
Board Meeting

Date of Meeting	Monday 27 January 2025
Paper Title	Communications Update
Agenda Item	12
Paper Number	BM2-K
Responsible Officer	Breea Keenan, GCRB Marketing and Communications' Lead
Status	Disclosable
Action	For Information

1. Executive Summary

1.1 Communications Update (November 2024 – January 2025)

2. Recommendations

2.1 The Board is invited to **note** the communications activities from November 2024– January 2025.

3. Communications Update

3.1 Communications activity has included:

- GCRB Interim Chief Officer appointment [announcement](#) in November 2024.
- Following the Ministerial confirmation that GCRB will be dissolved following the formal consultation:
 - GCRB external [statement](#) prepared and published on GCRB's website;
 - Media statement prepared and shared with Scottish Government;
 - Details of announcement shared with Board and stakeholders
- End of 2024 board [bulletin](#) issued to board members in December 2024.
- Drafted announcement on Teaching Staff Board Member, to be issued in January 2025.
- Regional briefing following October's board meeting prepared and issued for college board members at Glasgow's three colleges.
- Regional communications meeting with college communications managers was hosted on 29 October, with the next meeting scheduled for February 2025.

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.