

Board Meeting

Date of Meeting	Monday 26 October 2020
Paper Title	Communications Update (July-October 2020)
Agenda Item	18
Paper Number	BM2-N
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 July-October, communications activity focused on continuing the communications around COVID-19 pandemic, as well as end of term round up and start of term key messages:

- End of 2019-20 term Chair's Note issued to Board members
- Start of 2020-21 Term Chair's Note issued to Board members
- Issued new [Board Member Brief](#) in October 2020
- Staff Newsletter 2020 issued to all three colleges/college staff directly and via social media
- [Ebulletin](#) introducing new student representatives issued to Board members and updated via social media
- [Ebulletin](#) announcing teaching staff board member vacancy
- Communications briefings and updates with three Glasgow colleges and stakeholders to monitor strategic communications positioning, messages and press coverage.
- Social media updates from GCRB, sharing key college and stakeholder information around COVID-19
- Issued Board Member survey in July 2020, collated and reviewed responses and views

- Informal Board Networking session hosted via videoconferencing on 7 September 2020

3.2 Digital update

As part of our Communications Strategy, we committed to highlighting stories of progress and success and enhancing our digital approach to communications. Our new digital communications resource, PageTiger, is helping us achieve these aims. We are also continuing to work on our website refresh with the IT team from City of Glasgow college.

Over the last few months, we have shared relevant Scottish Government, stakeholder and student-focused social media messaging around the coronavirus pandemic, including key start of term information for students/students in halls of residence, Scottish Government guidance around Protect Scotland and guidance for students and sector information around colleges playing a key role in the economic recovery.

From July-October, GCRB also participated in relevant social media campaigns and activities including:

- Scottish Climate Week
- World Suicide Prevention Day
- Scotland's Biggest Parents' Night with Developing the Young Workforce and First Minister Nicola Sturgeon
- Relaunch of mental health resource Togetherall
- Mental Health Month
- Launch of Digital Ambition for Scotland's Colleges

We continue to increase our presence and grow our social media audience, with increased content, following, profile visits and Tweet impressions in the last three months.

4. Relationships

4.1 GCRB Marketing and Communications' Lead continues to develop relationships with key partners and stakeholders' communications managers, including three college teams, Action for Children, Colleges Scotland and other stakeholders.

4.2 A quarterly communications meeting with GCRB and the three colleges' communications managers has been established. The group met following the June 2020 Board and are due to meet again on 29 October 2020.

5. Future Activity

5.1 Communications plans for 2020/21 include:

- Communications plans 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.
- Developing communications plans and activities around specific GCRB 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 (in progress)
- Continue to increased GCRB's social media focus and engagement to share key messages and highlight collaborative and regional success
- Quarterly communications meetings (next meeting scheduled for end October 2020)
- Board member informal drop in sessions with Chair
- Writing, publishing and distribution of Staff Newsletter

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

6.1 There are no additional factors to note.