



**Imperial College Union Communications Committee
27 March 2019**

AGENDA ITEM NO.	10
TITLE	PG Engagement
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EXECUTIVE SUMMARY	The effort to engage more Postgraduate members continues with a Communication and Identity Sub-Committee of the Post Graduate Working Group. The Group has been tasked with finding ways to engage members through communication tactics. However, the group determined that the Union must offer credible value for postgraduates to engage as it cannot be derived through snazzy communications. It was determined that in order to do this, a firm understanding of this membership type must be sought.
PURPOSE	For the Committee to review the actions being taken to increase engagement of PGs through communications
DECISION/ACTION REQUIRED	For the committee to note and provide any necessary feedback.

Introduction

The Postgraduate Working group has determined that attempts at postgraduate engagement should effectively be done through the auspices of the Graduate Student Union and its channels with support from central Union staff and resources. A Communications and Identity Sub-committee of that Working Group has been tasked with reviewing whether the strategies and tactics are fit for purpose with a view to developing an action plan of activities and the infrastructure to support that engagement.

Communications & Identity

In its inaugural meeting comprising GSU committee members, Union President, Deputy President Education, and the Head of Student Voice, the Communications & Identity Group mapped existing

tactics and channels, and assessed whether there was a need to change the brand.

An assessment of Union supported GSU emails was done and it was determined that open rates were positive and exceeded 50%, click through rates were poor and therefore indicative of low interest in the content. It was determined that the GSU should focus on content of high interest to engage its members consistently at the outset.

Audience personas

The Communications & identity Group also determined that there was a need for a deeper understanding of this audience in order to engage them in meaningful ways. It was proposed that a thorough empathy mapping exercise be conducted along with the development of audience personas to understand the profile of different types of postgraduate and to use that information, to develop a credible Union offer around which engagement could be built.

Coordination:

In the meantime, it was determined that support for GSU in communications should continue and be embedded. This means continued support of regular emails through copy editing of drafts and distribution, layout and design. The Union's marketing and the GSU Committee members responsible for publicity and events were introduced and agreed to collaborate on social media as well as design.