



Union Council

Start of year Report
2018-19

I. Overview

Andrew (President)

This year we've had an excellent start to the year. We have been very active in welcoming our new students to the Guilds, to seemingly very positive results.

The introduction of a Vice President (Operations) in our new structure is serving the Guilds well, resulting in a more organised freshers' week, spanning online and printed media in addition to in person talks. At least in the area of operations, freshers week did not halt future plans, which are in active development. This year we plan to iron out the kinks in this new structure, by reviewing it closely. The first step in this is to add a second Media & Marketing officer, to attempt to relieve some strain on volunteers in that area.

A lot of my focus as President so far has been on making the new committee structure work, providing resources and setting it up so that it can function well. In recent years we have had to adapt to an increase in our membership due to new courses (and the new department of Design Engineering), and I think this remains a key challenge the CGCU faces.

Future plans include a CGCU Constitution Review (primarily for clarity rather than for changes), and the development of a strategy for long term direction of the union. I will also be continuing to increase collaboration within the Union, by increasing communication between CGCU committees, DepSocs, reps and officers.

I.1 General Committee Members

President	Andrew Hill
Chair	Owen Heaney
Alumni Officer	Sorcha Begley
Secretary	Tom Bower
Treasurer	Shreya Basu
Vice President (Activities)	Alessandro Bonardi
Vice President (Clubs & Societies)	Nicolas Forster
Vice President (Wellbeing)	Ross Hunter
Vice President (Education)	Joel Bilsdorfer
Bolt Bearer	Andrew Duckworth
Bolt Editor	Fatima Khan
Bolt Editor (Interim)	Thomas Cross
Clubs & Societies Officer	Owen Heaney
Education Officer	Zixuan Wang
Events Officer	Jayanth Muddu
Events Officer (Interim)	Alice Jackson
Media & Marketing Officer	Mohamad Chouraiki
Regalia Officer	Peter Lam
Spanner Bearer	Hasan Amin
Sponsorship Officer	Ross Unwin
Sports Officer	Robert Hyde
Webmaster	Kian Mayne
Wellbeing Officer	Gunin Singh

I.2 Finances

Andrew (President) and Shreya (Treasurer)

Spending so far this year has been mostly concerned with Freshers' and the CGCU Dinner. Freshers (including committee hoodies, printing of *Spanner* freshers guide, and freshers merchandise) has totalled £1377 this year due to very successful searching of new suppliers and changing plans to suit. The operations committee should be commended for welcoming ~1300 freshers to Imperial on such a small budget.

Due to time limitations during the run up to freshers, the Faculty grant report is currently being written and will have been sent before this report is presented at Council. We appreciate this is later than ideal, but we are in communication with FoE and they are expecting the application. We will be pushing for an increased amount from FoE, to reflect the significant increased number of students over the last few years.

The CGCA is kindly supporting us for the CGCU Dinner, and we will be continuing a healthy relationship this year.

In addition to the dinner, we are looking at finances for the production and the marketing of the new regalia this year, in liaison with the Regalia Officer.

Finance will also be a key area of focus of the future; we are (unsurprisingly) finding money is a severe limiting factor in what we can achieve, and potentially more attention on finding a new CGCU money tree is needed.

I.3 Freshers

Andrew (President) & Federico (VPO)

The Guilds has had a very successful Freshers' Week. We completed 2 Great Hall welcomes, and 9 department talks during which we gave out over 1200 *Spanner* freshers guides and CGCU pens. During this time we found that Mascotry was a key area of interest to freshers as a fun element to complement the representation information, and it was a very good idea to take mascots to every department talk. We did also find it difficult to explain the difference between Academic and Wellbeing reps in a clear way, so this may require further communication efforts.

We also had a great day at Freshers' Fair. Our position in the main entrance was a prime spot to attract lots of students. We had CGCU students from all year groups, as well as other UG and PG students wanting to know how to get involved with engineering activities which interested them. We advised they follow our Facebook page where all our info is posted. We gave out sweets, oyster card holders, CGCU branded pens, stickers and condoms. We also held a spanner lifting challenge, where students who could lift the spanner received a special sticker announcing this achievement.

1.4 Alumni

Sorcha (Alumni Officer) & Andrew (President)

We are maintaining positive links and communication channels with the CGCA. So far, we have secured funding for the CGCU Welcome Dinner, and also are looking at how the CGCA do Alumni events with students, both on faculty level and departmental level. We will be meeting this week with the CGCA Young Persons Officer to discuss this further.

We are also contributing to the engagement of new members into the CGCA. This could also be relevant to the CGCU and member engagement - it might be the case that students are increasingly affiliating with departments and IC[U] rather than with Faculty level unions, meaning that upon leaving they feel little affiliation with the CGCA.

An ongoing project with the CGCA is restoring the CGCU Shields to the CAGB - shields dating back to 1900 detailing the names of the committee. Some have been lost & need replacement, and a new location within CAGB found which satisfies everyone involved. We will be looking over the year to find this location so this multi-year project finally comes to a close.

1.5 Emails

Andrew (President)

Tom, our Secretary, is currently working on producing our newsletter, which will initially be sent fortnightly. We are currently reviewing how we will contact our members as a whole, taking into consideration members also receive emails/media from DepSocs, Dep Reps, and ICU.

2. Operations

Federico (VPO)

As the CGCU's first Vice President (Operations) we were able to set the foundations for a successful year through this new role. As a first action in August, with the assistance of the Operations committee I laid out a rough strategy stating initiatives I would undertake throughout this start up period. This included a complete restructuring of our online presence, branding, our publications and financing structure.

An assessment of our last year social media position has been conducted jointly by myself and Mohamad (Marketing Officer), part of which will be included in this report. This has been an excellent tool to set goals and identify main flaws in our online presence. For instance, posting on both Twitter and Instagram were quasi inexistent last year, and when we analysed posting frequency this was inconsistent and only in certain specific year periods (in October and around election periods). Different actions have been already implemented to tackle these as well as further projects are undergoing to expand our presence in college.

The issue with our "presence" in college has also been tackled through the development of regalia, hard copy publications (the Spanner and Guildsheet (Bolt) magazines), our website and sponsorships.

We have reorganised our inventory and set some basic discipline in using our storage space face to some abuses faced in the past by previous administrations. However, this hasn't undermined support to our clubs which are always welcomed for temporary storage.

Operations also took care in selling the tickets to our Annual Welcome Dinner, since its direct links to marketing. An excess of £4000 (ex. VAT) worth of tickets were sold in under 3 days which accounted for 50% of the total places available. At the time of writing, we have sold 80% of our ticket stock, which should receive a boost with the first email newsletter.

2.1 Marketing

Mohamad (Media & Marketing Officer)

At the beginning of the year, we have elaborated strategies to expand our media reach beyond the numbers obtained with last year's committee. Both metrics evaluated show a healthier start to the year than before, and we therefore were able to achieve a larger reach for our regalia and dinner sales. Adobe InDesign and VSCO were used to add original and professional touches to posts and pictures.

Twitter impressions in Sep 2017 (2871) are 3 times lower than Sep 2018 (8590). Posters for the Welcome Dinner were also put up around all campus. A Buffer account has been set up which substantially helped increasing posting frequency. The engagement also covers a broad spectrum of affairs (fresher's fair, union elections, advertisements, student start-up, and welcome dinner countdown).

For Instagram, in the month of September alone, more posts were generated than the entire history of our presence (21 in September compared to a total of 10 for the entire previous year).

Our goal is for our momentum to persist and attract a larger audience. This then will be reflected in more concrete results: ticket sales, event turnouts, merchandise sales, and overall a larger engineering community our members feel they belong in. We aim to reach at least 3100 Facebook likes by the end of the year.

Graph 2 : Evolution of number of followers in function of time and platform.

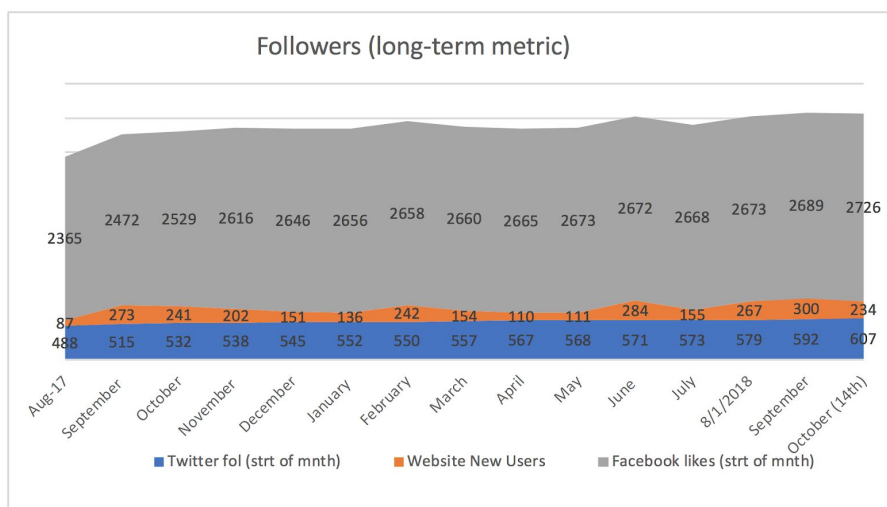
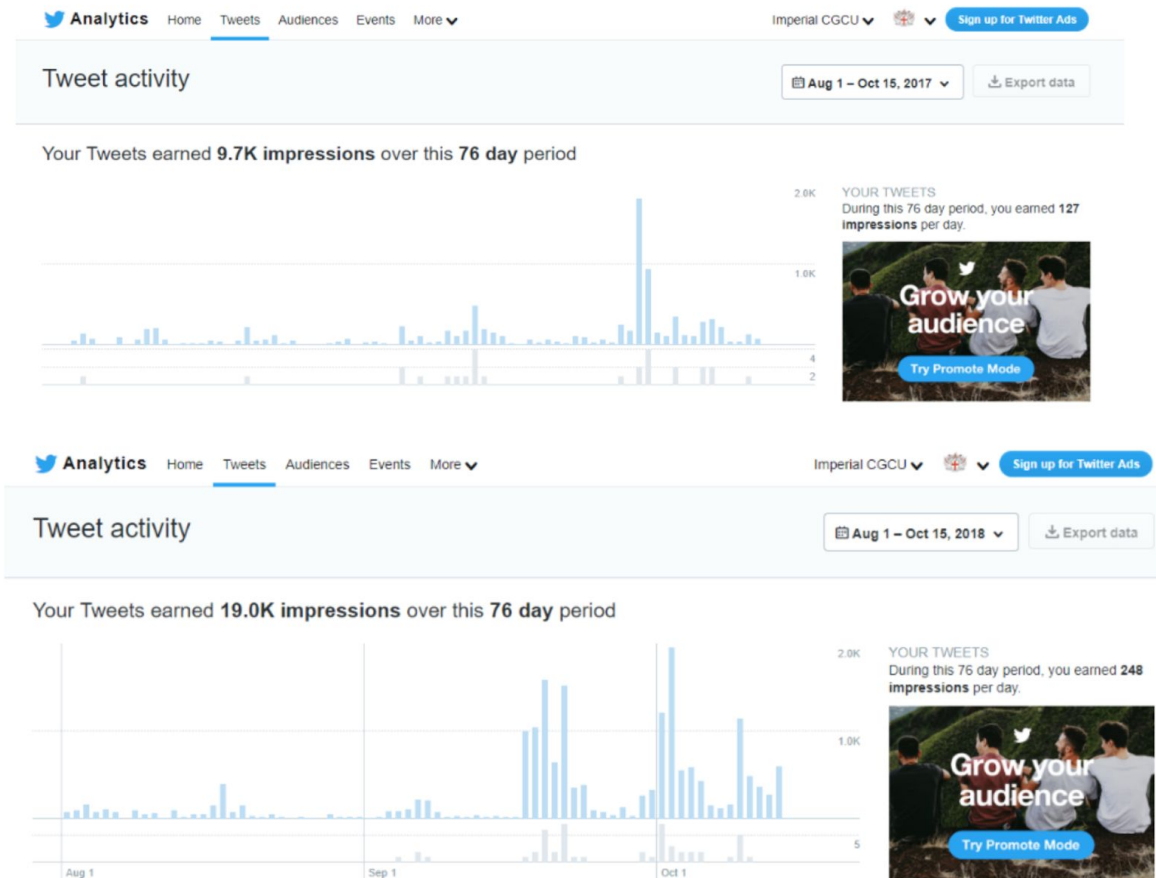


Figure 1: Twitter analytics 28 day summary.



Figure 2: Comparison of Twitter impressions for the August-October period between 2017 and 2018 committees.



2.2 Regalia

Peter Lam (Regalia Officer)

Done a successful inventory checking before term starts, been selling last year's remaining stocks on the union website. We currently sold 50% of one of our ties set through a regalia marketing campaign which has been produced at no cost during September. We have been looking into making new merchandise for this coming year with our new shield logo, currently planning to make 2x T-Shirt designs, sweatshirts with 3 different colours, a water bottle and a set of shot glasses, which was very popular among Freshers during Freshers week. Concurrently we have been contacting suppliers regarding quotes, and hopefully we will do a pre-order before Christmas to gauge interest and receive money to order stock. Potential second batch of merchandise next year. A shooting day in November as well as casting for models from our member is going to be laid out during the November/December period.

2.3 Spanner Freshers' Guide

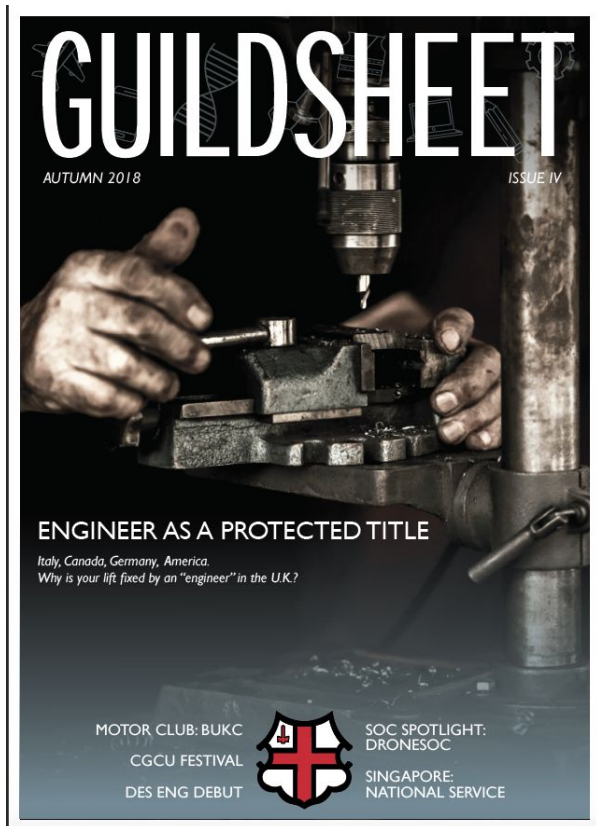
Fatima Khan & Thomas Cross (Guildsheet Editors)



The Spanner was massively reformatted; cutting down the original version from 40 pages to 24. As UG intake was higher than expected this year, 1500 copies were ordered from HelloPrint and distributed during departmental welcome talks and Freshers' Fair. The Spanner has also been uploaded online at cgcu.net/freshers.html. The InDesign files have been uploaded for future reference, so they are easy to modify for reuse in upcoming years. On top of that a financial optimization has been operated, reducing total production cost to around £280. In freshers talks, in addition to each spanner we gave out a free CGCU pen.

2.4 Guildsheet

Fatima Khan & Thomas Cross (Guildsheet Editors)



After 3 issues of "The Bolt", it was collectively decided to rename the CGCU magazine to "Guildsheet"- a historical name. It has also undergone a change in format; it is now around 50 pages, A4 in size, and less text-heavy than before. Issue IV is currently underway and is set to be printed and released in October. Social media accounts have also been made, but not yet updated.

The focus for the content of Guildsheet has also shifted somewhat since Bolt. Whilst it will take some time to narrow down further, it is 'engineering focused', meaning it should contain substantial engineering content, but also is open to posts about anything including ICU & CGCU affairs to current social issues. Bolt almost solely focused on CGCU affairs, so this widening of scope is intended to better fit what students want to read, but also provided a significant new influx of content - a large contrast to the struggle for content last year. Moving forward, we will be continually assessing the focus of Guildsheet.

There are also early plans for special Guildsheet versions/inserts for the Leadership elections, plans for which will be soon underway.

Future include holding a press conference between DepSoc Media Officers and Editors so that articles and ideas can be shared easily. Social media is also to be used more to promote the magazine and increase readership. There are early plans to have a blog-style section on the CGCU website, to which articles can be posted weekly and shared. The first issue is aimed to be released in the final week of October.

2.5 Sponsorship

Ross Unwin (Sponsorship Officer)

Over summer, with the help of Alessandro (VPA), we updated our sponsorship pack for the new year. We have been contacting companies, with no results as yet.

Our target companies are companies (including finance) who are interested in engineers of all disciplines, in order to not compete with the DepSocs.

Unfortunately, our longstanding sponsor for our freshers' magazine, Shell, failed to respond to emails on the possibility of continuing their sponsorship. We are not sure why this has happened, but we suspect it fits with a trend of companies preferring to contact DepSocs over the CGCU. This is a significant area of concern and an ongoing problem for us.

The major change as we go forward, is we will start searching for sponsors in April rather than as a new committee in August, so we hit the new financial year. For the remainder of this year, we will be targeting mainly event-based sponsorships for our several larger events (e.g. Women in Engineering).

2.6 Website

Kian Mayne (Webmaster)

So far, the website has been updated so the information matches the new academic year & new committee. Recent efforts are around our QR ticket software for events, which required a significant overhaul to work properly in future. The aim of this is to reduce door queues at large events, and we hope to eventually open up this software for use by our clubs.

We will also be working on ensuring the website can be updated without directly editing HTML as we currently have to, to make updates quicker and also so that non-coders can update the website in the absence of the webmaster.

2.7 Operations Future Plans

Federico (VPO)

- Regalia restructuring
- First email newsletter
- Continue online promotion and focus on ways to engage older years
- Aim to foster an engineering community
- Monthly press conferences
- Continue to source sponsorships and new funding sources
- Launch Guildsheet

3. Activities

Alessandro (VPA) & Robert (Sports Officer)

3.1 Welcome Dinner

The main event of the year is taking place on Saturday 27th October at the Millennium Gloucester Hotel, the same venue of last year's dinner. The event will feature speeches, a performance from the Techtonics, tricks from Imperial's Magic Society and a DJ at the afterparty. A big effort has been put from the Operations team to publicise the ticket sales, and only 30 tickets are remaining with almost two weeks to the event. The budget for the whole dinner is around £16,000, with over £11,000 coming from tickets sales and the remainder from the CGCA, FoE and Union grants, meaning an overall ~30% subsidy.

3.2 Football League

The CGCU Football League kicks off this weekend! The league involves 16 teams (with potential for more), with matches taking place each week until the end of February. The teams are split into two divisions randomly, then in March the top 4 teams from each division will compete in the first annual CGCU Playoff for the coveted CGCU Cup. This highly coveted trophy of the English game will be presented to the winning team at the CGCU Festival in March.

The league tables as well as the cup competition can be followed at:

https://cgcufootball2018.leaguerepublic.com/l/fg/1_211054488.html

3.3 Plans for the Year

The general focus of the Activities committee for this year will be on larger events: what has been seen from last year is that small social events such as bowling or pub quiz tend not to reach a wide audience and are best left to DepSocs. We have identified a key purpose of CGCU activities in promoting interaction between engineers of different fields, and we bear this in mind when organising events.

Nevertheless, a quiz night is in plans, as well as bigger events such as a *Diversity in Engineering* evening in November, a *Women in Engineering* evening during second term (likely in collaboration with the RSM), a Tri-Union Night, and the yearly CGCU Festival.

4. Clubs & Societies

Nicolas (VPCS)

The CGCU got in touch with all 16 clubs over the summer, to introduce ourselves and to best prepare for the academic year.

The VPCS and newly elected Clubs and Societies Officer (CSO) have minimised approval response times for Financial Documentation by working closely together with the support of the President. Coordinated effort between the CGCU and the group of clubs led to a very successful start of the year, especially when preparing for this year's Freshers fair, where Clubs showed great engagement with freshers.

The VPCS has contacted the Machine Learning and Bitcoin & Cryptocurrency Societies, showing our early support for them, with the hope that they will join the CGCU in the future when they leave the New Activities Incubator.

A new mailing list has been set up in order to contact the President, VPCS and CSO simultaneously, thereby allowing the fastest response time possible to any queries clubs may have. This mailing list keeps both VPCS and CSO informed of all club matters, while allowing the President to keep an extra eye on developments inside the CGCU. So far it has proved very effective and has formed the main contact point for all club related issues.

Our first Clubs & Societies Committee meeting (also known as the CGCU's MG meeting) was a success. This year we have worked to make these meetings less of the CGCU talking at club officers and them looking bored on their phones. We conveyed information, but also introduced some interactive elements, offers of collaboration with our Operations teams and discussions outside of just administration, eActivities and finance. At these meetings we are trialling a new idea; selected societies who excel in areas are given the chance to give a talk to the group about how they have done this; for example this time DoCSoc delivered a talk on getting sponsorship. This of course will be supplemented by a CGCU lead budgeting talk for the December session.



5. Education

Joel (VPE) & Zixuan (EO)

The VPE and EO have established a well-functioning network of all dep reps and met with most of them in person.

One issue we're currently tackling is the high number of academic and wellbeing reps in some departments and insufficient guidance for them. Consequently, these positions seem to have a bad reputation in those departments and don't attract people to run for them, which we are going to tackle together with the DPE. We are also working to even out differences between the departments in the number and type of meetings that dep reps are invited to.

Besides that, we are evaluating NSS and PTES results and we are assisting Dep Reps taking actions based on them. Together with Faculty staff, we are in the process of finding a way to provide students with mark distributions for them to be able to understand where they stand and which subjects to improve on, without increasing the ongoing competitiveness issue. Some departments seem to have found good solutions to this, which we are looking to spread across the faculty.

Some issues, such as the introduction of the I-Explore programme or the changing of year weightings were decided last year; however, some Dep Reps have raised concerns that students have not been consulted sufficiently about this, which we are going to investigate together with the DPE.

5. Wellbeing

By Ross (VPW)

The VPW has reached out to most welfare reps across the departments, building a strong network of support for new and returning students. The dep reps will provide immediate support to their students, working with the WO and VPW to ensure everyone receives the welfare support they need.

As well as establishing the CGCU as a welcoming and supportive union, the welfare team have set the ball rolling on several exciting welfare promotion activities, such as mindfulness sessions to help students cope with stress, awareness day campaigns and a very exciting puppy petting day.

The VPW will be meeting with the DPW to get further advice on how to successfully run all these events and ensure the CGCU does all it can to provide efficient and valuable support to our fellow students.