



## COMMUNICATIONS COMMITTEE

The fifth ordinary meeting of the Communications Committee for the 2017/18 session, was held on Thursday 28 June 2018 in Meeting Room 6, Beit Quad at 1:30pm.

## Unconfirmed minutes

Present:	Jill Finney (JF) Alex 'Chippy' Compton (AC) Jarlath O'Hara (JOH) Fred Fyles (FF) Nicholas Burstow (NB) Owen Heaney (OH) Matthew Blackett (MB) Keriann Lee (KL)	Lay Trustee/Communications Chair Union President Managing Director Felix Editor Deputy President (Education) Council Chair Deputy President (Finance & Services) Marketing and Communications Manager
In Attendance:	Jomana Al Ahmad (JA) (Clerk)	Administration Support Manager
Apologies:	Lingru Zheng (LZ) Andrew Keenan (AK)	Student Trustee Head of Student Voice & Experience

<b><u>Item 1 Welcome</u></b>	<b>Action</b>
1. The Chair welcomed the group to the fifth meeting of the 2017/2018 year.	
<b><u>Item 2 Conflicts of interest declaration</u></b>	
1. No conflicts of interest declared.	
<b><u>Item 03 - Item Apologies</u></b>	
1. Lingru Zheng and Andrew Keenan	
<b><u>Item 04 – To consider the Minutes from 24<sup>th</sup> April 2018</u></b>	
1. The Minutes were confirmed as an accurate record of the meeting held on 24 <sup>th</sup> April 2018	
<b><u>Item 05 – Action Tracker</u></b>	
1. Infographic update: MB provided an update on the progress of the Infographic, he mentioned that he received a set of data from the Finance Manager at the Union, however, the format of the data was not as he expected. MB explained that the data is broken down in detail but not grouped by directorate as needed	
2. MB asked the Committee if they are happy for him to go ahead with producing an infographic with this set of data, provided that a different set is required for future infographics or if he should ask for a new set? The Committee agreed that if the finance	

<p>team are able to provide a new set within a short time period, i.e. 3 working days then he should ask for a new set and request the missing information, such as the grants to clubs figures</p> <ol style="list-style-type: none"> <li>3. NB pointed out that it is better to ensure that an infographic is produced this year even if it is not the perfect format, ACC requested for the data to be broken down by team as this is more student friendly. JF added that the main message from the infographic is: to show how income is generated within the Union, and how it is being spent on students</li> <li>4. MB clarified that the infographic will be published on the Union website, and an agreed timeline for publication was before handover on 16<sup>th</sup> July</li> <li>5. Social Media: JF enquired about whether a social media plan for OT communications has been included in the SMP, KL clarified that social media training is included in OT handover, JF asked for scheduled dates for blogs etc should also be added to the SMP to set the expectation from OTs</li> <li>6. Student survey: JOH updated the Committee that information has been circulated to certain teams about how the results relate to them, furthermore, Board are discussing the Business Plan and the relevant measures of satisfaction and perception so continuation of this discussion is encouraged there.</li> <li>7. Data analysis: JOH provided an update that an aspect of this project is included in the SMP. JF pointed out that this project is about understanding membership and it should also still be a standalone project</li> <li>8. Impact report: JOH updated the Committee that the Union is committed to completing the impact report before the year end</li> <li>9. Autumn elections: JF pointed out that since the HoSVC is currently out of office, the responsibility for this action needs to be transferred as it is very crucial to ensure that it is being covered, JOH confirmed that he will circulate an update via email on who will be handling this task in the HoSVC's absence</li> <li>10. NB pointed out that since no progress has been made on the internal Communications group, this should be re-added to the action tracker, JF agreed with this request.</li> </ol> <p><b><u>Item 06 – Strategic Marking Plan</u></b></p> <ol style="list-style-type: none"> <li>1. KL provided an update of the SMP by presenting an outline of the Communications plan. A situation analysis was carried out by compiling a survey to gather student perception of the Union. To date, 185 responses to the survey were received. The</li> </ol>	<p><b>MB to produce and publish an infographic by 16<sup>th</sup> July 2018</b></p> <p><b>KL to include a social media plan into the SMP</b></p> <p><b>Autumn elections timetable responsibility to be clarified by JOH via an online update</b></p> <p><b>JA to re-add internal Comms on action tracker</b></p>
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<p>general theme appear to show that the Union Values are not easily recognised.</p> <ol style="list-style-type: none"> <li>2. KL added that 82% of the responses to the survey were undergraduates and responses are not grouped by discipline</li> <li>3. JF requested the circulation of results via email</li> <li>4. KL mentioned that a key focus of the plan is to showcase the Unions Values and incorporate them into messaging in a strategic way</li> <li>5. KL pointed out that approx. 300 responses are to be gathered before key themes are extracted from the results, JF added that the mix of responses is very important i.e. Undergraduate vs Post graduate</li> <li>6. NB enquired about the reason for the number 300, KL responded that this figure will allow us to have a snapshot of the general perception but it is not representative, she added that the working group will rely heavily on demographic data, for example, to know whether the communications should be tailored towards domestic vs international students etc. JOH also pointed out that this survey will allow us to gather information on the obvious issues which the Union should begin tackling</li> <li>7. JOH and ACC mentioned that to ensure that we achieve a realistic number, 300 responses are to be gathered, as this is a quieter time of year, the committee confirmed that they are happy with this number of responses based on the objectives mentioned</li> <li>8. KL also mentioned that PG engagement is also included in the Plan, JF pointed out that the dedicated working group on PG engagement should cover this aspect of the plan to avoid duplication of work</li> <li>9. KL added that the key measure for success is higher engagement of students across the Union. KL also mentioned that brand identity is a separate and ongoing piece of work to the SMP</li> <li>10. JF enquired about the timescales and KL responded that this SMP will be written out in detail over the next two weeks. JF added that this should include a calendar of communications throughout the year</li> <li>11. JF enquired whether the Union has the right organisational structure to allow the SMP to operate, JOH responded that the Infrastructure and project management around the SMP may require some work, however, staffing structure is not prohibitive to this developing</li> </ol> <p><b><u>Item 07 – Wellbeing Representation Network</u></b></p> <ol style="list-style-type: none"> <li>1. JOH updated the Committee that a meeting was held with the vice President of Communications and Public Affairs and Director of Communications at College to discuss external communications</li> </ol>	<p><b>KL to circulate survey responses to Committee via email</b></p>
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<ol style="list-style-type: none"> <li>2. The outcome was that College was reluctant about writing external communications or articles on social media on the work being done by Fintan O’Conner on the wellbeing, however the Union can approach external media themselves and go ahead with this if they wish to do so</li> <li>3. ACC mentioned that a response letter to an article which talks about wellbeing and mental health may be an easier option, the Committee agreed that this is much more feasible, JOH and NB will take responsibility of this to ensure there is oversight by an Officer</li> <li>4. NB suggested that the Union must dedicate a working group who will take responsibility of similar types of communications in the future</li> </ol>	<p><b>JOH and NB to form the bulk of a response letter on wellbeing representation work in the Union</b></p>
<p><b><u>Item 08 – Felix Review</u></b></p> <ol style="list-style-type: none"> <li>1. FF presented the current status of the Review by mentioning that the progress has stalled since the last Communications Committee and asked the Committee to advise on the next steps regarding the review</li> <li>2. FF gave a brief update that the Felix budget and updated Felix policy is to be approved by Board on 28<sup>th</sup> June. He added that in terms of handover, general content guidelines were written and FF will write a brief handover document for AD with a target of completion by mid-July 2018.</li> <li>3. FF added that he has liaised with Emilie Helsen to ensure a finalised timetable for handover and discuss which sessions AD should be attending, most importantly, sessions on how OTs interact with SABBs</li> <li>4. With regards to the Felix Review, FF recommends stopping it for this year as it has been 3 years since the project began. ACC recommended reviewing a specific aspect every year, JF agreed and requested that JOH and AD identify what needs to be reviewed every year or if they wish to focus on recommendations written by FF this year.</li> <li>5. FF pointed out that he has included the defamation code of practice, which is a 10+ year old document as an appendix and he recommended updating it due to the old terminology. JF recommended that FF discuss and update this document with ACC and OH</li> <li>6. FF presented his recommendations paper by mentioning the main outline for each recommendation and the action point to be taken.</li> <li>7. JF stressed the importance of ensuring the all the recommendations suggested are discussed and handed over to AD with a plan of action for next year.</li> <li>8. NB suggested rewording the lack of advertisements section to point out the low number</li> </ol>	<p><b>JOH and AD to discuss a Felix review plan and update the Committee in the next meeting</b></p> <p><b>FF to update the defamation code of practice with ACC and OH</b></p> <p><b>FF to formally hand over his recommendations to AD and ensure that outstanding tasks for FF</b></p>

