

## Board Meeting

Date of Meeting	Monday 21 June 2021
Paper Title	Communications Update (April – June 2021)
Agenda Item	20
Paper Number	BM8-Q
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 **April- June 2021**, communications activity included:

- Board brief prepared and issued to Board members in [May 2021](#), providing a regional review update, Scottish Government news around COVID and Ministerial appointments, Board recruitment plans, mental health magazine, board news and dates.
- GCRB launched its [Mental Health Matters](#) magazine to coincide with Mental Health Awareness Week (10-16 May 2021). The magazine highlights the important collaborative work across the region to support Glasgow's learners, featuring our regional approach, mental health and wellbeing partners and the resources available to Glasgow college students and staff. The magazine also highlights the work of college counsellors and support staff, as well as the student perspective.
- Board member recruitment campaign: to coincide with the advertisement of three board member vacancies in May, GCRB:
  - launched a brand new [video](#) highlighting the aims and importance of the region's work
  - published an [e-bulletin](#) which presented the board recruitment video and featured interviews with board members to give insight into the role.
  - promoted our LinkedIn advert

- [co-opted](#) board information was presented to emphasise further opportunities for involvement in committee work
- board support pack was issued to board member to help share messaging
- We reached out to stakeholders and various networks, including Changing the Chemistry, whose aim is to increase board diversity.

The board recruitment campaign resulted in an exceptionally high number of applicants and, as a result, we are interviewing more candidates than any previous board recruitment.

- Communications plans progressed for the *Review of Coherent Provision and Sustainability of Glasgow College Region*, including communications briefings with three Glasgow colleges. GCRB Executive Director Martin Boyle attended GCRB's communications managers' meeting on 22 April 2021 to provide an update on Glasgow's regional review to the communications managers from each of the colleges.
- An [enterprising e-bulletin](#) highlighted the Bridge2Business 2021 awards' deadline in April 2021.

### 3.2 Digital update

We continue to share updates and news on GCRB's [Twitter](#) and LinkedIn channels including board recruitment messaging, mental health content, messages and advice, environmental and sustainability messages, enterprising opportunities, key college and stakeholder/sector information around COVID-1, regional and college news and resources. We continue to participate in relevant sector campaigns and initiatives.

We continue to grow our social media presence, with increased content, following, profile visits and Tweet impressions.

We are also progressing plans for a website refresh with an IT representative from City of Glasgow College.

## 4. Relationships

**4.1** GCRB Marketing and Communications' Lead continues to develop relationships with key partners and stakeholders' communications managers, including three college teams and stakeholder project teams.

**4.2** The quarterly communications meeting with GCRB and the three colleges' communications met following the April 2021 Board. The group agreed to meet more frequently to discuss Glasgow regional plans and approach.

## **5. Future Activity**

### **5.1 Communications plans include:**

- Communications strategy overview and update to align with the Glasgow regional review and will be presented at the first 2021/22 board meeting
- Communications updates will continue 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.
- Glasgow regional review communications plans and updates tailored for appropriate audiences, as appropriate
- Developing communications plans and activities around specific GCRB activity eg 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, which is due to launch later this year
- Continue to increased GCRB's social media focus and engagement to share key messages and highlight collaborative and regional success
- Communications meetings
- Board member informal drop in sessions with Chair
- Meeting with the new Student Representatives to discuss future plans, priorities and communications
- Next staff newsletter to be produced and distributed in autumn 2021

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

- 6.1** There are no additional factors to note.