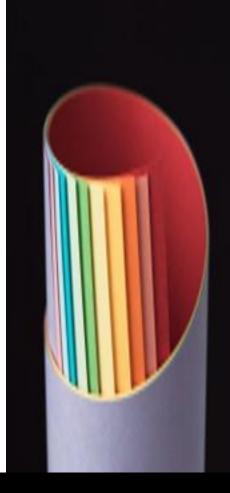


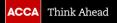
Agenda

Student progression overview

Key highlights from ACCA Annual integrated report
Student model journey to employment
Partner university performance report sharing

- Good practice sharing
- Discussion





Key highlights from ACCA Annual integrated report



Pls refer: Annual integrated report 2024 | ACCA Global

Our 2023-24 highlights:



250,000+ ACCA members in 180 countries



12,569

new members



99,586 students recruited in the year



584,838

exam entries



Delivering on sustainability

through our Accounting for a better world initiative, policy and insights work, qualification and learning developments, and our presence at COP28



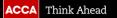
Net zero targets verified

by the Science Based Targets Initiative (SBTi) – making ACCA the first global professional accountancy body to achieve this



ACCA Study Hub

now provides premium study materials and learning resources for students and tutors across the world



Our strategic focus in 2023-24:

Lead

- Building the attractiveness and relevance of the profession
- Targeting geographies, sectors and segments

Create

- Driving student progression
- Strengthening our insights to drive performance

Deliver

Drawing on all our capabilities to deliver value



Performance during the strategy to 2025:

ACCA's strategy to 2025 ran from April 2020 through to the end of March 2024 and represented considerable progress for ACCA against an unprecedented global backdrop.

Areas of strong performance

- In the past four years our membership has grown by over 25,000 to over a quarter of a million members, a hugely substantial contribution to the overall number of professional accountants worldwide.
- Throughout the strategy to 2025, members and future members' perceptions that ACCA shapes the future of the profession and promotes the highest professional and ethical standards have remained above 80%.
- Our employer net promoter score (NPS) has been consistently high throughout the last four years and is now at +51.5, clearly indicating ACCA's strong position within the global marketplace.

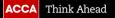
Strategic performance challenges

- Four years ago, we had around 544,000 future members and today, 526,000. This demonstrates the impact of the pandemic and the economic and geopolitical environment. Last year, however, we welcomed just under 100,000 future members – our strongest recruitment year since 2019-20.
- Fewer students entering exams has been our most significant performance challenge in the last four years, although we've kept delivering a substantial number of exams to very high standards. Exam entries in 2023-24 were 32,000 higher than the previous year, although we're not yet back to our pre-pandemic levels.
- Despite best efforts, we have experienced overall declines in member and future member satisfaction. We're taking this as a clear call to action: we want every single member of our global community to value their relationship with ACCA.

How we'll move forward:

- strengthen our ACCA Learning portfolio to create more upskilling opportunities, with a particular focus on sustainability and technology
- draw on our strong relationships with employers and education partners to attract new entrants to ACCA
- continue to strengthen our sector-specific and careers support
- drive uptake of our education support innovations, which drive student exam success and retention (leverage the ACCA Study Hub, Practice Platform and My Exam Performance)
- make enhancements across our *customer journeys* to deliver the best possible experience to the ACCA community.

In the longer term, the delivery of our *digital transformation* will enable us to build a deeper understanding of the ACCA community and respond swiftly to their needs.



Stakeholder engagement and materiality

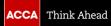
Members	Future members	Employers	Education providers
 Value for money and relevant resources Recognition and integrity of the ACCA brand 	 Value for money and relevant resources Support to become members 	 Attracting talent 	 Student recruitment and progression
		 Shaping the future of the profession A strong relationship with ACCA 	
			 A strong relationship with ACCA to drive business success
	 Careers and employability support 		
support			
 A well-connected community 			

Teaching support and tutor capability

- Guiding tutors on embedding ACCA resources (eg. CBE mock exams) into their learning programmes.
- Hosting our virtual Annual tutor conference in April, attended by 1,223 people from 70 countries.
- Offering a range of tutor support including digital Train the trainer and Train the marker sessions.
- Supporting tutors through ACCA's Educator Hub and the ACCA Study Hub



Student model journey to employment



Student model journey to employment

Objective

• Accelerate university students' progression and enhance employability with clear guidance for each year in university

Features

- Integrated exam and employability journey over 4-year university period
- Clear progression target set with visible milestone achievements
 - Adv Dip & EPSM for Tier 1 universities
 - ✓ Dip & EPSM for Non-Tier 1 universities
 - ✓ SP digital badge in pilot (TBC)
- Embed Study Hub and Practice Platform into study journey from day 1
- Embed EPSM into the journey to enhance employability skills
- Embed internship into the journey, incl. experience record in PER
- Integrate various employability supports, e.g. JHC, SXS
- Launch in phase (V1.0 leaflet/deck & V2.0 digital tool)

Promotion

- Use the **data-driven approach** to review the performance by partner/segment
- Promote the model journey via B2B (e.g. university/ALP) and B2C (e.g. tutor community, student ambassadors)



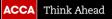
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Drafted version (V1.0) for Student Model Journey to Employability

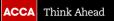
Partner University Performance Report - Sample



Good Practice Sharing



Discussion



Discuss and share in groups – 10 mins / 20 mins

- How to increase the attractiveness of bound programme?
- How to drive students progression?
- What supports are needed by students and tutors?

Work together

