

12th World Administrators Summit COUNTRY REPORT

COUNTRY: SPAIN

REPORT SUBMITTED BY: Glòria Gratacòs-Cases

ASSOCIATION / NETWORK / ORGANISATION: IMA Spain

Prior to each Summit, we ask Delegates to submit a Country Report on the status of one of the goals from Administra. This year, we ask you to report on Goal 4: **Market association membership to encourage active participation of younger people.**

This process gives you the opportunity to share your experiences with the strategies and guidelines described in Administra for this goal. It also enables Delegates to determine whether the Goal is still “fit for purpose” internationally.

GOAL 4: MARKET ASSOCIATION MEMBERSHIP TO ENCOURAGE ACTIVE PARTICIPATION OF YOUNGER PEOPLE

OBJECTIVE 4.1: CREATE AWARENESS OF PROFESSIONAL AND PERSONAL BENEFITS OF BELONGING TO AN INTERNATIONALLY RECOGNISED ASSOCIATION

Strategies

- Make the Global Skills Matrix a critical tool in all marketing to younger people as it shows a clear career pathway within an international profession. [Translating to Spanish is almost complete.](#)
- Nationally review benefits of membership to ensure that they remain relevant and current for today’s needs. [We review them continuously](#)
- Individual Associations/Networks to inform and impress on local members the benefits of participation in their Association/Network’s activities. [We inform through our communications and events.](#)
- Nationally review benefits of other international administrative/office professional Association/Networks’ memberships to see what works and what does not. [As IMA is an international network, we do this through meetings with national boards and the BUF \(Business Update Form\)](#)
- Co-ordinate local and national marketing initiatives. [Regular activity.](#)
- Within national organisations, regularly survey existing members and conduct exit surveys of departing members. [Regular activity.](#)



- Nationally provide opportunities to promote contribution from new members. **Regular activity.**
- Nationally provide encouragement to existing members to understand (e.g. through a survey) what young people want from a career:
 - Get involved with local Career Days at secondary schools.
 - Partner with administrative programmes in tertiary schools.
 - Educate the younger generation in networking.
Nationally investigate establishment of different systems: student membership, 'Buddy System', 'Mentoring System' for new and existing members to provide support for different needs.
 - Promote the initiative amongst members for them to offer internship to administrative professional students within their companies.

We are creating a new project that would consist in a virtual platform for student members to solve real situations faced by our professional members.

Note: we are open to give more information in case of interest.

OBJECTIVE 4.2: MAKE USE OF MODERN TECHNOLOGY TO PROMOTE ASSOCIATION MEMBERSHIP

Strategies

- Internationally and nationally encourage all Associations/Networks to have a website and recommend they be optimised for easy search results. **We have a new and fresh website that better reflects the evolution of our profession, making it also more attractive to younger generations.**
- Internationally and nationally encourage all Associations/Networks to use social media technologies to access potential younger members and to maintain contact with younger members. **Regular activity.**
- Along with electronic media encourage all Associations/Networks internationally and nationally to have hard copies of newsletters and/or magazines available as a marketing tool to new members. **We do not have hard copies as we aim to be as sustainable as possible.**
- Through your strategic partnerships seek HR support for mentoring/job shadowing/position descriptions to foster development and growth in younger and "new to the role" employees **We have recently connected with an HR company and we are working on finding win-win opportunities. We find difficulties to engage with HR recruiting agencies and headhunters to pursue a partnership.**

Apart from the usual social media and website, the use of SLACK to enhance the internal communication has been, so far, the star tool. Through SLACK, any member is just a click away either from your PC or smart phone. SLACK encourages P2P communication, hence reinforces the networking by making stronger liaisons between members. For IMA Spain, this tool is an asset.



OBJECTIVE 4.3: PROACTIVELY SEEK SUPPORT FROM CORPORATIONS AND BUSINESSES. CREATE AWARENESS OF, AND ENCOURAGE NATIONAL MEMBERS AND THEIR EMPLOYERS TO, RECOGNISE AND SUPPORT CREDENTIALING/ACCREDITATION OF ALL OFFICE PROFESSIONALS

Strategies

- Review current marketing material nationally to use as a tool, to attract new members within companies. [Regular activity.](#)
- Encourage members locally to invite employers to relevant events to showcase the administrative/office professional Association/Network to build an expectation that administrative staff will be members of a professional association. [We will explore this strategy.](#)
- Locally contact employers of prospective and existing members to promote benefits and encourage support of their applications. [We have GDPR limitations but will explore further this strategy.](#)
- Encourage members nationally to become accredited/certificated/credentialed Administrative/Office Professionals. [We will reinforce this strategy.](#)
- Nationally promote dialogue between administrative/office professionals and management. [We will explore this strategy.](#)

OBJECTIVE 4.4: ATTRACT HIGH QUALITY SPEAKERS WITH RELEVANT TOPICS TO ASSOCIATION/NETWORK EVENTS

Strategies

- Locally pinpoint topics of interest from members. [Regular activity.](#)
 - Locally offer reciprocal promotional opportunities to speakers and members. [Regular activity.](#)
 - Associations/Networks locally to seek guidance from experienced members/non-members regarding speakers and encourage members to use their own networks. [Regular activity.](#)
 - Utilise people locally with relevant experience who may not be qualified speakers e.g. own members or members from other Associations/Networks locally, nationally or internationally. [Regular activity.](#)
 - Hold a round-table event for executives/HR/administrative professionals focussed on attracting the younger generation. [We will explore this strategy for younger generations. We had a webinar with an HR recruiter with our members.](#)
 - Hold panels for students with professionals/industry leaders who started as administrative professionals. [We will explore this strategy.](#)
- [Once a year, through the satisfaction survey launched to all members, collecting topics they would like to cover in future trainings or network encounters, is the driver for the NC to look for and spot the best on each category or topic. Likewise, we promote that](#)



members who feel they can bring value to the community through relevant specific training, may have the space and the entire NC support to deliver webinar

OBJECTIVE 4.5: OBTAIN CORPORATE SPONSORSHIPS FOR ADMINISTRATIVE/OFFICE PROFESSIONAL ASSOCIATIONS

Strategies

- Nationally identify and market benefits to sponsors. [Regular activity.](#)
- Locally utilise members' corporate contacts. [Regular activity.](#)
- Nationally stage activities with recognisable sponsorship benefits. [Regular activity.](#)
- Provide members locally with strategies to gain employer sponsorship. [We will explore this strategy.](#)
- Partner with technology companies to determine how social media can attract the younger generation to this profession. [Workshops already conducted by IMA Global.](#)

