
Board Meeting

Date of Meeting	Monday 19 June 2023
Paper Title	Communications Update
Agenda Item	17
Paper Number	BM6-K
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

1. Executive Summary

1.1 Communications Update (May– June 2023)

2. Recommendations

2.1 The Board is recommended to **note** the communications activities from May-June 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.
- Social media content shared highlighting college and stakeholder news, events and activities.
- Regional briefing from May's GCRB board meeting prepared and shared for college board members at Glasgow's three colleges.
- Attended several meetings with college communications colleagues: Colleges Scotland on 25 May 2023, College Development Network Marketing Network on 7 June 2023 and CDN's Marketing and Communications [Conference](#) in Stirling on 8 June 2023.
- Regional communications meetings with college communications managers hosted on 18 May 2023, with the next meeting planned for 22 June 2023 to discuss forthcoming regional communications plans.

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.