



COMMUNICATIONS COMMITTEE

The second ordinary meeting of the Communications Committee for the 2017/18 session, was held on Wednesday 6th December 2017 in Meeting Room 6, Beit Quad at 1:00pm.

Unconfirmed minutes

Present:	Jill Finney (JF) Jarlath O'Hara (JOH) Andrew Keenan (AK) Fred Fyles (FF) Matthew Blackett (MB) Nicholas Burstow (NB) Owen Heaney (OH)	Lay Trustee/Communications Chair Managing Director Head of Student Voice & Experience Felix Editor Deputy President (Finance & Services) Deputy President (Education) Council Chair
In Attendance:	Angela D'Souza (ADS) (Clerk)	Administration Support Manager
Apologies:	Alex 'Chippy' Compton (AC) Lingru Zheng (LZ)	Union President Student Trustee

	Action
Item 1 <u>Welcome</u> 1. The Chair welcomed the group to the second meeting of the 2017/2018 year.	
Item 2 <u>Conflicts of interest declaration</u> 1. No conflicts of interest declared.	
Item 3 <u>Apologies</u> 1. Alex 'Chippy' Compton 2. Lingru Zheng	
Item 4 <u>Minutes from 11th October 2017</u> 1. Crisis scenario.	JOH to discuss with JF offline.
2. Infographic – JF enquired what the most opaque area of finances was for our members. MB agreed it would actually be useful to produce a general Union infographic showing where the money streams come from and go to.	MB to provide an overview by the end of January 2018
3. Media Law training for Felix Editor. FF has contacted providers for dates.	
4. Record of success of campaigns. AK pointed out that it depended on how you quantify 'success' and what assurances the Committee required to support this. Committee requested a review of campaign activities.	AK to prepare a review of campaign activities. ADS to include as agenda item for next meeting.
5. Officer Trustee communication plans. JF requested that there should be an annual update of the	ADS to include as agenda item for next meeting.

Item 7 Democracy, Governance and Liberation Review Communication Plan

1. AK proposed that a single, coherent communication plan is required to distil the three projects of Democracy, Governance and Liberation reviews into one set of effective messages and engagement methods, otherwise there is a risk to entirely confuse and disengage our members.
2. JF pointed out that she was hoping to see the Strategy by now. It is fundamental to the way we work. Why democracy matters is important. We need to work through these messages and come up with a set we can use. It will help position Council.

AK will update the Committee with these key messages before Christmas.

Item 8 Membership Data Analysis proposal

1. AK introduced proposal to contract students, with expertise in data science, to apply their learning to our database. They will be tasked with building a model that algorithmically produces an 'engagement factor' for each student, based on their demographic information and existing interaction patterns with Imperial College Union.
2. FF pointed out that he was in favour of this proposal as it was utilising the skills of our members
3. JF wanted to know if any other Unions had analysed their data well. She suggested that it may be worth putting some feelers out to see if anyone has done this well. Could be a useful learning exercise.
4. AK asked how we move from what's going to happen anyway to influencing positive change. This is why there is a need for the data to help answer such questions. We need the expertise from the people who know how.
5. MB raised a point about GDPR compliance. AK responded that we are not buying a new data set and are looking at masses not individual data.
6. Committee approved the proposal.

JOH to explore whether other Unions have undertaken any such data analysis.

AK to take business case to SMG to approve the hiring of students on a temporary basis.

Item 9 Felix Review Update

1. As no media experts put themselves forward to research and make recommendations around possible funding, management and governance models for Felix, an internal Felix Review Working Group has been set up.
2. The overall objective is to combine desk research and student/volunteer consultation into a set of

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<p>recommendations that provides Felix and the Board with mutual assurance that we are supporting our student paper to achieve excellence through best practice and in line with regulatory and financial requirements.</p> <ol style="list-style-type: none"> 3. JF enquired when the working group could deliver the review. 4. The core membership will include NB as the OT representative. 5. AK hopes to have made considerable progress to bring back to the March committee, with a view to implementing the changes for August 218. <p>Item 10 Internal Communication Update</p> <ol style="list-style-type: none"> 1. The working group will be led by AK with the new Marketing and Communication Manager joining when she starts in January. 2. JF requested that Board communications should be added to the list of communications. JF pointed out that summary documents are interesting to the Board, otherwise they are out of the loop. 3. JF will be meeting with the OT and other Board members over the course of the next few weeks and will pick up discussions around the extent to which messages should be coming from the Managing Director, OTs and Managers. <p>Item 11 – Any Other Business</p> <ol style="list-style-type: none"> 1. None 	<p>AK to provide update to the committee in March 2018.</p> <p>JF to meet with Board members, OTs and College partners over the next few weeks to discuss ways to improve Union communications.</p>
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Next Communications Committee – Wednesday 14th March 2018 in Meeting Room 6, Imperial College Union