

COMMUNICATIONS COMMITTEE

The first ordinary meeting of the Communications Committee for the 2019/20 session, to be held on Tuesday 17th September 2019 in Meeting Room 3, Beit Quad at 2pm

Unconfirmed minutes

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| Present: | Jill Finney (JF)  | Lay Trustee/Communications Chair  |
|  | Abhijay Sood (AS) | Union President |
|   | Thomas Fernandez Debets (TFD) | Deputy President (Clubs and Societies) |
|   | Shervin Sabeghi (SS) | Deputy President (Welfare)  |
|   | Milia Hasbani (MH) | Student Trustee |
|   | JinPo Xiang (JX) | Student Trustee |
| In attendance:  | Angela D’Souza (Clerk) | Administration Support Manager |
|   | Keriann Lee (KL)  | Head of Student Voice and Communications |
|  | Jarlath O’Hara (JOH) | Managing Director |
|  Apologies: | Henry Alman (HA) | Felix Editor |

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| **Item 01 - Welcome and Chairs Business**1. The Chair welcomed the Committee members to the first Communications Committee meeting of the AY 19/20.

 **Item 02 - Conflicts of interest declaration**1. No conflicts of interest declared.

 **Item 03 - Item Apologies** 1. Henry Alman (HA)

**Item 04 - To consider the Minutes from 29th May 2019** 1. JOH pointed out that he is not a member of the committee and, as such, his non-attendance is therefore not technically an ‘apology’ for the meeting.
2. JF enquired when the Student experience Survey goes out to students. AS confirmed this to be the end of September with it closing date set in the second term.
3. KL pointed out that item 1.8 was in fact to be actioned by Becky O’Neil with regards to the student consultation for the new name for Fresher’s fair.
4. KL pointed out that item 1.11-12 was started with the review of the GSU structure by Alejandro Luy.
5. JF asked whether there should be a new working group looking at the entire piece around PG engagement and action someone to feedback to the Communications committee.
6. JOH suggested that once the GSU committee completes its changes in officer positions it may be easier to assign this.
7. The Minutes were confirmed as an accurate record of the meeting held on 29th May 2019 provided the requested corrections are made.

**Item 05 - Action tracker and Forward Agenda**1. KL has changed the number of meetings per year from 6 to 5 to ensure that the discussions remain strategic. This has been reflected on the forward agenda.
2. The Union Finance infographic has been published for 18/19. Fifi Henry, the current DPFS will take over this responsibility.
3. KL pointed out that the re-scoping exercise for membership data formed part of the strategic objectives for this year but needs resources to complete.

**Item 06 - Review ToR and Work Plan**1. SS asked the chair for examples of what was appropriate to discuss at this committee. JF responded with the example of the Union Finance infographic, explaining that this committee’s responsibility would be to discuss the reasons why providing this information mattered not the aesthetics or format of the information provided.
2. The committee reviewed the current membership of the committee. It was agreed that the ToR should state that the membership should contain ‘two or three officer trustees’ without mentioning specific OTs with an additional statement to be included to say ‘The following will be invited ‘Felix Editor and Head of SVC’
3. JF requested that the annual work plan comes with the forward agenda to every committee meeting

**Item 07 - Annual Report**1. KL proposed that the 18/19 Annual Report be restructured to make it more easily understood and engaging to all members whilst fulfilling its legal function. KL discussed early plans to overhaul how we present the report with more visual representation of financial information. KL asked for guidance on how to approach the major narrative in the main body of the report.
2. JF stressed the importance of creating a more honest, transparent document, stating what our strategic objectives are whilst making it a more interesting read.
3. TFB enquired who reads the document. KL explained it was a public document, available on the website and was necessary to fulfil our legal requirements. It can be circulated to Senior Reps, Council and Board.
4. KL shared approach on proposed plan. Committee made suggestions and approved aims and approach in principle.

**Item 08 - OT and Trustee Communications**1. AS confirmed that the document for OTs will be ready by Friday 20th September and will be circulated to committee by this time. The OT plan and commitment from every OT will be implemented from w/c 23rd September.

**Item 09 - Stakeholder Relationship Management**1. JOH stated that it is critical that this aligns with the projects that we are working on, mapping representation in College and fits into our strategy. It is important that it links in with the projects on how we represent Board and the management of ICU that has long term impact beyond the transient year.
2. SS asked who our stakeholders were and who is responsible for maintaining those relationships.
3. JF made it explicitly clear that this was a pragmatic working document that needed to be completed otherwise the organisation runs the risk of looking disjointed.
4. JOH was asked to anchor the relationship management tool that James Medler had created in the Team channel for Board so that all the OTs could start backfilling it with their contacts and communications.

**Item 10 - Internal Communications**1. JOH noted that it was clear that they have to work harder to be more joined up than it has been. Staff need to know what is happening. There had been some good discussion at the Staff Development Day and there would be feedback presented to PARC on this at the first committee meeting on the 18th September. There were lots of ideas generated that we simply need to begin actioning. JOH made a commitment that he would pull together a list of all the things we would be doing and would circulate this to the Committee by the 27th September.
2. JF commented that the corporate push must come from the Managing Director and the rest was a managerial drive to make it happen.

**Item 11 - Felix Update/ Plans**1. HA not available at this meeting. The first issue of Felix was going out on Friday 20th September.

**Item 12 - Union Communications Strategy**1. KL delivered a PowerPoint presentation of her initial proposition for the strategy for 2019-21. It was intended as an outline for feedback. The final strategy will be a PDF on the website. Six key areas explored:
* Vision
* Strategy
* Objectives
* Plan of action
* Research
* Risks
* Progress
1. TFB commented that the vision was key – students want to feel valued as one community and this needs to be captured.
2. KL explained that she would like to refine the piece and take it to Leadership in its next draft version. Furthermore she pointed out that this strategy is a delayed one so it cannot wait for the next Union Strategy. It will be an interim piece until the new Union Strategy is devised.
3. JF clarified that the Union Strategy is the ‘what’ piece and the Communications Strategy is the ‘how’. There is every merit to continue with this as it’s an infrastructure piece.
4. JF commended the approach so far

**Item 13 - Social Enterprise Marketing Plan**1. KL explained that she doesn’t yet know what effect the recent developments will have on the strategy to be able to approach this from a strategic objective. There is no Commercial plan and Marketing plan that exist as one. The key question is how we deliver budgeted revenue.
2. JOH responded by suggesting that KL meet with JM to decide what is required.

**Item 14 - Any other business**1. None
 | **Action** **Clerk to make the corrections to the meeting minutes****KL to provide update****Clerk to amend ToR****Clerk to include as standard when circulating papers****KL to consider suggestions and make changes to Annual report****AS to circulate OT plan to committee by 20th September****JOH to share James Medler’s working document with JF** **JOH to complete this no later than the middle of October****JOH to anchor the relationship management tool in the general Communications channel for Board in Teams****JOH to circulate list of commitments to committee by the 27th September****Felix Editor to update committee at next meeting****KL to take next draft strategy to the Leadership meeting****KL to circulate presentation to Committee via Teams for feedback****KL to meet with JM to discuss what framing is needed for a tactical approach** |