



Imperial College Union Communications Committee
29 January 2019

AGENDA ITEM NO.	8
TITLE	18/19 Impact Report
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EXECUTIVE SUMMARY	The Impact Report was produced in June 2018 after a two-year absence. The timetable for its publications has varied in previous years with two being published in some years, and only one in others. With only one budgeted for 18/19 and Term 1 already past, only an annual Impact report is now possible for this year. However, there are advantages to highlighting Union achievements by term and a decision needs to be made for subsequent years, so this can be budgeted. It's proposed that the Union publishes this report annually since it's less onerous, will reduce the likelihood of it being dropped due to constraints, and might prove more impactful.
PURPOSE	For the committee to review the proposed approach and publication timetable for the 18/19 Impact Report and subsequent publications.
DECISION/ACTION REQUIRED	Review and approve an approach and timetable for the Union's Impact Report.

Introduction

Impact Reports are an opportunity to inform members, College, staff and the wider public about the positive effects of Union programmes. Highlighting our achievements allows members to see the link between activities and the outcomes which have an impact on their experience. These reports can also be motivational for staff and have a positive effect on reputation with partners such as College.

Background

The Impact Report was reintroduced at the end of 2017/18 after a two-year absence. The last publication was 2015/16, when the two were produced biannually. However, in the preceding years, the approach varied with regard to whether the publication was biannual

or annual.

Recommendation:

That the Union follow the proposed approach for 2018/19 and subsequent years:

- **Produce an annual Impact Report**

Only one Impact Report was budgeted for 2018/19 and the opportunity to do biannual copies has passed. However, there is the option to vary the approach going forward. Below are some of the relative merits and disadvantages of each approach:

Biannual:

- Easier to collate information at shorter intervals
- Encourages more regular collection and recording of metrics
- Requires production during busy periods
- If one is missed, there's a greater likelihood of dropping the other
- More expensive to produce

Annual:

- Less onerous on the production team (production team)
- Less costly
- Possibly more impactful due to rarity, limited somewhat by summer publication

- **Publish before end of term 2**

It's proposed that an Impact Report be produced at the end of Term 2 annually and launched before the last College Day of term. It could also be part of the Welcome communications campaign to ensure it gets attention and serve as a motivation piece for engaging the Union at the start of each year.

- **Print a few copies, but launch a digital campaign**

With no launch event and such a wide distribution of students across campuses, digital publication has the opportunity for greater reach. However, print publications are still appealing. It's therefore proposed that a few copies are printed and distributed in key locations such as Central Library and other high traffic areas. However, content should be lifted for a digital campaign linking back to the entire publication on imperialcollegeunion.org.

Other discussion points:

- How many should be printed?
- Should there be a launch event or piggyback another calendar event?
- What's the most ideal time to publish considering that Summer Ball stats may be left out annually and have less impact a year later?