The CEC is asked to:-

To approve the:

i) Communications One Page Plan (Appendix 1)
ii) Action Plan (Appendix 2)
iii) Communications Calendar (Appendix 3)
iv) Communications Form (Appendix 4)
v) Brand Guidelines (Appendix 5)

vi) To note the Social Media Guidelines have now been published following their approval at the March CEC meeting.

Background

The Communications strategy is an internal document that should be read and applied by all OUSA staff and volunteers who communicate with students providing a framework for clear, consistent communications. The main focus of the strategy is the Communications one-page plan, which we have designed to engage the reader as well as convey key information.

The one-page plan is supplemented by an action plan, which set outs specific actions and approaches for the Communications & Technology Team over the next 6 months.

The Communications calendar, form, brand and social media guidelines provide structure and direction on how we should do this.

Communications One Page Plan: Appendix 1

At the March CEC meeting, feedback on a draft copy of the one page plan was taken and it was met with overall approval. The presentation and format of the plan was said to be engaging and clear to read. Since then further detail has been given
to the 4 key objectives (be seen, be heard, be proud and be effective) and some typos have been corrected.

**Action Plan: Appendix 2**

The action plan sets out the key opportunities for the Communications & Technology team for the next 6 months for each of our communication channels including: Facebook, Twitter, Instagram, Website, Magazine, Newsletters, Student Forums and Podcast.

**Communications Calendar: Appendix 3**

The draft Communications calendar was also positively received by the CEC and the consensus was it would be a useful tool for mapping communication activity. This has now been restructured around the 2015 – 2016 academic year and generalised milestones for students (start of study, main assessment periods and results) have been overlaid. The Communications & Technology will review this over the next 12 months to see whether our current publications, events and student recruitment activities are effectively timed.

Additionally there was a request for the calendar to be made available in a digital calendar format, so it could be shared among the student team. After some consultation with the University’s IT department, the most effective solution to emerge is based on a shared Outlook calendar (managed by the Communications & Technology team) which could be exported in ICS format as well as embedded into an email publication – potentially a bulletin style newsletter the Communications & Technology team are considering.

**Communications Form: Appendix 4**

The Communications form exists as a tool for capturing Activities and Events so they can be promoted across our communication channels.

A copy of the form can be found as part of this paper, however, in practice this will be available online at: [http://www3.open.ac.uk/forms/ousacomms/](http://www3.open.ac.uk/forms/ousacomms/)

**Brand Guidelines & Tone of Voice: Appendix 5**

Following the successful launch of the Association’s new branding, these guidelines have been developed to help ensure the consistent use of our new brand in particular the logo, colours, images, fonts and music.

**Next Steps**

The CEC will be considering the Association’s organisational strategy at this meeting. It is likely that detail from this will need to be applied to the Communications strategy following this weekend. Nevertheless we consider the proposed version of Communications strategy a useful starting point for the Communications & Technology team.

For the November CEC meeting we will be presenting an updated version of the action plan for January – July 2016 and a more comprehensive review of the
Communications strategy will be undertaken with Vice President Communications following Conference.

David McCann
Head of Communications & Technology