



## COMMUNICATIONS COMMITTEE

The fourth ordinary meeting of the Communications Committee for the 2017/18 session, was held on Wednesday 24<sup>th</sup> April 2018 in Meeting Room 3, Beit Quad at 9:00am.

## Unconfirmed minutes

Present:	Jill Finney (JF) Alex 'Chippy' Compton (AC) Jarlath O'Hara (JOH) Andrew Keenan (AK) Fred Fyles (FF) Nicholas Burstow (NB) Lingru Zheng (LZ)	Lay Trustee/Communications Chair Union President Managing Director Head of Student Voice & Experience Felix Editor Deputy President (Education) Student Trustee
In Attendance:	Jomana Al Ahmad (JA) (Clerk)	Administration Support Manager
Apologies:	Owen Heaney (OH) Matthew Blackett (MB)	Council Chair Deputy President (Finance & Services)

	Action
<p>Item 1 <b><u>Welcome</u></b></p> <p>1. The Chair welcomed the group to the fourth meeting of the 2017/2018 year.</p>	
<p>Item 2 <b><u>Conflicts of interest declaration</u></b></p> <p>1. No conflicts of interest declared.</p>	
<p>Item 3 <b><u>Apologies</u></b></p> <p>1. Owen Heaney (OH) 2. Matthew Blackett (MB)</p>	
<p>Item 4 <b><u>Minutes from 14<sup>th</sup> March 2018</u></b></p> <p>1. AK received feedback from MB that the infographic will not be completed by the deadline of 28<sup>th</sup> April 2018 JF raised a concern regarding the lack of infographics published during the year, she added infographics should not be published only once per year, there should be a momentum to produce them regularly throughout the year. JF suggested to set an expectation for the finance team and DPFS to produce regular infographics per year The Committee agreed that MB will still be expected to produce an infographic this year by a</p>	

<p>set deadline which should be communicated to the Committee</p> <p>ACC suggested for the Communications Committee to give guidelines for the OT to produce them they have been very time consuming to produce in the past</p> <p>JOH added that going forward, a plan for infographic production should be given to the incoming DPFS and they can make any changes if they deem it necessary</p> <p>MB and finance team will be responsible for producing a plan for the incoming DPFS</p> <ol style="list-style-type: none"> <li>2. AK mentioned that a meeting is scheduled on 17 May to complete the action point regarding adding JA to internal communications.</li> <li>3. Typo in meeting minutes point 6.3 to be corrected by JA - SACA' to SACAs</li> </ol>	<p><b>MB to produce an infographic for 2017/18 and update the Committee by next meeting</b></p> <p><b>MB and finance team to put a plan for infographic production for the incoming DPFS</b></p>
<p><b><u>Item 5 – Action tracker</u></b></p>	
<ol style="list-style-type: none"> <li>1. <b>Crises communication plan:</b> JOH updated the Committee that PB is working on an incident handling guide and he is liaising with College to put together a crises/incident communication test by early summer. JOH confirmed the deadline for completing this action point will be the start of the academic year 2018/19</li> <li>2. <b>Social media update:</b> AK had a meeting with the College social media team and summarised the key points from the meeting by mentioning that College manages its social media content in a way similar to the Union, and they have dedicated teams to cover specific topics. AK noted that College does not focus on growing numbers of followers, instead they focus on producing quality content and use metrics to ensure that they use different social media platforms according to engagement levels. AK added that student takeover is carried on a trust basis and they hand over the password to students and change it once takeover is finished AK mentioned that their team was keen to collaborate with the Union and offered training for OTs in the future. AK has also set a meeting with the College social media team and M&amp;C to discuss their use of social media further. The outcome of these discussions will be incorporated into the SMP</li> <li>3. <b>OT communications training in the handover period:</b> PB is working on introducing social media training for incoming OTs as part of the revised induction pack, NB and ACC added that PB is also involving existing OTs for feedback on this.</li> </ol>	

**Item 6 – Strategic Marketing Plan**

1. AK presented the key points in the Strategic Marketing Plan which is currently in the planning stages. There are 3 main phases presented in the paper, the first is an initial research phase to gather feedback about the perception of the organisation. He added that the SMP will be built around the year calendar to ensure planned communications throughout the year

NB enquired about the details of the research to be conducted in the first phase, AK clarified that it will be a short questionnaire sent out to members with general questions to gather feedback on their opinions of the Union

JOH enquired if there is an overlap with the student experience survey and whether some data from the survey can be gathered for this research, AK responded that some data might be useful but the student survey questions are more specific

2. JF enquired about how often the student survey is conducted and whether any actions are taken based on the results, JOH clarified that they are done every year, however he cannot provide feedback on what actions will be taken as he is yet to meet with the student experience team to discuss the results, he added that historically not much has been done based on the survey results and this needs to change. The results are usually distributed to a number of departments, however it will be helpful to pick out the key findings on a yearly basis and report on them.

JOH will update the Committee the outcome of his meeting with student activities by the next Communications Committee meeting

3. FF enquired about the specific deadline for approval of the SMP, AK clarified that this will be during the June Communications meeting (28h June 2018)

FF also added that student happiness should be an outcome of these changes and not necessarily an input, the focus should be whether students find value in the Unions services

4. AK added that another aim of the SMP is to work on brand identity with the launch target of summer 2019, JF posed the question: how to do ensure the branding fits within the strategy of the Union, AK responded that the branding will be shaped around the strategy, ACC added that we must ensure that everything creates the brand rather than restricting the brand to the logo

**JOH to update the Committee on the outcome of the student survey results by next meeting**

**Item 7 – Elections at Board subcommittees**

<ol style="list-style-type: none"> <li>1. AK presented briefly that the Governance Committee owns the Elections except the Communications aspect, which is owned by the Communications committee</li> <li>2. JOH raised a point about ensuring that the key discussions presented in AK's paper are factored in the year card, AK confirmed that this has been incorporated into the forward agenda for both Committees</li> <li>3. JF raised a question to ACC about the governance piece of work and how communications to key stake holders should be managed in the short/ long term, ACC confirmed that meetings with key members and stakeholders are to be held this term and the long term communications should be discussed in the next meeting in June</li> <li>4. ACC Made a suggestion to include a democracy awareness campaign in the yearly plan and that this should be done earlier on in the year before the autumn elections take place. AK responded that this is in the democracy budget and is scheduled for Oct/Nov FF suggested earlier communications on democracy awareness, potentially in August before the first term starts JOH mentioned that the timeline for this should become clear with the SMP as a democracy awareness push can be incorporated in there</li> </ol>	<p><b>AK to bring same paper to next Governance committee</b></p> <p><b>AK to submit a timetable for improved communications for Autumn elections by next meeting</b></p>
<p><b><u>Item 8 – Felix Review</u></b></p> <ol style="list-style-type: none"> <li>1. FF updated the committee of the progress since March as outlined in his paper, JF raised a question about the current financial model and FF confirmed that it is best model for <i>Felix</i> and finances should carry on being managed in the same way. FF added that a deadline has been put in place for the change in policy, this is 28th June. The amended policy will also be presented to council on 15<sup>th</sup> May, he clarified that this is a board policy but Council should see it and give feedback. FF asked the Committee to email him any feedback they have on the policy by 15<sup>th</sup> May.</li> <li>2. JF raised a point about content guidelines and if there is a way to ensure that the topics remain consistent for the incoming editor and future editors of <i>Felix</i>. FF mentioned that the guidelines should assist in ensuring that content is restricted, but it will not be too restricted to allow the editor to be creative and flexible. The incoming editor is also being trained and it was noted that some processes are not well documented which is another focus for incoming editor induction</li> </ol>	<p><b>Felix review to be complete by 28<sup>th</sup> June 2018.</b></p> <p><b>All to send feedback to FF regarding Felix policy by 15 May 2018</b></p>

<ol style="list-style-type: none"> <li>3. JOH raised a query about the lack of comments in the policy of the actions taken if a dispute occurs, AK added that this is present in another document which is to be circulated to Committee members so that they can provide feedback</li> <li>4. FF added that handover is the responsibility of the Union, meetings are currently being scheduled with the incoming editor to give him support, additionally, FF will be putting together a formal handover and outline long term goals for <i>Felix</i> before the year end</li> <li>5. JF and JOH asked FF to ensure that the review is complete by the June Communications meeting, FF suggested to ask Andy to June the last communications committee meeting as an observer to ensure continuity and a smooth handover process</li> </ol>	<p><b>AK to circulate document on actions to be taken in instances of dispute in <i>Felix</i></b></p>
<p><b><u>Item 9 – Data Analysis</u></b></p> <ol style="list-style-type: none"> <li>1. AK reported that LZ has put him in contact with the data science society and a few candidates have shown interest for the advertised volunteer position</li> <li>2. AK pointed out that understanding our audience would also be important for the SMP, NB suggested that data analysis should be kept separate to the SMP as it mainly focuses on data analytics and membership</li> <li>3. JF enquired about the deadline for completing this project, JOH and AK confirmed that they will put a deadline together for this project by next meeting</li> </ol>	<p><b>FF to complete a formal induction by the end of the academic year</b></p> <p><b>JA to invite the incoming <i>Felix</i> editor to June’s Meeting</b></p>
<p><b><u>Item 10 - Campaign Support and Communication</u></b></p> <ol style="list-style-type: none"> <li>1. AK presented the paper as a brief update of the student welfare team’s plans regarding campaign support, JF asked about future steps and enquired about the implications of this paper for the Communications Committee, NB mentioned that the main issue may be the lack of evaluation within the Union of the work in this area JF enquired about the campaigns which have been run this year and how success was measured for them AK responded that many campaigns were run and some criteria have been set to evaluate them by the student welfare team, however these evaluations have not shared with the Committee, he added that they were successful in terms of engagement and numbers, however, it is difficult to have one set criteria for success as the target for the campaign could be either raising awareness or to make a change within Imperial College.</li> </ol>	<p><b>JOH and AK to put a timetable for the data analysis project within the next 4 weeks</b></p> <p><b>AK to arrange end-of-year comms about OT/campaigns impact and successes</b></p>

<p>JF enquired about whether the Union is content that it has been able to run successful campaigns, AK said yes, however new challenges were presented such as students not willing to carry out the campaign or expect the Union to do all the work, he added that there is a higher numbers of ideas for comings submitted to the student activities team.</p> <p>2. JF mentioned that it is important that this is all communicated to the student body, AK agreed and added that the outcomes of campaigns are of interest to students and should be communicated JOH raised a point about the impact report and whether the communication from this report should also include this information, JF responded that this could be separate to the impact report as we need to tell students about campaigns as they happen not only on a termly/yearly basis JOH also pointed out that messages from the impact report need to be communicated by OTs which is not currently being done NB mentioned that Communications should be done at the end of campaign and that timing is important, JF also added that if communication haven't been done on time, it is better to do them late rather than not doing them at all JF concluded that this needs to be factored into the SMP and scheduled into the communications plan, and suggested to have a campaigns thread in Felix editor AK will be adding a communications plan for OTs next year and JOH will look into the reasons as to why the impact report was not completed in January and will update committee email about it by June's meeting</p>	<p><b>JOH to look into the reasons for the lack of completion of the impact report and update the committee by next meeting</b></p>
<p><b><u>Item 11 – international and postgraduate engagement</u></b></p>	
<p>1. LZ pointed out before presenting her paper that she is unsure what the KPI are for international and student engagement, AK responded that there are a set of metrics and KPIs to measure this in terms of membership, election turnout etc</p> <p>2. LZ then reported that WeChat now has 702 followers and raised the question about inclusivity as WeChat conversations are only translated in Chinese, the Committee agreed that it is not exclusive as the majority of users no it's not exclusive as majority are Chinese</p> <p>3. LZ then raised question raised about how the Union defines engagement, does society membership equal engagement with the Union or is it different? NB responded that this is a wider</p>	

<p>picture question, another question he added was whether Constituent Union membership also counts as Union engagement</p> <p>AK added that this question requires more discussion as Constituent Unions may see themselves as completely separate to the Union</p> <p>FF asked the question of whether it is important for people to know that Constituent Unions are a part of Union?</p> <p>AK responded that it is more important to establish a healthy relationship between constituent Union members and the Union</p> <p>FF added the following question to the discussion, how can we establish a healthy relationship with constituent Unions, NB noted that there is no harm for members to have a healthy competition and a sense of belonging to either the Union or CU, AK agreed and added that CUs should also not feel negatively about the Union</p> <p>JF added that it is important for the SMP needs to manage sub-brands and corporate brand</p> <p>3. LZ then presented the third attempt in terms of data analysis in her paper and clarified that causation will not be clear</p> <p>4. LZ also reported that she was not able to distinguish between the responsibility from College vs Union to engage with post graduate students or students generally on an intellectual level, such as organising courses etc, and that this should be clarified to student trustees</p> <p>FF responded that it is within remit of Union to engage with students intellectually, and run educational events etc</p> <p>ACC mentioned that since Horizon is only an undergraduate opportunity, Can the Union organise something similar for postgraduates? The Union can also put pressure on College to provide courses for postgraduates</p> <p>AK added that the Union can possibly explore having society for each Masters course</p> <p>JF then raised a wider question on the Union's strategy and whether support to PGs in all areas should be incorporated into it</p> <p>She added that it is clear that they don't benefit from mainstream activities and we may not have a framework for engagement for them,</p> <p>JOH added that a question the Committee can potentially raise to board is: where do we see our role with post grads? NB and ACC will submit a paper to board to discuss this</p> <p>JF added that we must ensure that brand strategy and sub brand discussion are merged</p> <p><b>Item 12 - AOB</b></p>	<p><b>AK - Strategic marketing and Communications plan should address the issue of Constituent Union brand and Communications and sub brands</b></p> <p><b>NB and ACC to submit a paper to board on postgraduate engagement</b></p>
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24<sup>th</sup> April 2018

Communications Committee

1. None raised	
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Next Communications Committee – 28<sup>th</sup> June 2018