

Officer Trustee Communication

1. Background

- 1.1. Last year, Communications Committee discussed Officer Trustee communication, exploring a strategic approach to engaging our members regarding the priorities, achievements and roles of our most senior elected officers.
- 1.2. The papers for this discussion can be found [here](#).
- 1.3. In brief, the paper recommended that a discrete communication plan for Officer Trustees be generated each year, to include team and individual messages.
- 1.4. This year, team and individual priorities were clearly established at the start of the year, and are still continuously used by Officer Trustees and the staff teams they work with to plan their activities. However, there is still room for improvement in how they are communicated to stakeholders such as our members, College leadership, and our own staff.

2. Present situation

- 2.1. The link between the profile and reputation of our student leaders, their success and satisfaction, and the participation of our members in our democracy, is well-established.
- 2.2. The Officer Trustees have been interviewed, either in person or via email, to understand their messaging preferences and priorities, using the same method and questions as last year.
- 2.3. Identified priorities include:
 - 2.3.1. Generating and launching dedicated web pages for each Officer Trustee
 - 2.3.2. Supporting each Officer Trustee to produce more blogs and social media content
 - 2.3.3. Developing our ability to turn around a brief online video from idea to delivery within one or two working days

3. Proposal

- 3.1. The actions arising from engagement with Officer Trustees is incorporated into the collated implementation plan as distributed to the Committee.
- 3.2. That I lead a focused project involving Marketing and Systems to develop and launch static and transitory online content for each Officer Trustee by early January, developed in line with their own preferences for personal qualities, priorities, and achievements.
- 3.3. That this project dovetail into the wider Elections communications plan as well as the Democracy development communication also discussed by this committee.

4. Recommendations

- 4.1. That Communications Committee discuss and approve the above proposal.
- 4.2. That Communications Committee discuss potential methods for raising awareness of Officer Trustee achievements and roles.
- 4.3. That Communications Committee discuss how to evaluate the success of Officer Trustee communication.