



**Imperial College Union Governance Committee
17 September 2019**

AGENDA ITEM NO.	6
TITLE	Annual Work Plan for Communications Committee 19/20
AUTHOR	Keriann Lee, Head of Student Voice & Communications
EXECUTIVE SUMMARY	An outline of the major items the Communications Committee will consider as part of its schedule for the year in fulfilment of its Terms of Reference
PURPOSE	To agree the annual schedule of work in conjunction with the Terms of Reference
DECISION/ACTION REQUIRED	Approval

Main Agenda Items	Work Plan	Meetings	TOR
Communications Strategy	Present outline of Strategy	September	To annually review the union's key communications messages.
	Present final Strategy and review roll-out plans	November	
	Review delivery and progress	Jan, Apr	
	Review metrics	Jun	
OT & Trustee Communications	Review plans	September	To approve the Union's strategic approach to communicating the role of Officer Trustees and raising the awareness of them amongst the membership
	Review progress and delivery	November	
	Review progress	Jan, April,	
	Review metrics	June	
Reports	Review approach to Annual Report	September	To annually review the Union's strategic approach to printing documents such as start-of session handbooks, Impact Reports and Annual Reports
	Review final document narrative	November	
	Review Impact report plan	April	
	Review Impact Report	June	
Communications Campaigns	Review Social Enterprise Plans	September	To review the impact and outcomes of conducted campaigns
	Review Autumn Elections outcomes	November	
	Review Autumn Elections outcomes	November	
	Review Leadership Elections outcomes	April	

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Student Experience Survey	Review Survey Objectives and approach to questions	April	To receive results and analysis from surveys detailing information on the Union
	Review Survey outcomes	June	
Website	Review Web changes and further needs	June	To receive an annual review of the Union's website and associated recommendations for improvements and changes.
Brand	See Communications Strategy	See Communications Strategy	To approve the Union's brand and brand guidelines, advising the Board of Trustees of any changes that may be necessary
Social Media	See Communications Strategy	See Communications Strategy	To agree the Union's strategic approach to Social Media, including reviewing the Social Media strategy
Other	Felix Plans/Updates	September, as required	Other decisions as delegated by the Board of Trustees.
	Review plans to complete Stakeholder Management Map	Sept	
	Review progress of stakeholder relationships management	January	

	Internal communications plan	September	
	Internal communications progress	As required	