

COMMUNICATIONS COMMITTEE

The fourth ordinary meeting of the Communications Committee for the 2018/19 session, to be held on Wednesday 29th May 2019 in Meeting Room 3, Beit Quad at 3pm

Unconfirmed minutes

Present:	Jill Finney (JF)	Lay Trustee/Communications Chair
	Alejandro Luy (AL)	Deputy President (Education)
	James Medler (JM)	Deputy President (Clubs and Societies)
	Rebecca Neil (RN)	Deputy President (Welfare)
	Madina Wane (MW)	Student Trustee
In attendance:	Jomana Al Ahmad (Clerk)	Admin Support Officer
	Andrew Djaba (AD)	Felix Editor
	Keriann Lee (KL)	Head of Student Voice and
		Communications
Apologies:	Jarlath O'Hara (JOH)	Managing Director
	Hafiza Irshad (HI)	Student Trustee

1 Welcome and Chairs Business1. The Chair welcomed the Committee members to the fifth Communications Committee meeting of the AY 18/19.	Action
Item 2 Conflicts of interest declaration 1. No conflicts of interest declared.	
Item 03 - Item Apologies 1. Hafiza Irshad (HI) 2. Jarlath O'Hara (JOH)	
 Item 04 – To consider the Minutes from 27th March 2019 MW pointed out that there is an inaccurate spelling of her initials on page 3. JF enquired about the results of the Student Experience Survey and whether Board should receive a report on the results received and action taken so far based on results 	JA to make a correction in the meeting minutes

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3.	JM responded that it is difficult to disseminate the data yet due to GDPR, However JM will collate the high-level statistics and submit it to the next Board of Trustees meeting	JM to submit a report to Board on the results of the Student Experience survey and next steps
4.	JM added that he will be writing an article in Felix to communicate about the project that was initiated as a result of the survey	Survey and next steps
5.	The Minutes were confirmed as an accurate record of the meeting held on 27 th March 2019 provided the requested correction is made.	
ltem 0	5- Action tracker and Forward Agenda	
	JF suggested changing the number of meetings per year from 6 to 5 to ensure that the discussions remain strategic, KL will revise the forward agenda by the end of term 3	KL to revise the forward agenda by the end of
2.	BN updated the Committee that the Union infographic is now in its final draft and is ready to publish, JM presented the infographic and KL requested that it is sent to the marketing team for a final check before publishing and share it as part of the impact campaign	term 3
3.		JA to update the forward agenda
4.	JF recommended revising the wording to ensure it is appropriate for its audience	CC to revise the wording
5.	JF requested that CC provides a recommendation to the incoming DPFS regarding the importance of publishing an infographic every year	used in the infographic and send to the marketing team to be
6.		shared as part of the impact campaign
7.		CC to provide a recommendation to the incoming DPFS on the
8.	JF requested having the relationship management system on the autumn meeting agenda to review its progress	importance of sharing a similar infographic
9.	KL mentioned that the forward agenda says that we should review annual report during the next meeting,	JA to add the relationship
	however, we will be able to review it in the impact report KI suggested reviewing the annual report in the September meeting before the start of the new term and adding an agenda Item to the July meeting as review of impact report/campaign	management system to the forward agenda JA to add review of impact report/campaign to the forward agenda
	 7 - Postgraduate Engagement KL mentioned that this agenda item focuses on the plan for welcome in terms of PG engagement 	

5.	center is attended purely by reps, therefore we shouldn't rely on that as a platform to reach PGs BN also enquired about the name of freshers fair and	
J.	why the name was changed without consultation with OTs	
6.	KL responded that last year a discussion was brought to the table regarding the name of freshers fair, and the decision was made to delay changing the name to next year to ensure that a proper comms plan is put together for the name change	
7.	BN and AL agreed that a decision was made to change the name, however, more research and consultation was needed before a name is decided	
8.	KL responded that the new name is not put into stone, therefore we will take the conversation offline to decide on the name and do any student consultation /communication to CSPs as necessary	KL to coordinate the
9.	MW mentioned that it is good to focus on PG engagement during welcome, however, it doesn't seem we have a good body of work this year to clearly assess what we have achieved in terms of PG engagement	discussion regarding the new name for freshers fair offline
10.	KL agreed that the approach was not very coordinated this year, however, we have tried to tackle this point from different areas and we can now put together a more strategic approach for next year	
11.	JF agreed that there's no real review of our successes this year in terms of PG engagement, JF recommended we should the Communications aspect of PG engagement in July	KL to provide a report on
12.	JF pointed out that there is no owner for this project, and asked the Committee to suggest potential owners for this project and whether we need a PG OT to own it	PG engagement communications for the year 18/19
13.	BN suggested giving the GSU presidents a more permanent position in the Union to focus on this work	year 10/19
14.	JF suggested that AL, JOH and RT should do a retrospective paper to Board to assess the success of PG engagement this year and to make recommendations for next year	
15.	MW mentioned that it may not be sensible to pass the responsibility of PG engagement on one person, and how we talk about PG engagement is important as engagement should be discussed as a whole to ensure all groups are at Imperial are included	•

16.	AL mentioned that having a PG OT is not the full	
	solution, however, we need a catalyst to push us to	
	improve what we currently do, therefore a PG OT maybe	
	the way to do this	
17.	AD mentioned that consideration should be given to the	
	fact that having one responsible person may be	
	demanding as that person would have to be present at	
	every meeting, therefore, it is more important to embed	
Item 0	<u>8 – Comms discussion</u>	
1.	KL mentioned that this paper is a summary paper of	
	current Comms projects and informs the Committee of	
	the focus for the next few months	
Intern	al Comms	
2.	KL summarised the paper by mentioning internal comms	
	and Town Hall meetings which continue to happen on a	
	monthly basis, currently there is a rota for one SMG and	
	one OT to collaborate on organising and delivering Town	
	hall meetings. KL mentioned that the most recent town	
	halls received fewer questions from staff which shows	
	improved satisfaction of staff regarding communications	
3.	BN commented that the Town hall meetings could be	
	better, however, she disagrees that people are satisfied	
	with the answers they have been receiving in Town halls	
4.	AL mentioned that this was discussed at PARC, and it	
	was agreed the meetings are not perfect and they can be	
	better, but having them is better than not having them	
5.	AL added that everyone also needs to share the	
	responsibility of being open	
6.	JA commented that they are good to have, however, it	
	doesn't seem that full answers are given to staff during	
	these meetings which results in more distrust	
7.	JF enquired about why Leadership feels that they hold	
	back in terms of answers, BN responded that a	
	precedent was set from the first meeting to the	
	leadership team in terms of how they should respond	
8.	AL mentioned that this issue was identified, therefore, we	
	currently rotate a different OT and SMG lead for every	
	meeting	
9.	KL also mentioned that we may need some support from	
	external providers on how to communicate effectively to	
	staff	
10	JF pointed out the internal communications in	
101	organisations are critical, and it is firstly important to	
	identify what are we trying to achieve in terms of	
	communications	
11.	JF added that it would be good for this group to outline a	
	description of what good communications in the	
	organisation looks like and the type of culture we would	
	like to encourage. JF added that the leadership team	

	should own this description as a mandate, to then be able to feedback to leadership members regarding their responses	KL to coordinate a discussion at leadership
12.	KL enquired about whether internal comms should be	regarding the owner of
	owned by this Committee or by PARC, JF suggested	internal comms and the
	having a discussion within leadership to agree the owner	description of what good
	of internal Comms and JF strongly recommended that	communications looks
	one owner within leadership needs to be identified	like in the Union
OT co	mmunications	like in the Onion
1.	KL mentioned that this year, since we are doing an	
	Impact report campaign which is digital, the paper	
	proposes that we roll the two into one and have the OTs	
	start talking about achievements against manifesto aims	
2.	KL pointed out that the campaign runs throughout the	
	whole of June, therefore it is up to the OT to decide what	
	to share every week	
2	2	
3.	BN suggested the Student Trustees achievements are	
	shared in this campaign, JF agreed with this	
4.	AD mentioned that Stephen Naulls was planning on	KL to approach student
	writing an article for Felix and AD will follow-up with him	trustees to inform them
	on this	about the campaign and
5.	KL mentioned that the designer will create a template,	how they should
	and the aim is that it will not be time consuming to	communicate their
	produce bite size information to share immediately	achievements
	ting strategy	
1.	KL mentioned that this has been depriotised this year	
	and will be put on the agenda for next year, KL will be	
	working on drafting the strategy over the summer.	
2.	KL proposed looking at a 2 year plan to outline short to	
	medium plan objectives	
3.	JF recommended working on the definition of the student	
	experience within the strategy and how we should	
	communicate with them	
4.	BN mentioned that she recommends looking at	
	partnerships and relationships with our volunteers	
5.	JF recommended thinking about what the image we are	
	trying to build in people's minds when they interact with	
	the Union	
Union	website	
1.	KL updated the Committee on the plan for the Union	
	website ,by mentioning that the CMS will be updated to	
	DRUPAL 8, this change will finish in term one 19/20	
2.	KL has also planned for a temporary redesign of the	
	webpages until the move to DRUPAL 8 is finalised	
3.		
	centrally managed and we need to ensure that the	
	systems team takes over monitoring the issues	
4.	AD will work on putting together recommendations for	
	the incoming Felix editor to ensure that this is picked up	
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Comm	nercial marketing		
	KL mentioned that marketing strategy will have an		
1.	element of social enterprising	AD to provide hendover	
2	KL added that this summer, we will have a focus on	AD to provide handover with recommendations	
۷.	developing a plan with the commercial team to provide a		
	mature events programme for the summer, this has also	to the incoming Felix editor	
	been discussed with the commercial team at College in	ealtor	
	terms of collaboration		
3.	KL added that it is an attempt that it will help in the	JA to invite the incoming	
	current financial position	Felix editor to the next	
4.	MW enquired about whether anyone is looking at	Comms Committee	
	providing an offer for students who are still around in the	meeting	
	summer such as PG students, and how this will be		
	communicated to students to ensure they are aware of		
	the available facilities		
5.	KL mentioned that we are currently looking at our license		
	and what it allows, we need to still ensure that we focus		
	on the primary user of the space who are the students		
6.	JF enquired about whether we are now selling food in		
	the H-Bar		
7.	AD responded that students are not happy that a service		
	was taken away without consulting them		
8.	AL responded that currently a menu is being developed		
	and there is a plan, however, this doesn't address that a		
	student facing service was taken away without consulting		
	students and the Union is currently trying to address this		
0	issue		
9.	AD recommended communicating that something is currently being done about this issue and JF		
	recommended that OTs communicate that the Union was		
	also not happy about this decision		
Item 0	Item 09 – Any other business		
1.	None		