



**Board of Trustees
One-Page Summary**

AGENDA ITEM NO.	14
TITLE	Campaigns & Communications Committee
AUTHOR	Alex Mckee
EXECUTIVE SUMMARY	It is proposed that the Board of Trustees form a new sub-committee focusing on the Union's approach to campaigning and communicating to its membership.
PURPOSE	The committee would provide a formal forum for discussion and decision making for important processes that have traditionally not been discussed at Board level. It would ensure that we regularly review our approach to how we communicate with our membership as well as the effectiveness of our campaigning as well as making decision making in these areas transparent to our membership.
RISK IMPLICATIONS	None
FINANCIAL IMPLICATIONS	None
LEGAL REVIEW REQUIRED?	No
DECISION/ACTION REQUIRED	<ul style="list-style-type: none"> • To approve the formation of the Campaigns & Communication Committee. • To appoint the Chair and membership of the Committee.

Campaigns & Communications Committee

1 Background

1.1 Sub-committees of the Board of Trustees have been introduced over the last four years to enable a high level of specialised scrutiny and decision making, whilst still maintaining Board level oversight of important aspects of Imperial College Union.

1.2 There are currently three Board sub-committees:

- Finance & Risk
- Appointments & Remuneration
- Governance

1.3 Each committee is made up of 4-6 members of the Board of Trustees including one External Trustee and one Student Trustee. Members are appointed by the Chair of the Board of Trustees.

2 Areas of focus

2.1 The Campaigns & Communications Committee would have delegated responsibility for how the Union communicates with its membership including the Union website, social media and printed documents such as Annual and Impact Reports.

2.1.1 Currently decisions are made in these areas through informal discussions between staff and Officer Trustees.

2.1.2 The Union's approach to communicating with our membership is not regularly reviewed to ensure it is effective.

2.2 The committee would also have delegated responsibility for reviewing how the Union supports campaigns, how they are approved and how we measure their impact and success.

2.2.1 Supporting student-led campaigns is a fast growing area for the Union over the last few years and a area of strategic focus for the future.

2.2.2 Currently there is no formal process for reviewing how campaigns are approved and their impact measured.

2.2.3 The committee would not be responsible for approving campaigns, instead the process by which they are approved.

3 Terms of Reference

3.1 Attached as an Appendix

4 Benefits

4.1 The committee would be an important forum for discussion, ensuring important decisions around how we communicate to our members are made in a majority student committee. With new Officer Trustees leading the Union each year this would also be a way to ensure each new team get the chance to input on their experiences of how the Union communicates and ideas on how to improve.

4.2 The Union would benefit from having a considered, strategic and agreed approach to many processes that will enable give staff clear guidance and direction.

4.3 It is important to build in regular reviews into processes such as our Impact Reports, communications strategy enable us to ensure they continue to be effective and relevant.

4.4 Being able to draw upon the experience of Lay Trustees, particularly on how we communicate, is invaluable to staff and officers alike.

4.5 The formation of the committee would make our decision making in these areas transparent with agenda items, decisions and minutes published for our membership to see.

Appendix

Campaigns & Communications Committee Terms of Reference

Membership

The committee shall be appointed in accordance with the Constitution, by the Board of Trustees Chair and shall contain up to six members, including one External Trustee and one Student Trustee.

The President and Head of Student Voice & Communications are ordinarily expected to attend and report to meetings of the committee.

Purpose

The Campaigns & Communications Committee has delegated responsibility on behalf of the Board of Trustees, for the Union's overall communication strategy. Specifically, it has responsibility for ensuring that the Union regularly reviews its approach to how it communicates with its membership, including the Union website, social media and printed documents such as our Impact Reports and Annual Report. It also is responsible for reviewing how we support campaigns, both Union and student-led, how they are approved and how we measure their impact and success. The committee would not be responsible for approving campaigns, instead the process by which they are approved.

Remit

1. To annually review the Union's strategic approach to the approval and support of student-led campaigns
2. To review the impact and outcomes of conducted campaigns
3. To receive an annual review of the Union's website and associated recommendations for improvements and changes
4. To agree the Union's strategic approach to Social Media, including reviewing the Social Media strategy
5. To annually review the Union's strategic approach to printing documents such as start-of-session handbooks, Impact Reports and Annual Reports
6. To approve the Union's strategic approach to communicating the role of Officer Trustees and raising the awareness of them amongst the membership
7. To approve the Union's brand and brand guidelines, advising the Board of Trustees of any changes that may be necessary
8. To annually review the Union's Key Communication Messages
9. To receive results and analysis from Union run surveys such as the Student Experience Survey and Union Survey
10. Other decisions as delegated by the Board of Trustees

Indicative Annual Work Plan

June

Union Website Content and Audience Audit
Review of the Union's printed materials
Campaign Outcomes Review

September

Communicating the Role of Officer Trustees
Review the Union's approach to approving student-led campaigns
Elections Communications Review

December

Review of the Union's Key Communication Messages
Social Media Review
Campaigns Update

March

Brand Guidelines Update
Campaigns Update
Union Survey Report and Action Plans