
Board Meeting

Date of Meeting	Monday 31 October 2022
Paper Title	Communications Update
Agenda Item	14
Paper Number	BM2-H
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

1. Executive Summary

1.1 Communications Update (July -October 2022)

2. Recommendations

2.1 The Board is recommended to **note** the communications activities from July – October 2022.

3. Communications Update

3.1 Communications activity has included:

- Board Member Briefing issued to board members in [August 2022](#) and [October 2022](#), highlighting regional news and activities, college and sector updates and forthcoming plans and meetings.
- Worked with Project Manager for Environment and Sustainability to submit successful regional proposal for the Parliamentary Showcase event at the Scottish Parliament on 5 October and to organise the Glasgow college region's stall. Worked with three colleges to highlight individual and collaborative work in the region, interviewing students and staff for our video. They discussed the climate emergency, how they are changing their professional and personal behaviours to combat it, and the impact it will have on their future careers. Worked with college communications teams, relevant departments and students to showcase their work at the reception and accompanied the team on the day. The video is being edited for our social media channels.
- Interviewed Glasgow school pupils attending Glasgow's colleges this year for an [ebulletin](#) and [press release](#) highlighting the region's strengthened Foundation Apprenticeship offering. Worked with three colleges and stakeholders, including Skills Development Scotland and Scottish Funding Council, on content plans and key messages. The press release featured in the [Glasgow Times](#) in October 2022.
- Action for Children [press release](#) and [ebulletin](#) issued around the start of term as STAY service enters its fourth year supporting care-experienced learners in the region. The press release featured in the [Glasgow Times](#) in September 2022.
- Social media content issued around the Parliamentary Showcase, Action for Children, Foundation Apprenticeships and shared college messaging and sector communications around World Mental Health Day and start of term activity.
- Communications meeting with Glasgow's three colleges hosted on 23 June, 18 August, 8 September and 29 September to discuss forthcoming regional communications plans. The next meeting is scheduled for 3 November 2022.

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. This is contained within the GCRB operational budget for 2021/22 and a dedicated budget for Marketing and Communications will be allocated for 2022/23 and beyond.

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.