
Board Meeting

Date of Meeting	Monday 10 June 2024
Paper Title	Communications Update
Agenda Item	16
Paper Number	BM4-J
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

1. Executive Summary

1.1 Communications Update (April – June 2024)

2. Recommendations

2.1 The Board is invited to **note** the communications activities from April – June 2024.

3. Communications Update

3.1 Communications activity has included:

- Various communications activity and support following the Minister's announcement on Thursday 16 May 2024, including statement sent to the [Scotsman](#) and liaising with Glasgow's colleges, Colleges Scotland and partners following the announcement.
- GCRB's [Mental Health Matters](#) magazine, focusing on mental health and wellbeing in the Glasgow college region, was published to coincide with Mental Health Awareness Week. The magazine features interviews conducted with staff from across Glasgow's three colleges, support available to students and staff and collaborative projects and partnerships in the region.
- GCRB's new board member announcement, including [ebulletin](#) and social media announcement.
- Regional briefing from April's board meeting prepared for college board members at Glasgow's three colleges.
- Regional communications meeting with college communications managers hosted on 2 May, with the next meeting scheduled for 13 June.
- 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.