

Campaigns and Marketing Committee 19th August 2014, Student Media Centre

1.0 Present

Ted Friswell
Hannah Wallington
Jack Lay
Tim Vivian
Megan Wells
Tammy Naidoo
Tom Currie
Nina Mehmi

2.0 Apologies

Mel Sharman
Rory Murray
David Lewis

SUMMARY

Agenda item	Subject	Approved/Noted
3.0	Minutes of the last meeting	Approved
4.0	Conflicts of Interest	None declared
5.0	Matters Arising	None not already covered by Agenda
6.0	Actions Log	Noted; 2 action review for Lou and Maria
7.0	Policy Plan	Noted
8.0	Governance Review	Noted
9.0	Report from R&D Manager	Noted; 1 action review for Mel
10.0	Report from Director of Marketing	Noted; 1 action review for Lou
11.0	Website Progress Update	Noted; action reviews for Lou and Officers
12.0	Priority Campaign discussion	Noted; action for Tammy/Officers

3.0 Minutes of the last meeting

The minutes of the last meeting, held on 18th March, were approved.

4.0 Conflicts of Interests

There were no conflicts of interests declared

5.0 Matter Arising

There were no matters arising not already covered in the agenda

6.0 Actions Log

7.0	Life and Honorary Awards Members to be included as part of plans for alumni	<i>AR: Lou to take to DG to ensure it is moving forward</i>
8.0	C&MC Recommendations & Way Forward – comments to be fed into the Governance Review	This has happened
9.0	Thank You campaign: brief Venue staff on what message we are trying to get out	This action is complete

11.0	Feasibility of KTV play on plasmas once sub-TV contract expires	Chi and Peter are looking at the sub-TV contract. There are a very complex set of terms and conditions. AR: <i>Maria to follow up with Peter about where this is going to be monitored</i>
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7.0 Policy Plans

Paper 2 provides an idea of the type of policy that comes through Zones and Union Council. The Policy gets assigned to a sabbatical officer to follow up but the only check is that all elected officers can hold the sabbatical officers to account, though this doesn't happen regularly. If Policy is passed at Union Council it remains in place for 2 years, for Zones it becomes policy for 1 year. Some Policy becomes a 'life-change' for Kent Union eg Zero Tolerance was passed as policy and is now permanently in place in the Venue. C&MC discussed how Policy fits with Kent Union's strategy, but that can be quite difficult as Policy is quite often reactionary. The democracy review is trying to raise awareness of passed policy as it can impact a large number of students, such as the No Platform Policy. The democracy review is looking to create a system which will lead to a reduction in the amount of policy being passed, but ensuring policy put forward is of a better quality. Some policy has financial implications for Kent Union and although we would try not to block any policy the Constitution does allow us to block policy in extreme circumstances. C&MC discussed the manifestos on which sabbaticals are elected and how policy can contradict that. Policy would take precedent over manifesto pledges.

Campaigns and Marketing Committee noted the Policy Plan update

8.0 Governance Review

The initial findings from the Governance Review were taken to Board and were presented in paper 3. C&MC discussed further around chairing of Committees. It may not be appropriate for an officer to be chair of C&MC if part of the remit is to review officer progress but this can be looked at further once the draft proposal is submitted to Board. If a referendum is needed it will take place in term 2.

C&MC noted the Governance Review update

9.0 Report from Representation and Democracy Manager

The Report from the Representation and Democracy Manager updated on elections, meetings with politicians and campaigning. The Women's Officer's campaign around rape awareness, will be launched at the start of this academic year. C&MC asked about student engagement with meetings with politicians. Students are consulted but there's not always much engagement. It was suggested students could attend the meetings if they are campaigning on a particular issue. The actions from the meetings with politicians are monitored but more could be done to publicise the results of the meetings. An annual report goes to the Board but could also be circulated to Marketing department for publicising.

AR: *Mel Sharman to follow up on actions in relation to meetings with local politicians for including students and publicising the results of the meetings further.*

C&MC noted the report from the Representation and Democracy Manager

10.0 Report form the Director of Marketing and Business Development

The reported updated on the re-brand work, which was signed off at the last Board. Hannah is finalising plans for the rebrand roll-out. The Impact Report will focus more on how we do throughout the year and will go to Director Group for sign-off and Louise will then deliver the plan. From September there will be large branding on all our buildings and the vinyl on the front of Essentials will be updated. There will be a digital screen displaying a 'What's On' guide and what the officers have been doing, which will be live for Freshers Fayre. Freshers plans are going well, with 6 sub-groups meeting and feeding into the main Freshers group. The Ball capacity is about 2,200 and tickets for that are on sale now. There has been suggestions to run fewer events during the day to alleviate the pressure on College committee; there will be a Green Fayre in Canterbury on the Wednesday before the Fayre, which is a first for Kent Union, and

transport has been secured between the campuses. Funding has been received this year towards the mail-out for freshers as part of the 50th anniversary celebrations.

AR: *Lou to include in the Welcome Week survey a question in relation to the mail-out to see if incoming students have found it useful and if useful, discussions can then take place to see if further funding can be secured. There is potential Tom and Nina could incorporate funding for this into their Sports and Society Matters campaign. It would also be useful to do something for international students who currently receive a digital mailer and there may be potential to provide an electronic version to home students. It was not clear what data is available to measure international student engagement related to how the mailer has influenced them to get involved.*

C&MC asked for a more extensive valuation of welcome week to grow membership, but in a controlled way so there is staff support in place, using statistics from this year as a base to start

11.0 Website Progress Update

C&MC were shown the development website and discussed how the final version will look. Staff and officers can work with Dragos once the site has gone live to tweak the content and what's on there. The balance of how long information is displayed for needs to be right – too short and things get missed, and too long you stop seeing it and lose interest. The home page can be changed so you're just looking at a few items rather than the whole content. There will be a quarterly performance review of the website for DG. The search engine is MSL owned and it is not clear whether the new search engine will be available for September so there may be some issues around this, but a lot of dead or out of date content will be removed. The search bar is in quite a prominent place and may lead to students just searching rather than exploring the website – **AR:** *Lou to get the search bar moved to the side until issues with the search engine are solved.*

The Society events calendar won't link into the main calendar. There will be centralised events that Kent Union runs or has involvement with. **AR:** *Officers to speak to Corinne about getting events added to the main calendar.*

AR: *Lou to look at getting pictures of the part-time officers on the website*

The website goes live on 20th September. Dragos is creating a guide for groups on how the website works. C&MC discussed whether the calendar would be able to sync to phones but that can't happen at the moment as it's a very complicated process, but could be a long-term project to look into, along with having a Kent Union app at some stage

C&MC noted the progress with the website and were pleased with the direction this is going in.

12.0 Priority Campaigns Discussion

The Officers met yesterday to discuss the priority campaigns for 2014/15 but felt further discussion was needed. There was discussion around promoting the general election but then there was thought to whether the focus should be more about the impact on the university experience. The priority campaigns were previously decided at sabb residential, though this year the residential started the thinking process for the campaigns to be tied down once back in the office. The timings of C&MC were moved to fit with the priority campaigns and C&MC talked through what the process was and where ideas come from. Other suggestions put forward were Society and Sport engagement, and voter registration, informing students about the general election but reservations were raised about this. A housing campaign was also suggested as the university has stopped acting as guarantors for international students. Discussions around the outcome of the campaigns and measuring success took place.

AR: *Tammy to organise a meeting and figure out a timescale for finalising the priority campaigns, which ideally should be by 1st September*

AR: *Tammy/Officers to inform C&MC of priority campaigns, once decided.*

13.0 Termly Customer Comments and Complaints

Campaigns and Marketing Committee noted the termly customer comments and complaints report.

14.0 Next Meeting

The next meeting of Campaigns and Marketing Committee will be on Tuesday 14th October at 11am.

Signed: Date: ___ October 2014

Name:
(Chair, Campaigns and Marketing Committee)