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## Board Meeting

Date of Meeting	Monday 24 April 2022
Paper Title	Communications Update 2021-22
Agenda Item	19
Paper Number	BM5-M
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

### 1. Executive Summary

1.1 Communications Update (January – April 2022)

### 2. Recommendations

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

### 3. Communications Update

#### 3.1 Communications activity from January – April 2022 has included:

- [Board bulletin](#) issued to Board members in March 2022, highlighting regional news and activities, college and sector updates, training opportunities and workshops and forthcoming plans and meetings.
- Writing, editing, design and distribution of [Glasgow Focus](#) staff newsletter, featuring regional news including student and employer interviews around Scottish Apprenticeship Week, regional Sustainable Development Goals workshops and activity around the Global Teach In, Glasgow college news and sector events.
- Scottish Apprenticeship Week: met with Glasgow colleges' Foundation Apprenticeship team and conducted interviews with student, staff and employer representatives to develop content to coincide with SAW. Issued [student](#) and [employer](#) content via social media channels. Staff perspectives and case studies to be developed for inclusion in forthcoming Regional Outcome Agreement.
- Attended several workshops, led by GCRB's Project Manager for Environment and Sustainability across Glasgow's colleges, to interview college staff and students. E-bulletin in progress highlighting the regional sustainability and environmental activities across the colleges, to be issued in May 2021.
- Communications plans and content developed to support forthcoming GCRB Board recruitment activity, including supporting e-bulletin, social media content and Board pack.
- Stakeholder mapping activity:
  - GCRB hosted initial stakeholder mapping workshop with Board members on 28 February 2022.
  - GCRB's Marketing and Communications' Lead attended College Development Network and Colleges' Scotland's stakeholder mapping exercise with Chairs, Principals and representatives from across the sector in March 2022.
  - Attended College Development Network and Colleges' Scotland's stakeholder mapping exercise focusing on further developments and key messages in April 2022.
  - GCRB's stakeholder mapping approach, actions and activities continue to be developed following workshops.
- Glasgow regional communications meeting:
  - Communications overview and strategy presented to Glasgow's three colleges' communications management in January 2022.
  - Communications meeting with Glasgow's three colleges hosted on 31 March 2022 to discuss forthcoming regional communications plans.
- Discussions with college representatives around regional events and activities, including football tournament and mental health events.

### 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.