

Board Meeting

Date of Meeting	Monday 27 January 2020
Paper Title	Communications Update (November 2019 – January 2020)
Agenda Item	16
Paper Number	BM2-Q
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

1. Report Purpose

- 1.1** To provide an update in respect of GCRB communications and progress against GCRB's communications strategy, as presented at the October 2019 Board Meeting.

2. Recommendations

- 2.1** The Board is recommended to note the past activity in respect of GCRB communications and the future plans.

3. Communications Activity

- 3.1** From November 2019 to January 2020, Communications Activity has included:

- **Ministerial visit from the Minister for Childcare and Early Years** Maree Todd attended City of Glasgow College on 19 December 2019. The Minister was given an overview of the work being delivered across the region to support the Scottish Government's pledge to expand the provision of free early learning and childcare in 2020. GCRB Chair Janie McCusker outlined the region's progress within her welcome speech and GCRB's [video](#) was presented. Early education and Childcare students and staff from across each college attended the event and presented the region's and students' experiences.
- **GCRB co-hosted an event with First Minister Nicola Sturgeon** at Glasgow Kelvin College on 13 January 2020 for the launch event of the STAY (Support to Assist You) programme. GCRB Chair Janie McCusker addressed the reasons GCRB supported the STAY programme, part of GCRB's [Programme of Action](#), in her speech. The First Minister was presented with an overview of the new service for care-experienced students across Glasgow colleges and West College Scotland and commended GCRB, the colleges, West College Scotland and Action for Children on the initiative. Students and support workers were given the opportunity to talk to the First Minister in a closed discussion about their experiences and benefits of the service.

- Digital update:
 - As part of our Communications Strategy, presented to the Board in October 2019, we committed to highlighting stories of progress and success, showing a clear line of sight from policy to people and showing positive impact and value for money generated by regional coherence and collaboration.
 - **GCRB has produced a [video](#), working with Action for Children, which was shown at the First Minister's visit.** It was then updated to include an interview with the First Minister. Videos can be viewed on GCRB's You Tube channel – see link above.
 - The **First Minister official Twitter account shared GCRB's video on Twitter**, which has 99.3k followers and Nicola Sturgeon, who has 1 million followers, shared the Glasgow Times article about the STAY initiative.
 - **Enhanced social media** focus has seen our **audience grow on Twitter by 23%** in the three months (28 October 2019 – 20 January 2020) and we are increasing our presence on career/professional social network LinkedIn. Our Tweets have earned **24.7k impressions** in the same time period. (Source: GCRB Twitter analytics).
 - **Five e-bulletins** were issued: the First Minister's visit, Executive Director appointment announcement, Childcare Minister visit, a festive message from GCRB, Trade Union representatives joining Board Meetings.
- **Media communications:** As part of our Communications Strategy, presented to the Board in October 2019, we aimed to highlight the region's successes with stakeholders, including the media. See below list of **media coverage which we have secured on a proactive basis:**
 - TES interview with GCRB Chair Janie McCusker: <https://www.tes.com/news/glasgow-colleges-deliver-first-regional-curriculum>
 - First Minister visit to Glasgow college region: <https://www.glasgowtimes.co.uk/news/18159464.new-glasgow-service-support-care-experienced-students-college/>
<https://www.thenational.scot/news/18160055.nicola-sturgeon-meets-care-experienced-students/>
<https://thirdforcenews.org.uk/tfn-news/care-experienced-students-showcase-their-talents>
- Working with City of Glasgow College, GCRB prepared a media statement around the fraud incident at City of Glasgow College: <https://www.heraldscotland.com/news/18166463.police-make-arrest-glasgow-college-embezzlement-probe/>
- **Staff newsletters:** Issued in October 2019, highlighting collaborative successes in the region. We plan to send these bi-annually from 2020 and are working on the next edition for February 2020.
- **Communications briefings** provided for the Chair's involvement at events, including the Ministerial visits.
- **Strategic documents and reports:** GCRB's team has worked on producing **GCRB's Annual Report for 2018-19** and **Regional Outcome Agreement for 2020-2021**.

- GCRB Marketing and Communications' Lead continues to **develop relationships** with key partners and stakeholders' communications managers, including three college teams, Action for Children, Colleges Scotland and other stakeholders.
- **A quarterly communications meeting** with GCRB and the three colleges' communications managers has now been established. The group met for the first time in November 2019 at City of Glasgow college, where the Communications Strategy was presented for discussion.

3.2 Communications activity for the following months will include developing plans in line with our Communications Strategy, including:

- Developing communications plans around specific GCRB and partnership projects and events including mental health, skills alignment, climate change and foundation apprenticeships.
- Website review and refresh to ensure news items are being presented effectively on GCRB's website
- Continue to increased GCRB's social media focus and engagement to share key messages and highlight collaborative and regional success
- Publishing Annual Report and Regional Outcome Agreement
- Quarterly communications meeting at Glasgow Clyde College's Langside campus on Thursday 30 January 2020
- Writing, publishing and distribution of Staff Newsletter covering February – July 2020
- Meeting with the Student Representatives (January 2020) to discuss future plans and communications
- Stakeholder communications and developments including communications update with Colleges Scotland (date tbc)

4. Risk Analysis, Equalities Implications, Legal Implications, Financial implications and Strategic Plan implications

- 4.1** There are no additional factors beyond those mentioned in the cover paper to the annual report and accounts.