



COMMUNICATIONS COMMITTEE

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

Unconfirmed minutes

| | | |
|----------------|---------------------------------|--|
| Present: | Jill Finney (JF) | Lay Trustee/Communications Chair |
| | Jarlath O'Hara (JOH) | Managing Director |
| | 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 |
| | Hafiza Irshad (HI) | Student Trustee |
| In attendance: | Zonya Christian (ZC) (Clerk) | Admin Support Coordinator |
| | Andrew Djaba (AD) | Felix Editor |
| | Keriann Lee (KL) | Head of Student Voice and Communications |
| | Luke Blair | Vice President (Communications & Public Affairs) |

| <u>Item 1 Welcome and Chairs Business</u> | <u>Actions</u> |
|--|--|
| <ol style="list-style-type: none"> The Chair welcome the Committee members to the Communications Committee meeting. | |
| <u>Item 2 Conflicts of interest declaration</u> | |
| <ol style="list-style-type: none"> No conflicts of interest declared. | |
| <u>Item 03 - Item Apologies</u> | |
| <ol style="list-style-type: none"> No apologies | |
| <u>Item 04 – To consider the Minutes from 29th January 2019</u> | |
| <ol style="list-style-type: none"> The Minutes were confirmed as an accurate record of the meeting held on 29th January 2019 | <p>ZC to ensure page numbers are added to minutes going forward</p> |
| <u>Item 05 - Action tracker</u> | |
| <ol style="list-style-type: none"> Data for infographic is in draft format for editing and will be ready for publication soon JF recommended the infographic be shared with an individual who is not aware of what's going on to see if they understand it There is no progress on the data membership action point, as this has been deprioritised, due to dependency on student groups, their timetables and scheduling issues. AD confirmed article was published about Brexit. AL added since the article College has improved their communication around Brexit and the issue is now resolved. | <p>KL to confirm date of publication in next meeting. JM to organise this</p> <p>KL to look at where this falls on the forward agenda and carry out rescoping exercise</p> |
| <u>Item 06 - Leadership Elections 2019</u> | |
| <ol style="list-style-type: none"> Elections are complete, and the target was met KL summarised the paper by highlighting the focus would be on outcomes against identified KPI's JF congratulated KL and her team on running a successful election. KL advised the voting period was shortened in 2019 however they were still able to produce the results compared to 2018. RN recommended KL include questions on the changes to the 2019 election in the survey to find out the student's experience. AD questioned whether they have plans to include the media groups in elections going forward and KL confirmed this was their intention. AD recommended they work closely with the new head of ICTV and IC Radio to ensure additional support is | |

recruited as without their commitment and time the succession rate for elections will be low.

8. MD asked whether KL looked at the campus breakdown regarding the measures for diversity of candidates.
9. KL responded the information is available however it would be good to carry out a drill down to see who is.

Item 07 – Student Experience Survey

1. JM advised the student experience survey was reviewed for the 2019 elections.
2. A big marketing campaign was introduced which has been the most successful to date with 27% of eligible students completing the survey.
3. JM is currently analysing the data to ensure going forward they can identify key factors such as year groups, campuses and various demographic breakdowns available.
4. The college results have remained in the same format this year as its being trialed however actions plans have been generated to highlight what will be done despite the survey data.
5. With the introduction of office 365 tools they were able to build a tool which links directly into teams giving all staff members access to the data.
6. The main aim of this tool will be to collect appropriate and relevant data to identify groups which need to be targeted.
7. JM also highlighted some outcomes of the student experience survey will help to shape the top 5-10 projects the Union will work on in upcoming years and its also been agreed within college that a part of the Presidents fund will go towards funding these projects.
8. JF commented this is now a comprehensive and meaningful survey which we must continue to use going forward however the focus should be on the next steps for example; timetable, how it will be rolled out or used and highlights and lowlights and how it will help to shape our organisation.
9. MW asked whether there is any scope for the tool to be applied to other surveys
10. JM responded there is scope however the issue would be the training around using it.

Item 08 – Managing College Relationships

1. JOH highlighted a relationship mapping exercise was concluded 18 months ago which highlighted where both officer and staff relationships with college were and whether it was healthy or where there was a risk.

2. JOH added this has not progressed however they have recently started mapping where officers fit in terms of committees.
3. They have also started work around a joint strategy building as both the College and Union strategies are due for renewal some time next year.
4. JOH added the 13th May has been identified as a key date where both a sub set of board and leadership will be able to discuss this strategy and plug in the relationship mapping exercise.
5. JF responded it would be worth knowing the individuals who have a working relationship with specific people and when they were last seen as this contributes to good CRM.
6. LB recommended the use of a simple traffic light scoring system where you can use different colours or codes to flag issues and highlight current working relationships.
7. JF suggested JOH have this ready for September when the new officers arrive.

ASO to add Managing College Relationships to the forward agenda once a year.

JOH to have this ready no later than 1st August

Item 09 – 18/19 Impact

1. KL reported the impact report was published in June 2018 after a 2-year hiatus and further highlighted in previous years this was published termly and annually however it was decided there would firstly be an annual publication which will be supported by ongoing achievement communication with members.
2. KL outlined her proposed approach for the year highlighting the different audiences the publication serves, the aims for each audiences and types of communication.
3. MW queried whether the end of June would be the appropriate time to do the publication as this is when most of the undergraduates leave for the year
4. KL responded it is not the perfect time however if the information is published earlier Term 3's information would not be included and finding the right balance is key.
5. AD asked whether it would be worth printing twice in a year to allow for returning students to see the information
6. KL advised the digital aspect would be better as returning students passively engage.

Item 10 – PG Engagement

1. KL summarised the paper by highlighting they would be reviewing the actions being taken to increase PG engagement through communication.
2. RN raised the point that having more PG's involved in the Union would help to promote PG engagement

3. KL responded the focus would be to find the PG language
4. AD suggested it be good to liaise with Marketing GSU as this would help us to identify their language
5. JF highlighted understanding what they want is the key issue and will aid in decision making and suggested we use it as a starter for JM tool.

Item 11 – Comms discussion

1. KL summarised the paper by highlighting the updates made in different communications strands.

Item 14 - AOB

1. No other business raised.

