



## Board of Management Learning & Teaching Committee

<b>Date of Meeting</b>	<b>Tuesday 28 April 2020</b>
<b>Paper No.</b>	<b>LTC3-D</b>
<b>Agenda Item</b>	<b>4.3</b>
<b>Subject of Paper</b>	<b>CitySA's Response to Covid-19 (Communications)</b>
<b>FOISA Status</b>	<b>Disclosable</b>
<b>Primary Contact</b>	<b>Dylan Duff, Student President</b>
<b>Date of production</b>	<b>April 2020</b>
<b>Action</b>	<b>For Discussion</b>

### Recommendations

The Learning and Teaching Committee is invited to discuss the attached Student Academic Experience Committee report.

## Student Academic Experience Committee

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<b>Paper No.</b>	
<b>Agenda Item</b>	
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<b>Action</b>	<b>For Noting</b>

### 1. Recommendations

1.1 The committee is asked to note the update from the Students' Association in relation to their communication strategy from March 17<sup>th</sup> 2020 (response to the Coronavirus).

## 2. Purpose of Paper

2.1 This paper is to provide information to the committee from the Students' Association highlighting an adapted Communication Strategy in response to the college closure.

## 3. Context and Content

3.1 Following the unprecedented situation the Students' Association Team sought to rapidly adapt the existing communications strategy to a focused and dynamic online approach. The aim was to encourage students to stay motivated and engaged and to ensure a feeling of community.

The team agreed to focus on four methods of engagement:

- Remote Campaigns
- Social Media
- Update Website
- Targeted e-mail

### Remote Campaigns

#### Random Acts of Kindness

- This will ask students and staff to share positive messages and stories.
- Launching on Monday 20th April

#### Frozen in Time (Time Capsule)

- This will capture all of the positive messages, stories, poems, art or whatever else helped someone get through self-isolation
- Launch date Tuesday 28<sup>th</sup> April

### Social Media - WHAT'S ON CITYSA

<b>Monday</b> <b>Friday</b>	Instagram/Facebook Stories – Student Pres Team Takeover	Every Monday and Friday, one of our Presidential team take over our Instagram/Stories to tell students how they're getting on in isolation, offering some tips on things to do.
<b>Tuesday</b>	Tuesday Sharing – Facebook/Twitter/Instagram Stories	'Positivitea', is where we are encouraging students to have a cup of tea, write a positive message and share online.
<b>Wednesday</b>	Wellbeing Workshops	Wellbeing Wednesdays are about all things wellbeing. To date we have offered yoga which has had over 1,200 views. We plan to offer more yoga and wellbeing sessions such as cooking, exercise.

## Website Update

The team were quick to respond to the college closure and updated the SA Website with a health and wellbeing hub. <https://www.citysa.co.uk/mentalhealth/covid-19andwellbeing/>

## Targeted e-mail

The SA and SE teams and been irregular contact with students and staff and have been sending targeted e-mails inviting students to stay in touch with their association and each other.

SA/SE Communications March/April 2020		
Week beginning	Staff / Student Communications	Website / Social Media
23 March	All Student Email - Coronavirus & Mental Health Student President email to Student Executive SEO email to Class Reps SEO email to International Students	Launch of Support Hub Website Podcasts Insta / Facebooks Lives Charities Update – Just Giving International Pet Day
30 March	All student Email-What's on Student President email to Student Executive SEO email to Class Reps SEO email to International Students	Monday / Friday Presidential Takeover Tuesday Sharing – favourite meme Wellbeing Wednesday Workshops – yoga
6 April	All student Email -What's on	Holiday post Monday / Friday Presidential Takeover Tuesday Sharing – favourite meme Wellbeing Wednesday Workshops – yoga Friday podcast
13 April	All student Email -What's on	Holiday post Monday / Friday Presidential Takeover Tuesday Sharing – favourite meme Wellbeing Wednesday Workshops – yoga
20 April	All student Email -What's on Student President email to Student Executive SEO email to Class Reps SEO email to International Students	Monday / Friday Presidential Takeover Tuesday Sharing – favourite meme Wellbeing Wednesday Workshops – yoga
27 April	All student Email -What's on Student President email to Student Executive SEO email to International Students	Monday / Friday Presidential Takeover Tuesday Sharing – favourite meme Wellbeing Wednesday Workshops – yoga

## 4. Impact and Implications

Maintained relationship with class reps, student executive and student body.

## Appendices

N/A