



Communications Committee Meeting One (1)

Minutes
Monday 24th October 2011

Present

S Cowley	Source Radio Councillor
M Elton	Source Online Councillor
R Kirkland-Hay	Source TV Councillor
B Mettle	BME Officer
A Mhlanda	Source Newspaper Councillor
O Oshunkoya(Chair)	VP Communications & Engagement

In Attendance

G Jenkins	Communications Co-ordinator
P Pilkington	Membership Services Manager
S Want	Graphic & Media Designer
J Wood (Minute Taker)	Democratic Support Co-ordinator

Absent without Apologies

A Forster	Sports Councillor
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11/12-02	<p>Minutes of the Previous Meetings and Matters Arising</p> <p><u>Minutes</u> The minutes from the previous meeting were agreed upon as an accurate account of the meeting.</p> <p><u>Matters Arising</u> 10/11-41 - SS agreed to put together a promo plan for The Hub and Square One. SS has done the plan. SS to send to JW the plan to circulate around the committee. This was circulated last term.</p> <p>10/11-48 - DC to change the Facebook profiles from President to Representation. OO to close the President profile.</p> <p>10/11-48 - TD will send DC new Javascript for Facebook so DC can invite people in bulk. OO has received the Javascript.</p>
Action	10/11-48 - DC to change the Facebook profiles from President to Representation. OO to close the President profile.
11/12-03	<p>Review of the Terms of Reference</p> <p>There were no amendments to be made.</p>
11/12-04	<p>Standing Item: Media Department Update</p> <p><u>Source Newspaper</u></p>

	<p>AM noted the next issue of the Source is out on the 1st week of November, designing the issue has begun. AM noted there is more content than the previous editions.</p> <p><u>Source TV</u> RK noted issues with the camera missing the power supply which is now being ordered. RK noted there are plans for advertisement to promote Source TV.</p> <p>Filming projects being developed and legal documents being re-written. RK has organised compulsory meeting with heads of departments confirming projects.</p> <p>RK is working on regular morning shows which may be filmed on the top of the Hub reception.</p> <p>OO enquired regarding the filming the AGM. RK noted that this is being discussed with the production manager but they need further details. OO to email RK details of the AGM for filming.</p> <p>Camera and editing training has been organised being run at the University which will be confirmed this week.</p> <p><u>Source Online</u> ME has been contacting advertising students for source online. There has been a slight increase in users since the return to University. ME is working with AM getting articles that don't go into newspaper to go online. ME has been having meeting with GJ regarding layout with Source online. There have been concerns with the general re-design not happening till August which is after ME will be in post.</p> <p><u>Source Radio</u> SC noted training is undergoing. Advertisement for Sports & Societies to get included with Source Radio, SC is looking to send members to varsity to commentate. SC noted they are in the process of getting updated equipment. Other updates include;</p> <ul style="list-style-type: none"> - the redesign of source logo and website - Merging Source website with the Student Union - production to get new jingles and radio clips is ongoing - the music library to be heavily updated - Minor technical issues are being fixed
Action	OO to email RK details of the AGM for filming.
11/12-05	<p>Newspaper Review OO noted that he would like to use online media more to push news items. OO stated discussions have been taking place to</p>

	<p>move to a magazine instead of a newspaper. This is planned to move over at the start of January.</p> <p>SW will put together quotes for the production of a magazine. Report to be circulated around the committee.</p> <p>A discussion was held on how to get the magazine up and started.</p> <p>A discussion was held about generating advertising from the newspaper.</p> <p>SW to put a media package together to circulate around the committee.</p> <p>PP noted charges for media has to be through CUSU rather than individual parties.</p> <p>Any companies enquiring into media to be directed through to SW.</p> <p>A discussion was held on marketing through all Source Media. The conversation moved into improving Source Online.</p> <p>Issues were identified with areas of Source Media.</p> <p>A discussion was held on the following;</p> <ul style="list-style-type: none"> - Magazine content - Return rate of the newspaper - Cost of the magazine - Future interation of source media via links through the magazine - Feature stories
Action	<p>SW will put together quotes for the production of a magazine. Report to be circulated around the committee.</p> <p>SW to put a media package together to circulate around the committee.</p>
11/12-06	<p>Standing Item: Social Media</p> <p>GJ updated the committee we have 70 followers on Twitter and 7,525 fans on Facebook.</p> <p>GJ noted we have three further facebook pages including Volunteering and Employability, Money Doctors and Sports & Societies are open. All profiles are people not pages. There is a possibility that facebook will close the accounts due to lack of usage.</p>

	<p>Possibility of joining all profiles into the facebook fanpage. A discussion was held on popularity of Twitter and Facebook. Possibility of keeping specific Sabbatical profiles.</p> <p>A discussion was held on linking Twitter and Facebook. GJ to link to two social media's to encourage followers.</p> <p>Regarding other departments, GJ noted he has spoken to them about the usage of their page. GJ detailed the advantages of grouping departments to one page. A discussion was held on the best times of the day to post status updates.</p> <p>RK will email GJ how to split up the status so our statuses automatically come up but there is the option to post on a members wall.</p> <p>GJ updated the committee on getting the facebook app from the University. GJ will update committee regarding development. For a preview follow www.facebook.com/coventryuniversity</p> <p>GJ will speak to Volunteering & Employability, Money Doctors and Sports & Societies regarding closing the individual profiles and report back at the next meetings.</p>
Action	<p>GJ to link to two social media's to encourage followers.</p> <p>RK will email GJ how to split up the status so our statuses automatically come up but there is the option to post on a members wall.</p> <p>GJ will speak to Volunteering & Employability, Money Doctors and Sports & Societies regarding closing the individual profiles and report back at the next meetings.</p>
11/12-07	<p>Standing Item: E-Newsletter</p> <p>GJ noted the student e-newsletter is due to go out at the end of the week, although the front page website will be new next week. GJ asked the committee is they were happy to detail the e-newsletter till the page is ready to be advertised. The committee agreed.</p>
11/12-08	<p>Standing Item: Website</p> <p>GJ noted the website refresh will happen on the 28th October. The website will go down for 4 hours whilst this is being done.</p> <p>The redesign is to take the main image, navigation system and login and put the majority of links through the banner. The idea is</p>

	<p>to make the page look more welcoming.</p> <p>GJ detailed issues with BAM, GJ noted we are contracted to stay with them for a further year. In January to look for new suppliers looking for a new site for August next year. Start looking November/December at new suppliers.</p> <p>November/December 2011 – Source new website suppliers January 2012 – Sign up new supplier January-August design new website August – launch of new website</p> <p>ME enquired into doing it inhouse, GJ noted that they are looking at professional operations for the scale and stability. ME enquired into a webdesigner and paying them. OO noted there is a possibility on getting a specific web designer.</p>
11/12-09	<p>Source Office</p> <p>RK noted that he needs contact details for PP. RK has spoken to S Want regarding getting 2 more desks for the office, need to decide which desks to have. Repairs for the damages/blinds and door needs fixed have been reported. SC noted access for the rooms in the junction need to be updated. SC will email PP a list of students who require access to the Source room in Priory Street.</p> <p>RK noted they were looking into getting more computers, it was noted that although computers were not available there was the option to sign out laptops from the Hub reception.</p>
Action	<p>SC will email PP a list of students who require access to the Source room in Priory Street.</p>
11/12-10	<p>AOB</p> <p>SC would like to push inhouse services such as Sports and Soccieties, Money doctors etc. and enquired into who would be best to contact. OO will forward SC contact details for our services departments including Sports & Societies, Volunteering and Employability, Money Doctors and Advice Centre.</p> <p>GJ noted the SU brand/logo has now been trademarked. Square 1 and Team Phoenix needs to be done. This should be complete by January.</p> <p>BM enquired if there is something out there to let students know they need articles. ME noted source online have facebook and twitter. Advertising campaign starting up soon.</p>

	<p>SC noted source radio creator of their facebook has left. A discussion was held on the possibility of writing a motion for council for handover packs to be produced before leaving a post.</p> <p>OO noted he will take a motion to Student Council regarding the handover of work.</p>
Action	OO will forward SC contact details for our services departments including Sports & Societies, Volunteering and Employability, Money Doctors and Advice Centre.
11/12-11	Date of next meeting: 10am; Thursday 24 th November 2011