



## COMMUNICATIONS COMMITTEE

The first ordinary meeting of the Communications Committee for the 2018/19 session, to be held on Wednesday 12<sup>th</sup> Sept 2018 in Meeting Room 6, Beit Quad at 3pm

## Unconfirmed minutes

Present:	Jill Finney (JF) Robert Tomkies (RT) Alejandro Luy (AL) James Medler (JM) Claudia Caravello (CC) Rebecca Neil (RN) Madina Wane (MW) Hafiza Irshad (HI)	Lay Trustee/Communications Chair Union President Deputy President (Education) Deputy President (Clubs and Societies) Deputy President (Finance & Services) Deputy President (Welfare) Student Trustee Student Trustee
In attendance:	Jomana Al Ahmad (JA) (Clerk) Jarlath O'Hara (JOH) Andrew Djaba (AD) Keriann Lee (KL)	Admin Support Officer Managing Director Felix Editor Head of Student Voice and Communications
Apologies:	None	

<b><u>Item 1 Welcome and Chairs Business</u></b>	<b>Action</b>
1. The Chair welcome the committee members to the first meeting of the AY 18/19, and pointed out that there will be a chance at the end of the meeting to review the objective of the committee and take suggestions on the types of discussions which should be taking place at this Committee	
<b><u>Item 2 Conflicts of interest declaration</u></b>	
1. No conflicts of interest declared.	
<b><u>Item 03 - Item Apologies</u></b>	
1. None	
<b><u>Item 04 – To consider the Minutes from 28 June 18</u></b>	
1. The Minutes were confirmed as an accurate record of the meeting held on 28 June 18.	
<b><u>Item 05 - Action tracker</u></b>	
1. JOH updated the committee that the crises communications action point has been completed. JF advised that the action point should be changed to ensure that the crises communications guidelines are up-to-date	<b>JA to update action tracker</b>

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<ol style="list-style-type: none"> <li>2. JOH also clarified to new members that a crises communications scenario is a major event that could cause reputational damage to the Union, it could involve anyone within the Union and all members</li> <li>3. RT updated the committees that he received feedback from MB that the Infographic was not completed due to the format of the data received and due to the lack of time resource at the end of last Academic year</li> <li>4. JF asked the Committee if they think there is enough transparency about the finances of the Union , KL added the question: do we need to find out if students need this information or do we want to improve transparency in general as a student Union</li> <li>5. RN and JM responded that it is important to publicise information about the finances of the Union as it might improve engagement</li> <li>6. AL pointed out that it is important to have evidence for the reason why the Union is prioritising specific communication, and RN mentioned that it is important to have a full list of Communications within the Union to prioritise the list</li> <li>7. JF concluded that the action should be committing to publishing a webpage on the website which displays financial information once a year</li> <li>8. JF pointed out that the Union should be Communicating the strategic impact of the campaigns on a regular basis</li> <li>9. AD pointed out that Felix wrote a piece about OTs and achievements which was useful. AL suggested having a webpage with a historic list of campaigns which is updated continuously throughout the year RN pointed out that the communications around campaigns last year seem to be successful as the number of people who signed up to campaigns this year was higher than previous years</li> <li>10. Student survey – JOH updated the Committee that the Union is yet to come to a decision regarding the student experience survey and whether we want to continue to work with College or have our own separate surveys</li> <li>11. JM mentioned that he will look into the questions are and how appropriate they are and JF requested that everyone should look at College’s survey to discuss this further at the next meeting</li> <li>12. Internal communication Working group – KL updated the committee that a decision has been made not to</li> </ol>	<p><b>KL to oversee the publication of a ‘finances within the Union’ webpage once a year</b></p> <p><b>All members to look into the student survey questions and discuss feedback in 6<sup>th</sup> Nov</b></p>
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<p>proceed with the Working Group but to start taking action on proposals to begin improving internal communication, then seek feedback for further improvements</p> <p>13. JOH pointed out that internal communications is a leadership question, JF mentioned that it is a cultural issue, however it becomes a strategic issue if it is not happening as it affects the organisation</p> <p>14. JF mentioned that an action point for KL is to capture record and implement a proposal for internal Communications and to update the committee on progress next meeting</p> <p>15. RS updated the committee that the defamation code of practice has now been updated and checked by John Neilson, and will be taken to the next Board meeting for approval.</p>	<p><b>KL to capture, record and implement a proposal for internal Comms and update the committee on progress on 6<sup>th</sup> Nov</b></p>
<p><b><u>Item 06 – Officer Trustee Communication Plan</u></b></p> <p>1. KL updated the Committee that there are two aspects of the plan, the first is making OTs the face of the Union by having their pictures around College and in the Union spaces, this is to ensure strong visual messaging. The second is to ensure that they are the voice of the Union as outlined in the paper</p> <p>2. HI and MW commented that using pictures is important for first year students, they added that the messaging should be important and what OTs are working on should be included in the messaging</p> <p>3. JF asked the OTs whether they feel empowered after training in being able to communicate their work appropriately</p> <p>4. JM commented that it would be useful to know which channel of communication to use for different types of communication, CC is concerned about the reach from the current platforms, RN is confident to work on it with some support in the beginning</p>	
<p><b><u>Item 07 - Marketing strategy and Branding update</u></b></p> <p>1. KL updated the committee that the Marketing strategy is a year long project which the Union will continue to work on throughout the year, there are certain aspects</p>	

that will be prioritised such as membership data and PG engagement and social media

**Item 8 – Welcome week communication and Item 9 – PG engagement**

1. KL summarised the paper by mentioning that the objectives of welcome week communications are to increase awareness and engagement for a long period of time, and improve students connection with the Union
2. AL mentioned that the plan seems to be very UG focused and the timeline will not work for PG
3. RT gave a brief update regarding the PG working group's recent conversations and the decision that communications for postgraduates will come from GSU and into GSU to ensure coherent messaging
4. RN enquired about whether it is a strategic decision or quick fix to have PG communications through GSU
5. MW commented that the issue might be with promoting OTs as the faces of the Union and as a result for PG not to associate with the Union if all communications happen through GSU
6. AD suggested ensuring that GSU always communicate that they are a part of the Union, JF agreed that there must be a visual and link that the GSU has a link to the Union
7. JF pointed out that it is important to ensure that all the communications from the Union are targeted towards both groups without the need for tailoring, AL added that there needs to be a cultural shift in the way PG associate with the Union and OTs much also focus on this
8. KL mentioned that a quick win that the Union is working on is the advice centre and the service to PG students
9. JOH pointed out that we should work on facilitating a two way communication channel and listen to their opinions
10. MW enquired about whether the Union should be open about the lack of engagement with PG, KL agreed and AD suggested having a column on Felix related to engaging with PG

**AD to include a column in Felix dedicated to PG engagement**

<p>11. JF summarised some quick wins as: developing relationship with GSU, establishing a visible link between CU and GSU, Taking opportunity to understand the PG needs more and when commits to an activity to ask if this relates to postgraduates</p> <p><b><u>Item 10 – Membership Data</u></b></p> <ol style="list-style-type: none"> <li>1. KL mentioned that the membership data project is a general engagement piece of work and this was delayed due to issues with the data science society</li> <li>2. KL pointed out that there will be focus on looking into data for specific projects and asking College registry for this information, and asked the committee for ideas about the data which will be useful such as elections data, Liberation groups applicants etc</li> </ol> <p>The committee gave the following suggestions:</p> <ul style="list-style-type: none"> <li>- Alcohol drinking trends</li> <li>- Religious groups</li> <li>- PGT and PTR and who they engage with</li> <li>- Halls vs non halls for PG</li> <li>- Areas of hot spots for accommodation</li> <li>- Which countries are students coming from</li> <li>- Who uses our spaces and disability breakdowns and accessibility</li> <li>- Age-range – important as university is looking at increasing mature students</li> <li>- Do they have a family or not</li> <li>- Private school and state school breakdown</li> <li>- Which region they come from in the UK</li> <li>- Percentage of students opening Unions emails?</li> <li>- What students are first in family for higher education</li> </ul> <ol style="list-style-type: none"> <li>3. KL thanked the committee and confirmed that this information will be used to have discussions with Registry</li> </ol> <p><b><u>Item 11- Social Media Plan</u></b></p> <ol style="list-style-type: none"> <li>1. KL briefly mentioned that the Social media plan is a guideline document for all staff in the Union for anyone who would like to be involved in sending out Communications</li> </ol> <p><b><u>Item 12 – Autumn Elections 18</u></b></p>	<p><b>KL to liaise with AL regarding AE18 communications with College</b></p> <p><b>KL to ensure that communications around the two elections cycles are tested with students</b></p>
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<ol style="list-style-type: none"> <li>1. KL mentioned that the Communications plan for AE18 aims to target new and returning students in welcome week</li> <li>2. AL pointed out that College would like to help push this communication and KL confirmed that she is coordinating with College and she and AL should combine information so there's only one stream on this</li> <li>3. JM enquired about having two timelines for elections and whether it will be confusing to students, the committee agreed that there is potential for confusion</li> <li>4. KL and JOH noted that the small number of CSPs involved will be communicated to through the Activities team, so this should minimise the confusion.</li> <li>5. JF suggested testing the communications with students this year and ensured that the communication is very clear regarding the two cycles, potentially by changing the names or communications around the two timelines</li> <li>6. JOH suggested that the Union will only communicate the first phase and for CSPs to communicate the second phase</li> </ol>	<p><b>Deadlines for publications to be communicated to committee members by AD</b></p>
<p><b><u>Item 13 – Felix review</u></b></p> <ol style="list-style-type: none"> <li>1. AD mentioned that this was not completed last year however it will not be continued this year, however there are updates on the recommendations made by last year's Felix Editor</li> <li>2. Amongst these updates are the regular 121s booked with KL, and that there has not been much progress on the West Basement Users group however they will be starting something official soon</li> <li>3. AD enquired about the protocol for hiring a part time sys admin and JOH responded that the west basement group should submit a proposal once it is established</li> <li>4. AD asked the committee members about what they would like to know, he mentioned that any queries about content should be sent directly to the Felix email, he added that a social event to meet everyone will happen soon and OTs will be invited to attend</li> <li>5. JOH pointed out that it is important for Felix to approach people for information before submitting an FOI</li> </ol>	<p><b>JA to update the forward Agenda</b></p>

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6. Finally, AD mentioned that GSU communications will be added as part of the first Felix edition
7. Committee requested that deadlines for are sent to all members

**Term 14 – Terms of reference**

- JF asked the committee to make general comments about what this group would like to discuss in these meetings coming forward
- JOH pointed out that he is concerned about the size of the group and whether there is a need for all OTs to be a member, RT responded that he will bring an update to the next meeting about OT membership
- JM suggested having a standing item to discuss strategy and main issues in the beginning of every meeting and what the Union needs to address need to address
- RT suggested including risk register points to the Agenda
- JF added that the commercial arm of marketing should also be discussed in this committee to think innovatively about commercial communications
  
- The committee agreed that the following changes should be made to the forward agenda:  
Add AE 18 communications added to Nov agenda, Breakdown marketing strategy point into the priorities, PG to be added as a standing item, Review internal communications in Jan, Commercial marketing communications to be added, Discussion point to be added as standing item

Next Communications Committee – 6th Nov 18 at 3pm