
Board Meeting

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| Date of Meeting | Monday 29 January 2024 |
| Paper Title | Communications Update |
| Agenda Item | 17 |
| Paper Number | BM2-M |
| Responsible Officer | Breea Keenan, GCRB Marketing and Communications' Lead |
| Status | Disclosable |
| Action | For Information |

1. Executive Summary

1.1 Communications Update (November 2023 – January 2024)

2. Recommendations

2.1 The Board is recommended to **note** the communications activities from November 2023 – January 2024)

3. Communications Update

3.1 Communications activity has included:

- Attended enterprise roadshows in November 2023, interviewing Young Enterprise Scotland staff, Glasgow college students and entrepreneurs featured as part of the events' enterprise panels. Produced enterprise [e-bulletin](#) to highlight the events and enterprise opportunities available to Glasgow college students.
- [Board Member Bulletin](#) issued to board members in December 2023, highlighting regional news and activities, college and sector updates and forthcoming regional plans and meetings.
- Communications support and preparation for the recruitment of new non-executive board members, launching in February 2024, including:
 - Communications activity plan to support the recruitment process, highlighting publication plans and outreach to key contacts and stakeholder groups.
 - Video content to accompany the launch of recruitment activity, including Chair overview of the role
 - Recruitment e-bulletin
- Supported GCRB Executive Director and Finance and Resources Director in Risk Register refresh, which will be presented for review at January's board meeting.
- Progressed external engagement plans, including meetings with stakeholders: Colleges Scotland's Chief Executive, senior communications and policy team in November 2023 and Young Enterprise Scotland's FE and Entrepreneur Manager in November 2023 January 2024.
- Regional briefing from October's GCRB board meeting prepared and shared for college board members at Glasgow's three colleges.
- Regional communications meeting with college communications managers on 2 November to discuss forthcoming regional and college communications plans. The next meeting is scheduled for 2 February 2024.
- Social media content shared highlighting college and stakeholder news, events and activities.

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.