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## Board Meeting

Date of Meeting	Monday 30 October 2023
Paper Title	Communications Update
Agenda Item	18
Paper Number	BM1-J
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

### 1. Executive Summary

#### 1.1 Communications Update (July-October 2023)

### 2. Recommendations

**2.1** The Board is recommended to **note** the communications activities from July – October 2023.

### 3. Communications Update

#### 3.1 Communications activity has included:

- [Board Member Bulletin](#) issued to board members in September 2023, highlighting regional news and activities, college and sector updates and forthcoming plans and meetings.
- Introducing new student presidents [ebulletin](#).
- Worked with GCRB's Project Manager for Environment and Sustainability to organise the Glasgow college region's showcase at the Parliamentary Reception:
  - liaising with departments and communications teams from Glasgow's three colleges and working with the three students representing the region, alongside GCRB;
  - Invited MSPs to invite them to invite the Glasgow college region's showcase in advance of the event;
  - Attended on the evening before preparing and issued [ebulletin](#) to stakeholders, featuring report on the Glasgow college region's showcase, which was sent to stakeholders and issued via social media.
- Regional briefing from June's GCRB board meeting prepared and shared for college board members at Glasgow's three colleges.
- Attended several meetings with stakeholders/partners including Young Enterprise Scotland and Action for Children to discuss forthcoming communications plans and activities for 2023/24.
- Regional communications meetings with college communications managers hosted on 22 June, 24 August and 14 September, with the next meeting planned for 2 November to discuss forthcoming regional and college communications plans.
- Social media content shared highlighting college and stakeholder news, events and activities.

### 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.