

Felix Review

1. Background

- 1.1. In summer 2017, I generated a research brief for an independent review of Felix, in collaboration with the Felix Editor, Chair of the Communications Committee and College's Vice President (Communications), amongst others.
- 1.2. The purpose of the review is to "help Imperial College Union understand how to best support Felix and ensure it continues to be a leading example of its kind".
- 1.3. Specific areas for investigation included Felix's core purpose, funding model, use of print and other media, governance, and volunteer structures.
- 1.4. Several academics in the field of journalism and the media were approached, using personal connections of those involved in generating the brief. We indicated that we were willing to pay consultancy fees for this work, at an appropriately-discounted rate for charities.
- 1.5. Despite the direct approaches, none of these figures agreed to take part in the research.

2. Suggestions

- 2.1. The academics who declined to take part did not clearly indicate why they were not interested. However, one of our senior managers shared the research brief with Ian McGregor, President of the Society of Editors. His initial feedback was that the brief covered too many areas and was perhaps too large for prospective researchers to feel comfortable to take on.
- 2.2. Mr McGregor has kindly agreed to visit ICU on Thursday 12 October, having been sent copies of past Felix issues, to offer suggestions as to how we can adapt the brief to encourage prospective researchers to take this opportunity. From this meeting, we will be able to explore further how we can adapt the brief.

3. Discussion points

- 3.1. What steps should we take to incentivise researchers to take up this opportunity?
- 3.2. How should we make the most of the discussion with Mr McGregor?
- 3.3. Should we adapt or reduce the brief in any way?