
Board Meeting

Date of Meeting	Monday 29 April 2024
Paper Title	Communications Update
Agenda Item	17
Paper Number	BM3-K
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

1. Executive Summary

1.1 Communications Update (January – April 2024)

2. Recommendations

2.1 The Board is recommended to **note** the communications activities from January – April 2024.

3. Communications Update

3.1 Communications activity has included:

- Communications activity to support the recruitment of non-executive board members, including:
 - Job advert, communications plan and supporting documents including board recruitment [e-bulletin](#), Chair briefing and board member support pack;
 - Placement of recruitment advert on external sites including LinkedIn, Changing the Chemistry and myjobscotland;
 - Targeted mails to stakeholder contacts to highlight the roles and request support in sharing vacancies with networks via social media channels/email;
 - Vacancies promoted on GCRB's social media channels.
- Communications activity to support the recruitment of two Chair vacancies at City of Glasgow College and Glasgow Clyde College including:
 - Joint job advert, communications plan and supporting documents, including Chair briefing and board member support pack;
 - Placement of recruitment advert on external sites including adverts in LinkedIn and myjobscotland, as well as placing the advert on Board Recruitment UK, sharing with Changing the Chemistry network and PinkJobs;
 - Targeted emails to stakeholder/professional membership bodies (eg Chamber of Commerce, Glasgow City Council) to request sharing with relevant networks;
 - Board member support pack sent to all Glasgow college board members;
 - Vacancies promoted on GCRB's social media channels, with requests for colleges/ stakeholders to share on their social media channels and with networks.
- [Board Member Bulletin](#) issued to board members in March 2024, highlighting regional news and activities, college and sector updates and forthcoming regional plans and meetings.
- Progressed with communications plans around mental health support for students, meeting with GCRB board member Moira Connolly and student president Leo Subido. Liaised with several college staff working in mental health, partners and stakeholders to obtain content for forthcoming Mental Health magazine, due to be published in May 2024.
- Regional briefing from January's board meeting prepared and shared for college board members at Glasgow's three colleges.
- Regional communications meeting with college communications managers on 2 February, with further interactions around board recruitment plans and forthcoming communications plans including mental health magazine.
- Social media content shared highlighting regional, 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.