

Board Meeting

Date of Meeting	Monday 27 April 2020
Paper Title	Communications Update (January 2020-April 2020)
Agenda Item	BM3-J
Paper Number	15
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 January –April 2020, Communications Activity has included:

- Communications in late March/April have been focused on the COVID-19 situation, which will remain priority for the foreseeable future and shape our Communications plans and strategy.
 - Executive Director and Chair's Briefings prepared and issued to Board members highlighting key information relating to the Glasgow college sector and its students/staff.
 - Ebulletin update issued to stakeholders highlighting GCRB's work, regional progress and college successes over recent weeks.
 - Communications briefings and updates with three Glasgow colleges and stakeholders to monitor strategic communications positioning, messages and press coverage.
 - Social media updates from GCRB, sharing key college and stakeholder information as situation evolved. Liaised with Colleges Scotland and three colleges to share positive college news around the COVID-19 outbreak eg colleges donating resources to NHS/positive stories around remote learning
- 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 took part in relevant social media campaigns and activities, sharing messaging around Scottish Apprenticeship Week, Sustainable Glasgow 2020, the launch of the Cumberland-Little report and COVID-19 Communications.
- We continue to increase our presence and grow our social media audience. Our Tweets have earned **17.3k impressions** from Feb 2020 – 6 April 2020, while GCRB's Profile Visits have increased by over 100% and mentions have increased by over 900% in the last 28 days. (Source: GCRB Twitter analytics).
- **e-bulletin** issued highlighting digital mental health service The Big White Wall, now available to all three colleges.
- **Staff newsletter** issued to college staff in March 2020 highlighted collaborative regional successes, including First Minister and Childcare Minister visits in January and December, a regional approach to Mental Health and profiling/interviews with Board Members and the Student Executives. We also featured a short introductory piece with GCRB's new Executive Director.
- **Strategic documents and reports: GCRB's Annual Report for 2019-20 and Regional Outcome Agreement for 2020-2021.**
- Supporting Board activities and recruitment, including co-opted committee membership content for website (communications on hold due to COVID-19)
- 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.
- GCRB Communications Lead attended **Sustainable Glasgow 2020 Conference** on 25 February 2020 and attended Student Representative meeting on 14 February 2020 with **Social Media Strategy presentation** to support their social media mental health campaign.
- **A quarterly communications meeting** with GCRB and the three colleges' communications managers has now been established. The group met on 30 January 2020, following the last Board meeting, and the next meeting is scheduled for Thursday 30 April 2020.

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

- Developing communications plans around the COVID-19 situation, keeping Board members informed via regular Chair's Briefings, highlighting key information from the sector/stakeholders and staff/students and sharing messaging via social media.
- Developing communications plans, where appropriate, around specific GCRB and partnership projects, such as mental health.
- 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 to be held via videoconferencing on Thursday 30 April 2020.
- Writing, publishing and distribution of next Staff Newsletter
- 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 as additions to the Risk Register.