



## COMMUNICATIONS COMMITTEE

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

## Unconfirmed minutes

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

|  | Action  |
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| <p>Item 1 <b><u>Welcome</u></b></p> <p>1. The Chair welcomed the group to the third 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. Alex 'Chippy' Compton</p>  |   |
| <p>Item 4 <b><u>Minutes from 10<sup>th</sup> December 2017</u></b></p> <p>1. JF enquired about the progress on the infographic which aims to show where the money streams come from and go to.<br/>MB informed the committee that he did not have updates on the progress of the infographic due to other commitments, a deadline of 28<sup>th</sup> April 2018 for the completion of this task was set.</p> <p>2. 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.</p> <p>3. NB asked for JA to be added to the internal communications updates</p> | <p><b>MB to produce infographic by 28<sup>th</sup> April 2018.</b></p> <p><b>AK will take the training action point forward</b></p> <p><b>AK will add JA to internal communications updates</b></p> |

4. Minutes approved.

Item 5 **Action Tracker**

1. Action point 5 deferred, TBC by AK
2. DPFS communications: an infographic will be produced to give clarity about money streams, MB will action this by the 28<sup>th</sup> April 2018 deadline
3. 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**

1. 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
2. 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**



Item 8 **HoSVC Update**

1. 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
3. 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
8. 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**



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| <p>6. JOH added that Marketing is a part of everyone’s role, and agreed that this should be incorporated into the Union’s culture</p> <p>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</p> <p>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.</p> <p>9. 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</p> <p><b>Item 11 Any Other Business</b></p> <p>1. LZ updated the Committee that WeChat now has over 600 followers which is very positive.</p> | <p><b>AK to send content strategy to committee members</b></p> <p><b>JOH will take lead on cultural training and induction and work with AK to put together an action plan for a communications strategy</b></p> |
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Next Communications Committee – TBC