

SMT Notes 1st September

Building Update

- Jim: Almost all on time (the bits that will allow us to trade are being prioritised)
- Fire risk assessment due 17th. Most of building should be ready for Monday Week 0 (International arrivals week)
- LCR getting new roof fans

Fortnightly Publication

- Paper as appended approved.
- Discussion on: concrete budget (meeting with them/Jim/katy coming- may be moot as Lauren will be tasked with selling ads to top up budget)
- Distribution- Lauren will handle for this and concrete, intent to get it out across campus
- Marta will lead on coordinating copy production although format should allow cross organisational effort
- Sign off discussion needs to be had, Jim to take forward

Campaigns and Policy- Interim Staffing Arrangements

- Closed Session

SMT Notes 8th September

Updates

- Chris- Social action day good programme speakers and stalls. Also working on day of action on grants on 18th.
- Jim- Building
- Connor- Exam timetabling and Quality
- Yinbo- Sports Exec Structure, DOS/Careers/UEA Global project
- Liam- Quality Review, Inductions, PG Mental Health Project, Mature Students Survey
- Toby- Freshers Welcome events and comms (esp officer briefing and support)
- Jo- Wellbeing festival, Estates/Light Up Campus project

Relationship Updates

- Liam- DOS/Registrar re Prevent. Need to ID who is leading within Uni
- Chris- DOS DSA Consultation

Building

- Broadly on time. Low no of snags. Lots of suppliers due in next week. Open day on Saturday means lots will be ready
- Pool and snooker- As table won't fit Lynne working on deal with Rileys
- Discussion re Gateway, Lodge and Uni Reception to ensure joined up messaging
- Room Bookings- slow to end up on system. University borrowing some rooms before 1pm weekdays as rooms crisis. Review at Xmas
- Small studio to have multiple uses
- Nap Nook/Chill out, will be partly bookable partly not. Issue at present is securing the space at night
- Rooms can be booked now manually through Robyn

Finance Unit and Other Staffing Issues

- Closed session

Appendix

Getting our messages out- A new fortnightly publication

Introduction

Across both our own internal surveys and the national Student Survey we know that we have some problems with getting our core messages across

Analysis

From the student perspective:

- We are failing to get at some key demographics
- We have an issue on some courses and in some faculties

From the union's perspective:

- We are probably getting messages across to the heavily involved but to the moderately involved and uninvolved we are not succeeding at getting key messages across
- We are poor at "growing demand" for the aspects of the union's work which require it (ie getting across why we take ethical stances on issues)
- We need to take steps to dramatically improve officer profile and awareness of/involvement in our priority campaigns

Print Products

In addition whilst we have been attempting (with some success) to get positive stories into Concrete and The Tab; and whilst we have a range of digital and physical assets that can be "sold" to advertisers; we lack a regular print media product of our "own". Whilst print media is widely believed to be "dead", freesheet media (ie Evening Standard/metro) remain highly viable products.

Concrete

We have suggested for the second year in a row that Concrete goes "weekly" with core pages given to us to promote our campaigns, services and events. However they remain of the view that they would struggle with volunteers and are not in a position to rethink the format and productions rhythms at this late stage.

Proposal

The proposal is therefore that on the "alternate" weeks that Concrete appears, a union free sheet of 4 or 8 pages is produced with the following core objectives:

- To communicate clearly the union's campaigning activity (both planned and reactive)
- To give a high profile to union officers and their representative/leadership work with key opinion pieces
- A chance to communicate clearly the work of union officers on university committees to less engaged students
- A chance to communicate clearly the work of union committees and council to less engaged students
- An opportunity to promote student opportunities to students in line with our brand (featuring students, telling stories)
- An opportunity to promote key welfare and education messages focussed around the time of year (ie housing advice, academic appeals, don't drop out drop in etc)
- A centre page fortnightly union events planner featuring commercial and non commercial messaging

Production

A sample edition will be produced in the next week or so we can agree the basic format. Venues, Advice and Opportunities will be commissioned to develop content and Josh's team, principally via Marta, will develop core campaigns and officer copy that can work both as material for this publication and for online.

Costs

To print 1,000 copies of an 8 page tabloid newspaper printed on 55gsm improved newsprint with a page size of 369mm x 289mm (Endorse folded, bundled, strapped and packed on pallet) is £350 in delivery, so approx £4k for the two full terms

We would:

- Reduce the concrete budget by around 10%
- Fund the remainder through advertising sales via Lauren (eg the centre events spread is highly attractive)