

COMMUNICATIONS COMMITTEE

The third ordinary meeting of the Communications Committee for the 2017/18 session, was held on Wednesday 14th March 2018 in Meeting Room 3, Beit Quad at 1:00pm.

Unconfirmed minutes

Present: Jill Finney (JF) Lay Trustee/Communications Chair

Jarlath O'Hara (JOH) Managing Director

Andrew Keenan (AK) Head of Student Voice & Experience

Fred Fyles (FF) Felix Editor

Matthew Blackett (MB) Deputy President (Finance & Services)

Nicholas Burstow (NB) Deputy President (Education)

Owen Heaney (OH) Council Chair Lingru Zheng (LZ) Student Trustee

In Attendance: Jomana Al Ahmad (JA) (Clerk) Administration Support Manager

Apologies: Alex 'Chippy' Compton (AC) Union President

Item 1 Welcome

1. The Chair welcomed the group to the third meeting of the 2017/2018 year.

Item 2 Conflicts of interest declaration

1. No conflicts of interest declared.

Item 3 Apologies

1. Alex 'Chippy' Compton

Item 4 Minutes from 10th December 2017

1. JF enquired about the progress on the infographic which aims to show where the money streams come from and go to.

MB informed the committee that he did not have updates on the progress of the infographic due to other commitments, a deadline of 28th April 2018 for the completion of this task was set.

- Officer Trustee communication plans: NB asked whether the action for 6.10 can be taken forward: to incorporate training from the Communication team in the two week handover period in the aim of assisting new OTs to develop their character profiles.
- 3. NB asked for JA to be added to the internal communications updates

Action

MB to produce infographic by 28th April 2018.

AK will take the training action point forward

AK will add JA to internal communications updates

4. Minutes approved.

Item 5 Action Tracker

- 1. Action point 5 deferred, TBC by AK
- DPFS communications: an infographic will be produced to give clarity about money streams, MB will action this by the 28th April 2018 deadline
- Crises communications reflection:
 AK's feedback was that the process worked, and suggested some improvements in his paper
 JF's feedback was that the situation was managed

very well and posed the question: how do we ensure that AK's recommendations are put into practice

AK suggested that education and training is important so that all of SMG are familiar with the CCP

The second suggestion was to explore a crisis scenario to test incident management as well as communication

Item 6 Student Academic Choice Awards – Lessons learned

- NB provided a brief presentation of the paper in the aim of highlighting 'best practice' on Union-led initiatives and provided an analysis of the process adopted in order to take forward some of the lessons learned and apply to other initiatives
- NB added that SACA's success is highlighted by the fact that it delivered the highest ever number of nominations of 1868 in the year 2017/2018 in comparison to previous years
- 3. NB pointed out that the success of the SACA' was due to a number of reasons including: introducing a clear timeline in the planning process, ensuring that messaging was tailored to specific audiences, that College was involved in sending out messaging and consistent branding was used throughout the initiative
- 4. FF added that an additional positive was that Felix editor was contacted in advance to allow them ample time to add relevant communications in their papers
- 5. JOH added that the success is also due to the focused approach towards the initiative, by involving members who dedicated their efforts towards one initiative at a time adds to success of the initiative
- 6. The committee endorsed the recommendation for the Deputy President (Education) to lead the

AK to add this as an agenda point for discussion at the next SMG meeting JOH to put together a crises scenario for a provisional deadline of early summer

- SACA's by default, however the DPE will be able to choose to delegate this responsibility.
- 7. JF pointed out that the table at the end of the paper highlights important points which should be taken into consideration for future Union-led initiatives.

Item 7 Leadership elections 2018

- FF provided a brief presentation of the LE18 paper and outlined the 5 main areas of improvement in terms of communications, these include being Focussed, Accurate, Structured, Widespread and Well-communicated. FF highlighted the fact that this paper presents feedback on earlier period of the LE18, precisely up to the date 2nd March
- NB fed back that the paper is very useful and made a suggestion to write another paper which addresses points of improvement for the latter period of the elections
- 3. JOH mentioned that a full review on LE18 will also be undertaken and added that the Union must commit to ensure that communication will be much more effective in future years
- 4. JF added that meticulous planning is required for a project such as the leadership elections and this must be put into place to ensure that performance is improved in the future, JOH added that a positive which must be highlighted is the large turnout to elections, and further work must be done to improve the experience of the candidates
- AK added that he will provide a report of LE18 to be presented to Board, JF mentioned that the paper produced by FF will also be circulated to Board in conjunction with minutes for next board meeting
- 6. JF added that one consideration must be that the leadership elections must be accompanied by properly resourced programme management who are to dedicate a large time resource to ensure that thorough planning is in place and AK agreed that the structure of the team must be changed going forward. AK added that the Democracy Coordinator who was recently appointed should be able to take on this role for next year. AK will also liaise between the Governance and Communications Committee to plan an effective elections team structure
- 7. LK enquired about the process for standard for elections which was implemented in previous years, AK responded that the difference in the timing and other specific elements of the elections resulted in a lower standard of Communication in certain areas

FF to provide a similar report for the later period of elections

AK to liaise between the Governance and Communications Committees to plan an election team structure

Item 8 HoSVC Update

- AK reported on the Governance review which is currently lead by AC and there is progress on reviewing the existing Constitution & Bye-laws. AK added that the current focus is on Constituent Unions and Council, and one key focus is to engage Council with Unions more effectively. JOH pointed out that the current model used by Council should be revised to be more effective, however, it has been used well in the past two years
- 2. FF and OH pointed out that it is more difficult to engage students on the governance review due to the nature of the topic
- LZ asked if there can be a system put in place to send invitations to students about Council meetings, AK responded that this will not be possible.
- 4. JF asked if the ground work is being done to address revising this system, AK responded that the work on Bye-laws and constitution is the starting point to achieving that, however the ground work has not yet been done. JF added that a stakeholder and communication plan should be the next focus
- 5. AK then reported on the data analysis paper produced by Paul Beaumont, however, AK has not been able to engage with the Data Science Society to explore a paid opportunity for a student. As a member of the Data Science Society, LZ offered to reach out to them and provide a line of communication with AK's.
- 6. Felix review: AK reported that FF is working on the financial model and the group is also working on engaging with members more effectively. JF added that Felix editor has improved greatly and its outlook is very positive, FF mentioned that there is a good working team which added to the success of their work
- 7. OT communications: AK reported that the static pages for the incoming OT's have now been completed and launched, and added that the focus should be to raise the standard around communications. JOH pointed out that during the induction of OTs last year, the expectations were not laid out in terms of communications and feedback was not gathered regarding communication preferences from OTs
- JF added that editorial content management should be put in place to ensure that support and training to OTs to ensure that they are confident to communicate updates across different platforms

LZ to liaise with the data science society to create a line of communication with AK

FF deadline for the Felix review is the start of June

9. JOH confirmed that this will be added to the induction process of future OTs

Item 9 Board Communications (verbal)

- JF updated the Committee that a board engagement report has been circulated with recommendations on how communications with Board can be improved, one of the suggestions includes the mentoring scheme. JF updated the committee that lay trustees have produced reports on what they are able to offer in terms of mentoring. This has been communicated to AC and JOH for feedback.
- 2. The second suggestion was to ensure that there is a clear process for governance and the way that meetings and papers are managed, JA will be circulating communication to Board about this.
- 3. The third suggestion is to start meetings 20 minutes earlier to allow for everyone to catch up informally before meetings
- 4. JF added that there has been a clear improvement in engagement and it is moving in a positive direction

Item 10 Social Media Horizon scanning

- AK presented the paper and reported that the change in social media patterns must be taken into account to ensure that the Union is effective in its communications
- 2. FF mentioned that the use of social media by the College, specifically on Instagram is very effective, and suggested that the Union makes use of this platform. He suggested that one example of communicating activities within the Union includes progress updates from the OT's as Instagram stories
 - JOH suggested that C&S can also provide content to publish on this platform
- 3. JF suggested for AK to set up a meeting with the Head of Digital Communications at College to enquire about the best practices in terms of social media communication
- 4. JF also suggested to think about the overall structures of communication and ask the questions: what is the structure for communicating C&S updates, OT updates and all other union activities
- 5. AK pointed out that the culture around communications should also be improved to ensure that publishing progress updates is embedded in the culture of the Union

JOH to discuss mentoring with AC and feedback to JF by 16th March 2018

AK will meet with the Head of Digital Communications discuss social media strategies

- 6. JOH added that Marketing is a part of everyone's role, and agreed that this should be incorporated into the Union's culture
- 7. FF made a suggestion to ask College about how they monitor student takeover of the Instagram account as this seems to be well managed. MB also suggested that there must be a yearly plan on the different types of communications which should be sent out by the Union
- 8. AK added that OT's should be more encouraged to write blog posts about their work to reflect their hard work and achievements and make it visible to all students and public.
- JF reiterated that an overall marketing and communications strategy is required as well as a content strategy to help in identifying how different media channels should be used, JOH agreed that a strategy is definitely needed, however the timeline for this is TBC

AK to send content strategy to committee members

JOH will take lead on cultural training and induction and work with AK to put together an action plan for a communications strategy

Item 11 Any Other Business

1. LZ updated the Committee that WeChat now has over 600 followers which is very positive.

Next Communications Committee - TBC