



## Imperial College Union Communications Committee

24 April 2018

<b>AGENDA ITEM NO.</b>	10
<b>TITLE</b>	Campaigns support and communication
<b>AUTHOR</b>	Andrew Keenan Head of Student Voice & Communications
<b>EXECUTIVE SUMMARY</b>	While the strategic direction and importance of student-led campaigning has not changed, we are making a number of operational improvements for 2018/19 to support the growth in activity.
<b>PURPOSE</b>	To update the committee on the progress and plans of the Education & Welfare Team in the area of Liberation & Community Officers and student-led campaigns.
<b>DECISION/ACTION REQUIRED</b>	Commentary and approval.

## Campaigns support

### 1. Introduction

- 1.1. This committee's terms of reference include responsibility for reviewing our strategic approach to the approval and support of student-led campaigns.
- 1.2. The strategic importance of student-led campaigning has not diminished; in fact I believe that this area, long identified as a priority for development, will continue to increase as a share of our overall student-facing activity.
- 1.3. To cope with this growth and maximise the positive impact on our members, several improvement processes are being put into place by the Education & Welfare team. The current plans as proposed in the budgeting process are summarised below. Commentary and suggestions are welcome.

### 2. Strategic context

- 2.1. The primary strategic objectives guiding this work are:
  - 2.1.1. The *Your Voice* aim and objectives - *to empower students to be proactive, responsible citizens\* who have the capacity to change the world.*
  - 2.1.2. The *Your Development* aim and objectives: *to enhance the enjoyment and talents of our members in order to form well-rounded people who are confident in articulating their skills to employers.*
- 2.2. We have also learnt from the growth in activity in 2017/18, which has brought its own challenges. Observations and lessons being considered include:
  - 2.2.1. Unclear processes and responsibilities, with students finding it hard to understand which team is expected to support them
  - 2.2.2. Far more ideas are suggested by students than students themselves are willing to take forward, and students are often unrealistic in the staff resource they expect to receive, meaning staff and student expectations have to be managed
  - 2.2.3. Despite our value of partnership, we do not have many deep or long-lasting partnerships with relevant organisations; time should be invested in creating a small set of meaningful relationships
  - 2.2.4. We do not yet have one standard evaluation process, and it is a challenge to encourage students to engage in evaluations

### 3. Improvement processes

- 3.1. The relevant staff are applying Operational Excellence practices and arranging out-of-office sessions dedicated to improving our support for student-led campaigning.

- 3.2. Campaigning and activism training will be delivered twice a year, with the guiding principle of supporting the Your Voice strategic objective - *to empower students to be proactive, responsible citizens\* who have the capacity to change the world.*
- 3.3. A four-part 'effective campaigning' toolkit is in production, informed by best practice at other SUs and campaigning organisations. This will be supplemented by one-to-one support to campaigners.
- 3.4. Staff are developing their skills and knowledge, with E/W staff members attending multiple campaigning-related training opportunities as well as contacting 26 peer SUs to share knowledge.
- 3.5. Communicating the meaning and importance of student-led campaigning will improve through a review of our online content and including key messages in the organisation's strategic marketing plan.

#### **4. Next steps**

- 4.1. The Education & Welfare team will deliver these changes, with the outcomes captured in PDRs, 121s and operational / communication plans.
- 4.2. The committee is invited to set out its expectations for evaluating work in this area throughout 2018/19.