

Annual Report from the Engagement & Development Subcommittee

Meetings & Membership

Meetings were held in October, March and June and the members were: Neil Clephan (Chair), and subsequently Damola Timeyin (Chair), Harry May-Bedell, Kim Sommerville, Thierry Ngutegure, Isobel Walter, Charlotte Morton, Carolina Hall-Rodriguez, Sophia Hartley, Lucy Murphy, and Harry Dunbar.

Terms of Reference

The purpose of the Engagement & Development Committee is to recommend and oversee the implementation of member engagement strategies, including through academic engagement, marketing & communications strategies, and through wider opportunities including external partnerships.

Strategic Risks

Through an annual review the committee maintains oversight of the following relevant risks from our Strategic Risk Register:

SR1: Reduction in student numbers or a significant change in the student body profile leads to a negative impact upon revenue, footfall and power of the student voice.

SR2: LUU falls behind social, commercial and market trends leading to drop in income and poor reputation.

SR8: Lack of investment in communications expertise and technology leads to lack of relationship with key parts of our membership

SR11: LUU perceived as poor value for money in services and poor quality in representation and support, leading to decline in engagement.

SR12: Relationship with the University declines leading to restrictions on our resources and capacity to deliver our strategic goals

SR13: Engagement with students is limited to specific segments or demographics, leading to a decline in reputation and poor feedback from members

Key areas of work

Engagement Activity

The committee reviewed the welcome/Freshers' engagement activity and messaging, and scrutinised plans around digital development to enhance engagement, in particular considering new platforms to support engagement during the pandemic.

Strategic Review

This committee has delegated responsibility to oversee all strategic review activity, and this year considered methods of effective continuous impact reporting, as well as the structure and process for the 2021-22 Strategic Review project to develop the 2022-26 Strategy.

External Partnerships

All key strategic partnerships are overseen by this subcommittee, including the work with key organisations in the Leeds area such as Hyde Park Picture House, Santander, the Co-op and Leeds Rhinos.