
Board Meeting

Date of Meeting	Monday 30 January 2023
Paper Title	Communications Update
Agenda Item	16
Paper Number	BM3-N
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

1. Executive Summary

1.1 Communications Update (November 2022 -January 2023)

2. Recommendations

2.1 The Board is recommended to **note** the communications activities from November 2022 – January 2023.

3. Communications Update

3.1 Communications activity has included:

- [Board Member Briefing](#) issued to board members in December 2022, highlighting regional news and activities, college and sector updates and forthcoming plans and meetings.
- Environment and sustainability [video](#) edited and launched, following the Parliamentary Reception. Messaging and content shared with the three colleges.
- Enterprise Roadshows: attended Young Enterprise Scotland roadshows across the Glasgow college region, interviewing YES staff, college and students who attended the roadshows. Produced [e-bulletin](#), which was issued to stakeholders and [press release](#) sent to media, highlighting GCRB's investment in enterprise through Programme of Action.
- Colleges Awards: Glasgow's award nominations highlighted via our communications channels and shared stakeholder content/winner announcements on the evenings of the awards, including GCRB's Chair's involvement in providing closing remarks on the evening.
- Social media: GCRB shared content around regional enterprise, environment and sustainability activity, apprenticeships as part of Scot Careers Week and Colleges Awards, as well as special announcements, advice and support from Glasgow's three colleges and stakeholders.
- Regional briefing from October board meeting prepared and shared for college board members.
- Regional communications meetings with college communications managers took place on 3 November 2022 and 19 January 2023. The next meeting is scheduled for 2 February 2023.

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.