



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

AGENDA ITEM NO.	11
TITLE	Summary Paper : - Internal communications - OT & Trustees Communications - Branding
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EXECUTIVE SUMMARY	Internal communications, OT and Trustee communications, and brand communications are all important strands in the Union’s engagement strategy. Incremental but steady progress continues internally to engage staff through town-hall style meetings which are now scheduled once per month, new OTs and Trustees will benefit from earlier engagement in communications, and the brand review continued to be deprioritised with a decision needed on when it should be put back on the Union’s active agenda.
PURPOSE	For the Committee to review updates in the above areas
DECISION/ACTION REQUIRED	To note and provide feedback on the progress of these communication strands.

Introduction

The following represents a summary of the progress in three key strategic areas of communications, namely:

- Regular engagement of permanent staff members
- Ongoing dialogue between OTs, trustees and the general membership
- Review of Union brand communications to ensure it is fit for purpose

Internal Communications

Progress continues in this area following the inaugural staff meeting in Term 1 and the introduction of a weekly manager’s stand-up to share workloads and ensure cross team awareness of projects and core business developments. Another all staff meeting was held on 28 February with the Union’s Leadership Team (SMG + OTs) collectively responsible for the agenda, evident through seating arrangements and the approach to questions from the

floor. Staff expressed appreciation for the united Leadership front and the opportunity to engage. In keeping with discussions from the most recent Communications Committee in which it was decided that all-staff meetings should be more regular and culturally embedded, another such meeting has been scheduled for Thursday 28 March. The intention is to have one per month with varying types of agenda, but loosely based on MD updates and open questions. It's proposed that the meetings be recorded so that staff members not in attendance may be able to access the content.

OTs & Trustee Communications

As OTs continue to engage members with bogs and social media posts, effort is being made to ensure that the incoming team of both OTs and Trustees inherit the necessary infrastructure to engage with the membership early in their new roles. The 2019/20 OTs were featured prominently immediately after the elections in an all students email with just over 8, 000 opens. Onboarding of OTs and Trustees is more structured and coordinated with a communications plan to be shared earlier this year with the team, more support for Trustees and earlier training in communication channels and tools than was possible in 2018.

Branding:

The review of Union branding which comprises its visual assets and equity was deprioritised early in the academic year due to capacity issues. That has not changed as financial constraints, the absence of a marketing manager, and further prioritization exercises make clear that it is not the best use of Union resources in terms of time and people.