

**Campaigns and Marketing Committee – Tuesday 18<sup>th</sup> March 2014**  
**Eliot Becket Court Seminar Room 17**

4.0	Conflicts of Interest	None declared
5.0	Minutes of the last meeting	Approved
7.0	Actions Log	Noted; 2 action reviews
8.0	C&MC Recommendations – Way Forward	Discussed; 1 action review
9.0	Officer Campaign Progress	Noted; 1 action review
10.0	Report from R&D Manager	Noted; 1 action review
11.0	Report from Director of Marketing	Noted; 1 action review
12.0	Termly Customer Comments & Complaints	Noted

**1.0 Present**

Ted Friswell, Chair and External Trustee  
Chelsea Moore, President  
Misha Upadhyaya, Student Trustee  
Alex Murray, VP Education  
Mel Sharman, Representation and Democracy Manager  
Francis Duncan,  
Hannah Wallington, Director of Marketing and Business Development  
Amy Gilchrist, Deputy Chair and VP Activities  
Chris Bull, VP Sports  
Elliot Massey, Student Trustee

**2.0 Apologies**

Helen Lafferty, Student Trustee

**3.0 Order of Meeting**

15 minutes will be built in at the end of the meeting to see how the meeting has worked and if there any changes needed.

**4.0 Declarations of Conflicts of Interest**

There were no conflicts of interest declared

**5.0 Minutes of the last meeting**

The minutes of the last meeting, held on 15<sup>th</sup> October 2013, were approved.

**6.0 Matters Arising**

There were no matters arising not already covered in the agenda, but the Committee discussed trying to give the meeting a bit more focus as some of items coming feel a little repetitive.

**7.0 Actions Log**

- Item 4.0: work is progressing on the website and more has been done on the officer pages, but this is ongoing and will feel different by September

**AR: Hannah to bring website progress update to the next meeting of Campaigns and Marketing Committee**

- Item 6.0: Friends of Kent Union Alumni Group. Meetings have taken place with key people and a Wufoo survey has been sent out to collect more information. It is hoped that all groups will have been contacted by the end of term, which will give Chi and Corinne the information they need. We are not yet 100% sure if membership will be monetary or not. Changes have also been made to the membership system so members can add in a personal email address as well as @kent.ac.uk domain. Work will focus around what alumni will get, how they can keep in touch, Venue events, involvement

in sports and societies. There will be regular communications, events, promotions, photos and updates on what is going on, and longer term donations may be sought. This sits in the Business Development Manager's role, and Corinne and Misha have been working together around comms.

**AR: Hannah to ensure life and honorary members are tied into any plans made for alumni**

- Item 6.0: future strategy. This was related to whether the marketing department has enough staff and money to support its objectives.
- Other Action Log updates are covered in the agenda.

**Campaigns and Marketing Committee noted the updated Actions Log**

**8.0 C&MC Recommendations for 2014**

A paper was presented providing an overview of C&MC progress in 2012/13 and makes recommendations for 2013/14. If used effectively C&MC has the opportunity to bring together both R&D and Marketing disciplines to the benefit of both departments, and crucially for the officers. The following points were discussed:

- How campaigning comes together with the strategic plan – the paper attempts to address by addressing the chronology of meetings and elections.
- Whether the Committee should be renamed to cover Campaigns and Representation and lose the marketing function
- The Committee was originally created because the marketing department was under-resourced with no leadership management direction for a while. R&D was reporting into the marketing function but this has since changed.
- Marketing has to make decisions quickly and waiting for sign-off at committee would be difficult, so it feels like the marketing aspect is mainly presenting information around of work that has already been completed.
- Marketing is essential to what the Union does and touches every part of the Union whereas other departments, do not have that corporate oversight.
- The Committee could be more involved on work around the democracy review, as could the Board
- There is no review from items arising from the ideas forum
- The priority plan updates are useful and there are project groups for each of the priority campaigns
- There are policy document meetings held fortnightly but items passed through the democratic structures is not presented at trusteeship level. There is a lot of policy that dwindles away as there is no ownership of it, but policy should be embedded across the whole organisation. The Policy struggles to feed into departments, such as Marketing if policy is around reducing the number of leaflets produced, or Licensed Trade if Policy is around drink deals.
- The committee still spends a lot of time talking about operational things.
- If the Committee included Policy as part of its remit it would need to look at timing of meetings and how Policy fits with campaigns and the strategic plan.
- Policy would provide back-up to a campaign, particularly if it's been to all-student vote (ASV), and for direction.
- R&D do not follow up with other departments around Policy implementation.
- The Democracy Review could look at how Policy links back.
- If policy that is operational or affects another department the director would be spoken to before the zone meeting, eg banning magazines in the shop would have a cost implication
- Too much policy gets passed which means nothing at moment
- The Union Council Chair is the link between governance and democracy and it should be part of the Union Council Chair's induction to cover links with democracy to bridge the gap. This lets students know they have ownership of the policy and that actions come from it
- Policy should have a greater involvement with the Board
- The Committee could be more of a discussion group rather than having updates.
- Committee involvement could push departments to do more
- There are 6 democratic meetings a term and the Committee could create a link

- Membership of the group would need looking at. Licensed Trade and retail are more affected by Policy and should be invited to relevant meetings. This will heighten the importance of it.
- Every department could nominate a lead who has responsibility to attend if there is a need
- The Committee discussed whether it would be more appropriate for the Union Council Chair to attend C&MC rather than the Board of Trustees?
- This is moving much more towards a Campaigns and Democracy Committee. The Committee could be based on policy for lobbying the University and policy for action. It could look at what meetings officers can use to influence the university.
- A meeting for July can go ahead and can involve and support the officers from when they very first start. The current officer team can do some handover with the new team.

**AR: Misha Upadhyaya will feed all the comments received into the Governance Review Group, of which she is a member. The Group will look at the Board and Committee structure as a whole and make recommendations based on all evidence gathered.**

**Campaigns and Marketing Committee concluded that the Committee is worthwhile but its focus should be more specific, and the Committee should be more involved in Policy.**

### 9.0 Officer Campaigns – Progress Update

Engagement: This campaign is well underway. A Thank You campaign, is being run so students realise that Kent Union is a membership organisation and what they do makes a difference. The campaign leads to a free night in the Venue, with the slogan that Tonight's on Jimmy. Card will be printed with Thank You's saying that you are the reason Kent Union exists. The measure of success will be how many people show up to the Venue and how many business cards are distributed. It will also be around feedback in surveys, NSS scores

**AR: Hannah will brief Venue staff on what to say to get the right messages across.**

Medway: campaigning has centred around the C4 project, which has now been passed by Campus Management Board and has gone as far as it can at this stage.

Living Costs: The report is due to go to the Student Experience Committee in June. The campaign has led to rent changes, where contracts have been extended from 30 weeks to 39; course costs last year went to the Learning and Teaching Board and will now go to each faculty within the University for discussion. A further 2 recommendations have been put into process.

**Campaigns and Marketing Committee noted progress on the Officer Campaigns**

### 10.0 Report from R&D Manager

The Report from the R&D Manager covers elections, meetings with politicians, campaigns and zones policy.

- Elections have just finished and a report will go to Appointments and Governance Committee. There was a higher turnout than previously and the KTV coverage and hustings were positively received. More information was posted around what the role entails and we will know more in May whether that was successful. The nomination guide sets out what the role involves, but people don't read it; open sessions are also held and staff and officers go to student groups and hold briefings. The Committee discussed the manifesto pledges which are sometimes appropriate as those running do not know what is and isn't feasible. The diversity of candidates was good. It was suggested a camera crew could create a day/week/month in the life of an officer video, which may give those running and elected a better understanding more quickly

**AR: Officers to let Mel have any additional views for next year's elections to feed into the review process**

- The report on the Meetings with Politicians will go to the July Board
- Campaigns were discussed earlier in the meeting
- Zones Policy has been discussed. The campaigns resulting from Zones Policy are:
  - Reduced Gym membership fee for members of sports clubs: discussions are ongoing
  - G4S: the University has a 4 year contract, but lobbying is still taking place around what happens once that contract expires
  - Concessions, extensions and appeals policy: a campaign took place around that

**Campaigns and Marketing Committee noted the R&D Manager's Report**

### 11.0 Director of Marketing and Business Development Report

The report from the Director of Marketing and Business Development covers market research; party in the car park and the marketing budget. The Committee suggested an action plan would be useful but is quite difficult to do with the amount of information available.

- Housing Accreditation: Hannah updated that there is direct contact with landlords is in place, with about 800 landlords on the accreditation scheme.
- For Medway the main problem is a lack of communication for Medway students – GK Unions is hidden away and Essentials and Coopers are difficult to find and are competing with other outlets and clubs. Posters are restricted on the Medway campus. The C4 building will mean we can have more ownership over the space. The Committee discussed Medway events. Although the Medway campaign did not cover events there has been some funding given for a summer ball for this year. Some activities, such as 60 minute makeover, would have been good to happen at Medway, and Exam De-stress Week has to be trialled at Canterbury first, as advised by the University.
- Party in the Car Park: the line-up will be launched on 9<sup>th</sup> April and there is an MTV competition we are participating in to try and win some additional money for the event.
- Marketing budget: Hannah updated on the Kent Awards which will go out soon, once the Team Kent nominations finish. The Teaching Awards will be split off and some money could be allocated to that, just for a trial year, for alumni. The Big Event is not likely to happen past August. The Committee discussion promotion of the democracy review and whether that would be a marketing budget. There is a campaigns budget but there isn't any spare money. The budget is more than previous year's but is hoped to be sufficient.
- Sub TV contract: **AR: Hannah to look into the feasibility of having KTV work on plasmas when the sub-TV contract expires.**

Campaigns and Marketing Committee noted the Director of Marketing and Business Development Report

### PART 2: Taken as Read and Approved/Noted

#### 12.0 Termly Customer Comments and Complaints Report

The Report tends to only capture complaints but Dragos is doing some work on the website to capture comments more. There are remarkably few complaints but it is only possible for Marketing to capture the more formal complaints, rather than the everyday 'sandwich is out of date' complaint.

Campaigns and Marketing Committee noted the Termly Customer Comments and Complaints Report

#### 13.0 Any Other Business

- 13.1 Meeting Review: the meeting has produced a lot of good discussion. The Committee can really help with driving home the organisation's strategy
- 13.2 Ideas Forum: the idea was to have more creative space. It should not be paper-based. The forum generally produces comments which were useful, and can feed into direction of travel.

#### 14.0 Next Meeting

The next meeting of Campaigns and Marketing Committee will be on 22<sup>nd</sup> July at 11am.

Signed: ..... Date: \_\_\_ July 2014

Name: .....  
(Chair, Campaigns and Marketing Committee)