



COMMUNICATIONS COMMITTEE

The third ordinary meeting of the Communications Committee for the 2016/17 session, was held on Wednesday 8 March 2016 in Meeting Room 6, Beit Quad at 3pm.

Unconfirmed minutes

Present:	Jill Finney (JF)	Communications Chair
	Lef Apostolakis (LA)	Felix Editor
	Jarlath O'Hara (JOH)	Managing Director
	Andrew Keenan (AK)	Head of Student Voice & Communication
	Nas Andriopoulos (NA)	Union President
In Attendance:	James McDonald	Administration Support Coordinator
Apologies:	Emily-Jane Cramphorn	Deputy President (Welfare)
	Rachel Blythe	Deputy President (Finance & Services)
	Timothy Seers	Student Trustee

	Action
Item 1 – Welcome	
1. The chairperson welcomed the Group to the third meeting of the 2016/2017 year.	
Item 2 – Conflict of interest declaration	
2. No conflicts of interest declared	
Item 3 – Apologies	
3. Rachel Blythe, Emily-Jane Cramphorn, Timothy Seers	
Item 4 – Minutes	
4. Minute 7.3 – Action point with JOH instead of AK	
Item 5 – Action Tracker	
5. Crisis Communications – College ran two crisis communications events in January and February. JOH approached College for a contact and College seemed interesting running a crisis scenario for the Union.	JOH to have a date booked by Easter for a crisis scenario
6. Infographic – generally positive feedback, though some stated it was hard to follow. The general feedback is to produce more. LA states that Felix will write an article on the infographic.	
7. Staff photos – AK states that photos have been taken for the majority of Union staff and are on their email. Unable to load onto the webpage until there is a webpage redesign.	
Item 6 – Felix Papers	
8. LA notes that the first paper was an assessment of both how he could improve the handover process, as well as the Union's involvement.	
9. LA tried to book media law training but took him a long time to get on the course. This is required as the editor acts as a legal check for the paper. LA	LA to start looking in April 2017 with the aim of booking for the next Editor.

<p>does not wish for the new Editor to wait so long to this training. The committee agrees.</p> <ol style="list-style-type: none"> 10. LA feels that updating the website is not as urgent as other issues raised in the paper. 11. LA states that in depth Adobe training would help and feels he would be able to get a discount via Felix alumni. Feeling around the room is that it may not be as cheap as first thought. 12. LA would like HR management support to help Felix contributors. JOH and JF feel that this should rather come in the form of signposting instead of training. 13. JOH feels that contributors are volunteers as opposed to paid members of staff and so signposting would be better. NA feels that this issue is not unique to Felix but to Constituent Unions also. AK to ensure the next cohort, including the new Felix editor, all receive training. 14. Financial Review of Felix – LA wishes for more financial independence for Felix, notably by more control over sponsorship. 15. JF considered this paper provided an opportunity not to just review the financial model for Felix, but to undertake a strategic review of wider topics around the paper e.g. content, format, and student popularity. 16. We all agreed it was appropriate to appoint an independent chair to undertake the review. 17. We agreed to jointly write the terms of reference for the independent review and to review these terms of reference in an extraordinary meeting of the CC. LF specifically requested the CC undertook this role. 18. Outline of topics to review include: <ol style="list-style-type: none"> a. Purpose of Felix b. Support of training and talent c. A suitable financial model d. Print vs online e. Day to day governing of the paper f. Legal aspects g. Union & Felix relationship h. Content 19. JOH states that College Communications would be interested in supporting a review. <p>Item 7 – Freedom of Speech</p> <ol style="list-style-type: none"> 1. JF states that this is an issue highlighted at the Board of Trustees for this committee to approach. 2. AK states that this is an issue occurring regularly in the media and there is a desire to have a Union policy so that the union isn't associated with stifling free speech. 3. JC feels that there is plenty of opportunity to speak, however potentially the environment is not suited. 	<p>LA to look into pricing for Adobe Workshops and feed back to AK</p> <p>NA, AK, LA and Luke Blair to decide independent reviewer</p> <p>NA, AK and LA to review Felix Terms of Reference by the end of Easter. Luke Blair to be brought in later in the process</p> <p>LA to approach Luke Blair</p>
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<p>4. The Institutional Culture Report mentioned an absence of a culture of debate and discussion.</p> <p>5. LA feels that the Union is not bad at freedom of speech, but College as an institution is not so good.</p> <p>6. AK queries as to why Imperial are less active in national and international issues, which LA feels is the biggest difference between Imperial College Union and other unions.</p> <p>7. Discussion as to whether proactive campaigning does not occur because members do not wish for this, or the Union is not historically active in these issues, or whether the Union is so active covering all areas.</p> <p>8. AK feels that on every issue, there should be a group representing each stance, but at no point should the Union take charge.</p> <p>9. JOH believes the Union should have a role in facilitating debates, but the agenda has to come from the students so the Union should expect conflicts.</p> <p>10. JC queries whether the demand is there for the Union to become more politically active. AK states that there is demand but there isn't Union policy to facilitate this demand. Most issues championed by students are internal issues.</p> <p>11. AK believes the Union has no history of politically campaigning, and so it is a culture of the Union, not the ethnically diverse nature of its members.</p> <p>12. NA states that there will always be difference of opinions between people. To prevent public agitation, this may prevent people from stating their point of view.</p> <p>Item 8 – Communications Committee Terms of Reference</p> <p>1. AK states that the terms of reference need to be reviewed as they are not strategic enough. It is felt a risk/challenge based agenda is required as opposed to the current problem solving agenda.</p> <p>2. JF asks if these meetings are worthwhile. AK feels they are as it allows the Union to broach difficult communication issues. NA feels there should be scope for more external trustees.</p> <p>Item 9 – Strategy: Stakeholder Communications Grid</p> <p>1. The launch event for the strategy was a success, but more could be done to reinforce messages to Constituent Unions.</p> <p>2. Candidates for the Leadership Elections made some reference to the strategy, however it is unsure whether or not these references were intentional.</p> <p>3. Communication will be ongoing throughout the life of the strategy. This is why so many actions are coloured red.</p>	<p>AK, NA, JC and JOH to identify a campaign to pilot to evaluate demand from students</p> <p>AK to adapt this paper to take the Board of Trustees</p> <p>AK to formally revise the Terms of reference to take to the Board of Trustees</p>
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Communications Committee

<p>4. JOH, AK and NA are the main monitors of this strategy.</p> <p>Item 10 – Officer Trustee Communication</p> <ol style="list-style-type: none">1. Officer Trustee Communication plan to be merged to into electoral communications2. Electoral communications not as successful as hoped. Desire to have a more proactive communications calendar from January onward in the future as it is now too late to implement this cohort.3. Aim is to align all communication processes together upon the intake of the new Officer Trustees.4. JF highlights this year's Officer Trustees have worked well as a team, allowing greater success. NA agrees this helps when speaking to College. <p>Item 11 – AOB</p> <ol style="list-style-type: none">1. n/a	
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Next meeting 17th May 2017