

COMMUNICATIONS COMMITTEE

The second ordinary meeting of the Communications Committee for the 2017/18 session, was held on Wednesday 6th December 2017 in Meeting Room 6, Beit Quad at 1:00pm.

Unconfirmed minutes

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

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	<u>Welcome</u> The Chair welcomed the group to the second	Action
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	meeting of the 2017/2018 year.	
Itom 2	Conflicts of interest declaration	
	No conflicts of interest declared.	
Item 3	Apologies	
	Alex 'Chippy' Compton	
	Lingru Zheng	
Item 4	Minutes from 11 th October 2017	JOH to discuss with JF
	Crisis scenario.	offline.
2.	Infographic – JF enquired what the most opaque	MB to provide an overview
	area of finances was for our members. MB agreed	by the end of January 2018
	it would actually be useful to produce a general	
	Union infographic showing where the money	
	streams come from and go to.	
3.	Media Law training for Felix Editor. FF has	
	contacted providers for dates.	
4.	Record of success of campaigns. AK pointed out	AK to prepare a review of
	that it depended on how you quantify 'success' and	campaign activities.
	what assurances the Committee required to	ADS to include as agenda
	support this. Committee requested a review of	item for next meeting.
	campaign activities.	
5.	Officer Trustee communication plans. JF requested	ADS to include as agenda
	that there should be an annual update of the	item for next meeting.

6.	communication plan. This will be discussed further at the next meeting. Communications Committee effectiveness. Feedback has not been requested as yet.	ADS to send out invitation to feedback with minutes to all committees.
7.	Minutes approved.	
Item 5	Action Tracker	
1.	No points arising.	
Item 6	Officer Trustee Communication Plan	
1.	AK met with OTs individually to understand their commitments. Once these plans have been designed the Systems team can be tasked to get them out. The intention is for these pages to be ready by the second week in January 2018.	
2.	JF felt that January was too long a wait for the OTs to have their platform page.	
	JOH suggested that the pages needed to build on the role requirements and the natural style of the individuals. It needs a merging of the two.	
4.	NB pointed out that we are missing opportunities to get messages out. JOH responded that it was important that we identified the purpose of the information before we start communicating.	
5.	JF asked how, for example, we generate more interest around the Council Chair role and that this is applicable to several other Union roles e.g. Liberation Officers.	
6.	FF asked whether the purpose of the communication platform is to get students to run for the role or just know what is happening. Is it about increasing participation or just raising awareness – to inspire or inform?	
	AK suggested these should not be conflicting focuses. Both have equal value. An external perspective on what is being done right or wrong would be useful. What processes can be followed to move this forward?	
8.	JOH stressed that this needs to be nailed down every September.	
9.	JF asked how we can make the pages work. It needs some creativity. Getting a landing page is useful but filling it is vital. The OTs may require some help on the creative side in developing their character profiles. Social media could be a useful tool.	
10.	NB asked whether this exercise could be incorporated into the two week handover period where there could be an opportunity for some training available from the Communication team.	AK to lead a focus project involving Marketing and Systems to develop and launch online content for each OT by early January.

Item 7 Democracy, Governance and Liberation Review Communication Plan

- 1. AK proposed that a single, coherent communication plan is required to distil the three projects of Democracy, Governance and Liberation reviews into one set of effective messages and engagement methods, otherwise there is a risk to entirely confuse and disengage our members.
- 2. JF pointed out that she was hoping to see the Strategy by now. It is fundamental to the way we work. Why democracy matters is important. We need to work through these messages and come up with a set we can use. It will help position Council.

Item 8 Membership Data Analysis proposal

- AK introduced proposal to contract students, with expertise in data science, to apply their learning to our database. They will be tasked with building a model that algorithmically produces an 'engagement factor' for each student, based on their demographic information and existing interaction patterns with Imperial College Union.
- 2. FF pointed out that he was in favour of this proposal as it was utilising the skills of our members
- 3. JF wanted to know if any other Unions had analysed their data well. She suggested that it may be worth putting some feelers out to see if anyone has done this well. Could be a useful learning exercise.
- 4. AK asked how we move from what's going to happen anyway to influencing positive change. This is why there is a need for the data to help answer such questions. We need the expertise from the people who know how.
- 5. MB raised a point about GDPR compliance. AK responded that we are not buying a new data set and are looking at masses not individual data.
- 6. Committee approved the proposal.

Item 9 Felix Review Update

- As no media experts put themselves forward to research and make recommendations around possible funding, management and governance models for Felix, an internal Felix Review Working Group has been set up.
- 2. The overall objective is to combine desk research and student/volunteer consultation into a set of

AK will update the Committee with these key messages before Christmas.

JOH to explore whether other Unions have undertaken any such data analysis.

AK to take business case to SMG to approve the hiring of students on a temporary basis.

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recommendations that provides Felix and the Board with mutual assurance that we are supporting our student paper to achieve excellence through best practice and in line with regulatory and financial requirements.	
 JF enquired when the working group could deliver the review. 	
 The core membership will include NB as the OT representative. 	
 AK hopes to have made considerable progress to bring back to the March committee, with a view to implementing the changes for August 218. 	AK to provide update to the committee in March 2018.
Item 10 Internal Communication Update 1. The working group will be led by AK with the new	
Marketing and Communication Manager joining when she starts in January.	
2. JF requested that Board communications should be added to the list of communications. JF pointed out that summary documents are interesting to the	
 Board, otherwise they are out of the loop. JF will be meeting with the OT and other Board members over the course of the next few weeks and will pick up discussions around the extent to which messages should be coming from the Managing Director, OTs and Managers. 	JF to meet with Board members, OTs and College partners over the next few weeks to discuss ways to improve Union communications.
Item 11 – Any Other Business	
1. None	

Next Communications Committee – Wednesday 14th March 2018 in Meeting Room 6, Imperial College Union