

Board Meeting

Date of Meeting	Monday 25 January 2021
Paper Title	Communications Update (October 2020-January 2021)
Agenda Item	21
Paper Number	BM4-X
Responsible Officer	Breea Keenan, GCRB Marketing and Communications Lead
Status	Disclosable
Action	For Noting

1. Report Purpose

- 1.1** To provide an update in respect of GCRB communications and progress against GCRB's communications strategy.

2. Recommendations

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

3. Communications Activity

- 3.1** From October – January 2021, communications activity included:

- Monthly Board Briefs prepared and issued to Board members in [October](#), [November](#) and [December](#), communicating key regional plans and activities, COVID updates, college and Board member news.
- Communications plans progressed to launch the *Review of Coherent Provision and Sustainability of Glasgow College Region* on 10 November 2020, with [press release](#), stakeholder outreach and social media messaging.
- [Ebulletin](#) to promote GCRB's recruitment of Environmental Sustainability Manager post published and issued to colleges. Shared by stakeholders including College Development Network, Colleges Scotland and (insert environmental organisation).
- [Ebulletin](#) announcing new Teaching Staff Board Member issued
- End of year [ebulletin](#) round up issued to stakeholders in December 2020.
- Staff Newsletter 2021 in progress for January 2021, issuing to three colleges/college staff directly and via social media.
- 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 around COVID-19, regional and college news/ opportunities and promoting the *Review of Coherent Provision and Sustainability of Glasgow College Region*.
- Informal Board Networking session hosted via videoconferencing on 26 November 2020 and publicised/updates included in Board Briefs.

3.2 Digital update

As part of our Communications Strategy, we committed to highlighting stories of progress and success and enhancing our digital approach to communications.

We continue to use new digital communications resource PageTiger to increase our use of communications, including Board communications. We are now focusing on increasing external communications in line with Board communications to highlight our regional work and successes more frequently with stakeholders. We are also planning a website refresh with an IT representative from City of Glasgow College.

Over the last few months, we have shared relevant stakeholder and student-focused social media messaging around the coronavirus pandemic, including Scottish Government guidance, students and sector information and campaigns highlighting and promoting colleges' key role in the economic recovery.

We continue to increase our presence and grow our social media audience, with increased content, following, profile visits and Tweet impressions in the last three months.

4. Relationships

- 4.1** 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.
- 4.2** A quarterly communications meeting with GCRB and the three colleges' communications managers has been established. The group met following the October 2020 Board and are due to meet again on 29 January 2021.

5. Future Activity

5.1 Communications plans for 2021 include:

- 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 and activities around specific GCRB activity like Board Recruitment and partnership projects, such as climate change and mental health.

- Developing Board member toolkits and corporate resources, as well as writing/producing corporate publications
- Website content review and planning for new website (in progress)
- Continue to increased GCRB's social media focus and engagement to share key messages and highlight collaborative and regional success
- Quarterly communications meetings
- Board member informal drop in sessions with Chair
- Writing, publishing and distribution of Staff Newsletter in January 2021

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

6.1 There are no additional factors to note.