
Board Meeting

Date of Meeting	Monday 28 October 2024
Paper Title	Communications Update
Agenda Item	11
Paper Number	BM1-F
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

1. Executive Summary

1.1 Communications Update (July-October 2024)

2. Recommendations

2.1 The Board is invited to **note** the communications activities from July – October 2024.

3. Communications Update

3.1 Communications activity has included:

- Start of term [bulletin](#) issued to board members on 9 September 2024.
- Student president introduction [bulletin](#) issued to board members and via social media.
- Regional briefing following June's board meeting prepared and issued for college board members at Glasgow's three colleges.
- Regional communications meeting with college communications managers was hosted on 17 September, with the next meeting scheduled for 29 October.

4. Risk and Compliance Analysis

- 4.1** This strategy mitigates the risk that 'The reputation of the College Sector in Glasgow is damaged as a result of adverse publicity.' (Risk 003)

5. Financial and Resource Analysis

- 5.1** The implementation of this work requires the commitment of staff resources and some additional expenditure.

6. Equalities Implications

- 6.1** There are no equalities implications arising from this report.

7. Learner implications

- 7.1** This strategy contributes to the effective working environment of GCRB and the delivery of the Strategic Plan for the Glasgow college region.
- 7.2** The communications strategy is learner-focused and highlights student support initiatives, activities and opportunities available across the region.