

Board Meeting

Date of Meeting	Monday 19 April 2021
Paper Title	Communications Update (January – April 2021)
Agenda Item	22
Paper Number	BM7-R
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 January – April 2021, communications activity included:

- Board Briefs prepared and issued to Board members in [January](#), [February](#) and [March](#), highlighting key regional plans and activities, COVID updates, college and Board member news.
- Sourcing content, preparation and design of Glasgow College region's Mental Health magazine, which we expect to publish in May 2021.
- Communications plans progressed for the *Review of Coherent Provision and Sustainability of Glasgow College Region*.
- Environmental [ebulletin](#) to announce GCRB's recruitment of Environmental Sustainability Manager post published and issued to stakeholders.
- [Staff Newsletter 2021](#) issued to three colleges/college staff directly and via social media.
- Communications briefings and updates with three Glasgow colleges and stakeholders to monitor strategic communications positioning, messages and press coverage.
- Social media: we continue to share updates and news on GCRB's [Twitter](#) and LinkedIn channels including mental health magazine, messages and advice; environmental ebulletin announcement; key college and stakeholder/sector information around COVID-19; regional and college news and resources;

participation in relevant sector campaigns and initiatives including Scottish Apprenticeship Week (1-5 March 2021).

- Informal Board Networking session hosted on 8 March 2021 with updates included in Board Briefs.

3.2 Digital update

Over the last few months, we have shared relevant stakeholder and student-focused social media messaging around the coronavirus pandemic and shared sector specific news, campaigns and college news.

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.

We are also planning 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 project teams from Action for Children, Young Enterprise Scotland, Colleges Scotland and other stakeholders.

4.2 The quarterly communications meeting with GCRB and the three colleges' communications met following the January 2021 Board. The group agreed to meet more frequently to discuss Glasgow regional plans and approached. The group has since met on 25 February and the next meeting is scheduled to follow the Board meeting on 22 April 2021.

5. Future Activity

5.1 Communications plans include:

- Publication of the Glasgow College region's Mental Health magazine to coincide with Mental Health Awareness Week in May 2021, following the purdah/election period. The magazine has been prepared for publication, along with a supporting communications document which will be shared with Board members, colleges and stakeholders.
- Communications strategy overview and update to align with the Glasgow regional review and presented at future Board meeting, including evaluation and measurement
- Communications updates 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 (in progress)
- 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
- Next staff newsletter to be produced and distributed in summer 2021

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

6.1 There are no additional factors to note.