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## Board Meeting

Date of Meeting	Monday 15 May 2023
Paper Title	Communications Update
Agenda Item	21
Paper Number	BM5-0
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

### 1. Executive Summary

#### 1.1 Communications Update (February– May 2023)

### 2. Recommendations

#### 2.1 The Board is recommended to **note** the communications activities from February-April 2023.

### 3. Communications Update

#### 3.1 Communications activity has included:

- Board Member Bulletin issued to board members in May 2023, highlighting regional news and activities, college and sector updates and forthcoming plans and meetings.
- Scottish Apprenticeships Week (March 2023): following the journey of Glasgow apprentices in the region, apprentices from City of Glasgow College, Glasgow Clyde College and Glasgow Kelvin College were interviewed. The content highlighted the offering available across the region, benefits to supporting skills and the economy, links with employers and offered insight into the participants' experiences, with key messages around skills development, career insight and progression. Participated in the sector's Scottish Apprenticeship Week activity with [press release](#), [ebulletin](#) and social media case studies.
- Environment and sustainability (April 2023): 'Green Learning in the Glasgow college region' [ebulletin](#) featured staff and students from across the region who discussed their recent learning, delivered by GCRB's Project Manager for Environment and Sustainability, college news and update on the regional approach.
- Cost-of-living focus: Met with student presidents to discuss a regional cost-of-living focus, which is in progress.
- Social media: created content and case studies to participate in sector campaigns, Love Scotland's Colleges and Scottish Apprenticeships Week, as well as highlighting GCRB's participation in events, such as EAUC Scotland's Step-Change for Sustainability Conference and Colleges Summit: delivering economic transformation for the Glasgow Region. Shared sector campaign, news, event and opportunities, including Big College Open Week and CDN development courses and events, as well as college recruitment activity for students and board member recruitment activity.
- Regional briefing from January board meeting prepared and shared for college board members.
- Regional communications meetings with college communications managers took place on 2 February 2023, attended by GCRB Executive Director Martin Boyle, and 30 March 2023.
- Attended Colleges Scotland meeting on 18 April 2023 and Colleges Development Network meeting on 9 May, with communications colleagues from across Scotland's colleges.

#### **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.