

Paper to Improve Reach of Campaigns to Non-South Kensington Campuses

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Union Notes:

- 1) Imperial College Union performed a review into non-South Kensington Campuses (NSKCs) and created a Campus Outreach Strategy for 2013-16¹.
- 2) Part of Imperial College Union's current strategy is to take a NSKC-based approach².
- 3) Some College departments will be moving to other campuses – specifically White City – in the near future, and there is an ongoing discussion about how this space will be used and which Union services will be available there.
- 4) Despite this, lots of our students are already based at NSKCs: specifically Charing Cross Hospital Campus, Hammersmith Hospital Campus, St Mary's Hospital Campus, and the smaller satellite hospital sites, as well as Silwood.
- 5) This year, the Union has run various campaigns either alone or in conjunction with Liberation and Community Officers or Constituent Union Welfare Officers.
 - a. Of these campaigns, only Under Pressure had any presence at the aforementioned NSKCs (Union Notes 4).
- 6) ICSMSU, a Constituent Union with predominantly NSKC-based students, has a dedicated Campaigns Team reportable to the ICSMSU Welfare Chair.
 - a. ICSMSU performs most of its outreach to students at NSKCs because of this.
 - b. ICSMSU's Campaigns Team has successfully supported Union led and Union supported campaigns at NSKCs this academic year.

Union Believes:

- 1) Students based at NSKCs are equally as important to the Union as those based in South Kensington.
- 2) We should be making an active effort to engage all of our students – across all campuses – in campaigns designed to evoke change.
- 3) There is a risk of failing to engage our entire community if campaigns do not reach NSKCs.
- 4) Liberation and Community Officers, and Constituent Union Welfare Officers with students based at NSKCs, should be constitutionally required to consider the involvement of students at NSKCs when they plan campaigns.
- 5) The Union accepts that the number of students at NSKCs is less than those based at South Kensington, and the bulk of campaigns activity will ostensibly always take place at South Kensington because of this.
- 6) Since resources are limited, student volunteers can be used in NSKCs to deliver campaigns in conjunction with centrally organised campaigns.
 - a. Other Constituent Unions may consider the possibility of dedicated Campaigns Teams in the future to maximise the reach of campaigns.

Union Resolves:

- 1) To mandate the Deputy President (Welfare) and the relevant Union Staff to create and follow a Guideline Document tool for campaign planning, which will include a presence at NSKCs during Union led or Union supported campaigns by:
 - a. Liaising with the Liberation and Community Officers, respective Constituent Union Presidents, Welfare Officers and Wellbeing Representatives, to collaborate on ways to improve presence of the specific campaign being ran on NSKCs whilst it is being planned.
 - b. Allowing adequate time – at least 28 days – in advance of the campaign beginning to allow these people to reply and recruit volunteers.
 - c. Taking plans to Community and Welfare Board as an agenda item in advance of the campaign beginning.
 - d. Using student volunteers at NSKCs by signing them up and giving them resources to run ‘satellite campaigns’ alongside central events with support from Union Staff, where resources prevent Union staff from having any presence at the NSKCs.

- 2) Amend the constitution of Liberation and Community Officers, such that line 23.2 ‘co-ordinate the campaigns within their remit’ reads ‘co-ordinate the campaigns within their remit, taking into account the involvement of students based at non-South Kensington campuses and adjusting plans accordingly.’

References

¹<https://www.imperialcollegeunion.org/sites/default/files/Campus%20Outreach%20Strategy.pdf>

²<https://www.imperialcollegeunion.org/about-us/our-strategy-2017-20/you>

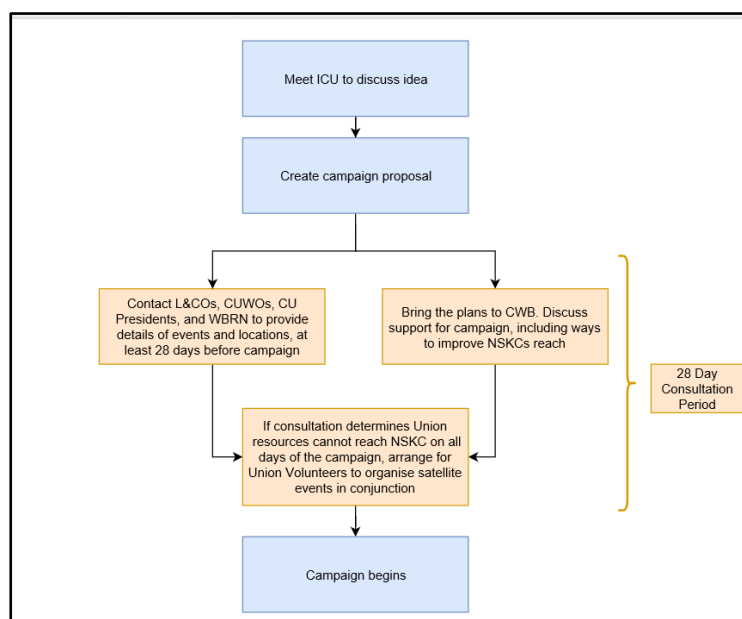


Figure 1: Schematic of potential Guideline Document