



**Imperial College Union Communications Committee
27 March 2019**

AGENDA ITEM NO.	9
TITLE	Impact Report Planning 2018/19
AUTHOR	Keriann Lee, Head of Student Voice & Communications
EXECUTIVE SUMMARY	Imperial College Union's Impact Report should be published in Term 3 of 2018/19 with three primary audiences: members, College partners, and Union staff. With slightly different objectives being served with each audience, the tactics for delivering the same information will vary. However, the content will remain true to tradition, which is an outline of Union achievements through use of statistics.
PURPOSE	For the Committee to review the proposed approach to the Impact Report.
DECISION/ACTION REQUIRED	For the committee to note and approve the proposed approach and provide any necessary feedback.

Introduction

The Impact Report is a print publication which demonstrates the Union's value through use of statistics around key areas of activities. It was published in 2018/19 after a two-year hiatus and this committee has agreed that its publication should resume consistently, that it be published annually rather than termly, and that it must be supported by ongoing achievement communications with members.

Below is the proposed approach to Impact communications for 2018/19, outlining the audiences and aims, as well the most effective way of communicating with each group. Dynamic means year round and multi-channel, while static refers to a singular large-scale activity.

Audience	Objectives	Type of Communications	18/19 Tactics	Distribution
Membership	<ul style="list-style-type: none"> - Demonstrate value of engaging with their Union - Encourage further engagement through social proof 	<p>Primarily dynamic (won't necessarily read a report but will engage year round).</p> <p>Static: Less likely to read or have access to the written report but good to have all the content in one place for greater impact and for the record.</p>	<p>Social media campaign in June -----</p> <p>Web card on each major landing page -----</p> <p>Print publication -----</p>	Available in common areas such as Library and other high traffic places
College Partners	<ul style="list-style-type: none"> - Demonstrate value for money - Demonstrate influence with their key audience - Encourage further investment and partnership 	<p>Primarily static: more likely to engage with collated content in one place.</p>	Print publication	For delivery to key stakeholders on the College stakeholder list
Staff	<ul style="list-style-type: none"> - Helps encourage a results driven approach to work and focusing attention on membership impact. - Motivational to see the impact of their work immortalised 	<p>Dynamic through regular internal communications as well as reward & recognition</p> <p>Static through an annual exercise of collating the information in print</p>	<p>Internal success celebrations/ reward and recognition -----</p> <p>Impact Report</p>	All of the above /Town hall focus

Proposed timeline:

- Curate information in early May from individual teams through a marketing coordinator as lead, in the absence of a manager
- Launch digital campaign in June through Marketing Coordinator
- Publication end of June through Head of Student Voice & Communications to create copy from the information and manage publication production in absence of Marketing Manager.
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