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## Board Meeting

Date of Meeting	Monday 20 June 2022
Paper Title	Communications Update 2021-22
Agenda Item	21
Paper Number	BM6-Q
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

### 1. Executive Summary

1.1 Communications Update (April – June 2022)

### 2. Recommendations

2.1 The Board is recommended to **note** the communications activities from April – June 2022.

### 3. Communications Update

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

- [Board Member Brief](#) issued to board members in May 2022, highlighting regional news and activities, college and sector updates and forthcoming plans and meetings.
- Writing, editing, design and distribution of our latest [environment and sustainability](#) regional update. The magazine highlights the regional sustainability and environmental activities and approach across the region, featuring workshops delivered by GCRB's project manager for environment and sustainability, interviews/case studies with students and staff from across Glasgow's three colleges.
- Board member recruitment: as advised in our recent [Board Member Brief](#), recruitment for three new non-executive board members took place in May 2022, with vacancies live on social media and recruitment sites, including a targeted LinkedIn advert. Supporting communications were issued to support the recruitment drive, with GCRB's recruitment [e-bulletin](#) and [video](#) giving further insight into the region's work. We contacted various stakeholders, relevant member bodies and groups for their support in sharing our Board member vacancies. As a result, Colleges' Development Network, Colleges Scotland, the Glasgow City Region, Scottish Enterprise, the CIPD in Scotland and Student Partnerships in Quality Scotland, amongst others, shared the vacancies, while the [Glasgow Chamber of Commerce](#) also published an article on their website. Changing the Chemistry has also advised their network of the vacancies. A board member support pack was issued to support members in promoting vacancies.
- Communications activity to support and promote the regional football tournament, in support of the White Ribbon Campaign, with the three colleges. Attended the event on 26 May 2022 for news update and to take pictures to include in end-of-term news bulletin. Interviewed participants and edited video to be presented at board meeting. GCRB also issued a [press release](#) to media, with coverage achieved in [Glasgow Times](#).
- Attended Action for Children team meeting on 19 May 2022 and partnership event at Glasgow Kelvin College on 20 May 2022. Interviewed support workers and students for news update around Action for Children project, which will be prepared for issue in the coming weeks.
- Further developments and discussions around stakeholder mapping, following national activity with Colleges' Development Network. Next steps to develop regional stakeholder map and approach.
- Regional approach to promote Foundation Apprenticeships in progress, with communications plan drafted for review.
- Further social media content issued with regional focus including regional football tournament, board recruitment and College Leadership and Governance Summit. In addition, GCRB has shared college messaging and shared sector communications, including participating in the Choose College campaign.
- Communications meeting with Glasgow's three colleges hosted in 28 April 2022 to discuss forthcoming regional communications plans. The next meeting is scheduled for 23 June 2022.

#### **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.