



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) Alejandro Luy (AL) James Medler (JM) Rebecca Neil (RN) Madina Wane (MW)	Lay Trustee/Communications Chair Deputy President (Education) Deputy President (Clubs and Societies) Deputy President (Welfare) Student Trustee
In attendance:	Jomana Al Ahmad (JA) (Clerk) Andrew Djaba (AD) Kerriann Lee (KL)	Admin Support Officer Felix Editor Head of Student Voice and Communications
Apologies:	Jarlath O'Hara (JOH) Hafiza Irshad (HI)	Managing Director Student Trustee

<p><u>Item 1 Welcome and Chairs Business</u></p> <p>1. The Chair welcome the Committee members to the third Communications Committee meeting of the AY 18/19.</p> <p><u>Item 2 Conflicts of interest declaration</u></p> <p>1. No conflicts of interest declared.</p> <p><u>Item 03 - Item Apologies</u></p>	<p><u>Actions</u></p>
---	------------------------------

1. Hafiza Irshad
2. Jarlath O'Hara

Item 04 – To consider the Minutes from 6th November 2018

1. MW requested clarifying the name change of 'Freshers Fair' in Item 07, additionally, changing 'all departments' to 'some departments'.
2. JF requested adding page numbers to the meeting minutes
3. Subject to the above amendments, the Minutes were confirmed as an accurate record of the meeting held on 6th Nov 2018.

Item 05 - Action tracker

1. JA to add the PGR roles timeline action to the Governance Committee Agenda
2. JF asked BN to follow-up with CC regarding the infographic action point to ensure that it is on track for completion this year
3. There is no progress on the data membership action point, however, KL will be contacting societies to explore their potential input in this area
4. KL updated the committee that the GSU currently do not have a structure in place to improve the way they work, and they are understaffed. The short term aim is to encourage them to improve communication with their members,
5. A GSU restructure was passed at Council recently and this hopes to improve the staffing issues that have been ongoing
6. KL added that a key target is to decide on a standard for all CUs as the way they work currently is inconsistent, and GDPR needs to be factored into future communication plans
7. JF raised the questions on whether we need to set a trajectory for PG comms for next year, as we need clarity about the current status of the progress made and what the plan will be going forward
8. BN agreed that there is a need to understand what progress have been made and how it will continue for the next few years, MW added that this will help us identify the gaps in this area more clearly
9. JF requested that RT submits a summary paper on the status and trajectory for PG comms during next Board's meeting in February

Item 06 - Leadership Elections 2019

1. KL summarised the paper by highlighting the fact that it outlines the proposed changes to the management of

JA to update Action Tracker

RT to submit a summary paper on the status and future plans regarding PG Comms

this year's Leadership Elections, based on the LE18 review.

2. KL asked the committee for comments and for approval of the actions outlined in addressing the issues highlighted in the LE18 review
3. KL added that the main finding last year is that there was insufficient separation between responsibility and accountability, to address this, a RACI matrix was compiled this year to clarify accountability, and each roles in the LE working group has specific responsibilities. Additionally, the HoSVC role was given the main responsibility of managing the project, and an admin support role was added this year for additional support.
4. KL pointed out that since the marketing manager role is vacant at the moment, the HoSVC will take the responsibility of this role, however, since there is increased capacity in the marketing team with two additional marketing coordinators, and they will help alleviate some of the pressure from the HoSVC.
5. AL suggested sharing the RACI matrix with all staff to promote best practices
6. JM raised a concern about the lack of SABBs involvement with decisions around elections, which is problematic as SABBs usually get the blame if things go wrong. BN agreed that the student body's perception is that OTs run elections
7. KL responded: that the challenge is that whilst its important to have student oversight and OTs can particularly bring positive contribution from a candidate perspective, SABBs may be potential candidates which results in a conflict of interest. Therefore, the current process ensures maintained confidence from the general public about the integrity of the process, especially when it comes to dealing with complaints
8. KL added that the working group primarily focuses on the elections operational processes and admin, however they do not make decisions without the approval of the Governance Committee and Board
9. KL mentioned that RT is a Co-Chair within the working group at the moment, additionally project updates and progress of the working group are delivered to the Governance Committee, which ensures OT oversight on decisions
10. JF asked about the specific areas in the elections which lack student representation, BN responded that she would be more comfortable if she understands the process and can answer questions
11. JF enquired about whether there any issues that were raised last year which are not covered this year?

KL to share RACI matrix with all staff to promote best practice

12. AL responded that a lot of the issues last year have been covered, however he believes that there should be an OT representative during every working group meeting
13. KL clarified that in terms of the elections timelines, the timeline was revised and decided by the Governance Committee last year, and since there was pushback from the working group regarding the new timelines, the Governance Committee was consulted again
14. JF mentioned that the Committee needs to decide on a process for successive years, and OTs need assurance that there is enough student oversight to ensure things do not go wrong as they did in the past
15. KL responded that she can share the minutes from all the working group meetings together with the RACI matrix, additionally, in the future, if RT cannot make the meeting another OT should cover the absence
16. AL raised a question about the work on non-South Kensington outreach, KL responded that the aim is to engage more PG students and having physical more presence in other sites and sharing marketing material
17. AL asked for clarity on the communication strategy point in the paper, KL responded that the aim is to centralise the management of communications via the email channel, and to take into account the smaller targeted communication channels as well as the main channel to limit the number of emails being sent
18. AL raised a question regarding the role of the HoSVC in elections, and asked if there is a possibility to introduce an interim role for the marketing manager position for 2 months to reduce the responsibilities on the HoSVC role
19. JF agreed that this is a fair challenge and asked KL to provide assurance that the current resource is adequate to take on the two responsibilities
20. JF raised a question based on other feedback from Fred's paper last year, that there is no clarity in terms of success measures as none of the success metrics are quantified
21. KL responded that she will make the specific metrics clearer similar to the Autumn elections, she added that some measures include the absence of some types of complaints
22. BN Enquired about whether it is possible to gather other metrics such as how long students spend on a page before they vote for a person to understand how well informed voters are about the candidates before voting

KL to reassure the Committee that the current resource is adequate for the HoSVC to take on the role of the marketing manager

KL to add clearer success measure for LE19

JA to roll over agenda point to the next Committee meeting

Item 07 - Managing College Relationships

1. This agenda point will be rolled over to the next meeting due to JOH's absence
2. JF clarified that an essential part of a stakeholder management plan is having a plan for communications: this includes how we capture knowledge and share it, especially that many OTs/staff have very important relationships with Senior College staff

Item 08 – Impact Report

1. KL reported to the committee that the Impact report was reintroduced last year to publish the key successes of the Union, however, she would like the Committee to suggest ideas on how we want to talk about our impact as an organisation this year.
2. KL also asked if there is a recommendation to publish an impact report once or twice a year, and if we should move to making it a digital campaign and target it to students as well as College.
3. JM responded that he supports the idea of turning it into a digital report, and suggested presenting achievements into bitesize information, a media campaign would also be useful
4. AL suggested that it should be done once a year consistently first, AL added that this ties with our College Relationships and how we want to define the document, for example, OTs interact with College staff who would find it useful to know what the Union does through such a report
5. BN added that it would be good to also target it to students and for them to feel that they are a part of the achievements
6. AD mentioned that a media campaign that talks about the Unions achievements is important, however, what is the aim of this specific report? And can this be done through a different medium?
7. JF added that we must think about how the Union should communicate its achievements to Senior College staff, students and external people and what communication model should be used, and whether it should be static or dynamic
8. AL commented that membership should be involved and informed continuously , so do may not need a static report for students
9. Other than OTs communicating their achievements on a regular basis, it should be done by the Union as a whole
10. JM responded that a yearly report is still important as a celebration and advertisement piece
11. JF asked if it should be done around elections to raise more interest in running for positions?

12. AD suggested framing the report as an overall achievement of the Union so that it does not provide unfair advantage of people re-running for elections
13. AL suggested publishing a video rather than a report, KL responded that this is a good idea however it is more costly
14. JF concluded that there is a need to communicate the successes of the Union on a regular basis and there is also a need for a summary communications piece at one point of the year. Additionally, the Committee agrees that the ongoing comms should be digital
15. Finally, we should think about the output of the successes of the Union in the elections material to have better informed candidates

Item 09 – Internal Communications

1. KL updated the Committee that due to the size and nature of organisation, the focus has turned into improving engagement rather than internal communications,
2. So far weekly meetings with SMT have been organised to communicate the work of Senior Management, JM enquired about whether there is a plan to engage coordinators and administrators
3. KL responded that structures are being put in place to allow for better engagement to all levels within the organisation
4. JF enquired about whether there is alignment in terms of deliverables from the Senior Manager level to all directorate staff, and whether we need to find a more efficient way for better communication to the individual in the organisation
5. Additionally, JOH should brief OTs directly from SMG, and timeliness and agreed content is key
6. KL responded that we need a proper diagnosis of the main issue, JF agreed and added that we need a more response that addresses immediate issues
7. JF added that the second main piece of work is about aligning the work in the organisation more effectively
8. JF suggested holding regular townhall meetings, which creates a space for dialogue and an opportunity to challenge Senior Management, this has to be consistent and become a regular feature of the organisation
9. KL responded that the work alignment piece of work has started and will start to take shape over the next few months
10. BN enquired about how we should measure the success of this? do need more staff surveys?

KL to update the committee next meeting on the plan for communicating the successes of the Union

KL to provide SMG feedback regarding the Committees suggestions on Internal

11. JF added that there must be a culture where communication is not only the role of the HoSVC, whilst the HoSVC owns the infrastructure of communications, all staff are responsible
12. KL will take the Committee feedback to SMG, and will aim to highlight the gap between SMG and OTs comms. Feedback and actions will be shared with the Committee in the next meeting

Item 10 - OT communications

1. BN updated the Committee that OTs are all doing their own thing in terms of communicating their work to the student body, and would still like to request more guidance on what OTs should be doing more of
2. AL responded that he uses twitter and wrote a Felix article so far, however he could be doing more, he added that many OTs are in direct contact with volunteer groups who are more informed about the work of some OTs. JM added that he has written blog posts however he is not very confident in this aspect, he added that an article will be issued soon regarding the achievements in the Sports Hub area
3. AL mentioned that there is an issue where OTs are not being held to account in terms of communicating their work or achievements, particularly by Council
4. AD commented that OTs should definitely be doing more in terms of communicating their achievements
5. KL suggested using the experience of the two new Marketing Coordinators, to assist OTs in posting more regular updates
6. KL recommended that OTs put trust in the coordinators and loosen the control in terms of what content should be shared
7. JF agreed that there's a risk that control will result in lack of understanding from the student body about the work of OTs
8. MW commented that she does not share anything in terms of her role as student trustee as there is no medium to allow student trustees to do so
9. JF responded that this is something that the Union must address
10. MW added that this results in lack of understanding by applicants/candidates in terms of what these roles entail
11. MW added that the tone of communication may also encourage people to provide feedback, such as phrasing posts as questions
12. JM pointed out that this is currently not prioritised by some OTs as communicating is time consuming, and it is also stressful as putting the inappropriately phrased information may result in backlash

Communications/engagement next meeting

OTs to approach Marketing Coordinators regarding posting regular updates about their work on social media

13. KL responded that the fear factor is understandable, however it is important to trust the coordinators who are experienced and suggested running the posts by them to double check appropriateness
14. AD mentioned that it is a culture issue as staff within the Union do not communicate their successes which causes OTs to do the same
15. JF recommended to begin sharing more information by passing it through to marketing colleagues at the start, until OTs become confident in doing so independently

Item 11 - AOB

1. JM updated the committee that the student experience survey has had the largest response ever and will be closing on Monday
2. The communications in Felix has been effective and KL will ensure that the Marketing coordinators can help with a final push on advertising the survey
3. JF added that it is important for the Union to push for a 100% target on the staff survey
4. MW highlighted the lack of Brexit communications to EU students and the staff centered communications by College as an issue
5. MW approached JOH and JF to raise this concern and JOH has taken an action to approach College regarding this, no communications have been shared with students yet
6. JF mentioned that the Union may need to communicate updates regarding Brexit and potentially put pressure on College to address students as well as staff
7. AL pointed out that College have been directing everyone to the Brexit updates page as it contains the latest news, JF suggested having another article in Felix to sign post students to the webpage and for the Union to share it with membership
8. MW will follow up with JOH regarding any progress and update the Committee next meeting
9. KL mentioned that College are going to launch an all students comms email and have involved the Union in giving a direction about the content that should be shared

AD to publish another article in Felix to sign post students to the Brexit updates webpage

