

## Theme 5 - **We will communicate effectively with our stakeholders**

### Objective

### Action in 2017-18

Improve our understanding of students

1. Run annual survey that seeks student views on everything
2. Complete an annual data report that analyses which students engage with us.

Be excellent at communicating with our students

1. We will run gloswins campaign and launch an impact website which will communicate student and SU success
2. Develop a comms plan

Build a strong and physical digital presence

1. Complete brand guidelines
2. Invest in shop spaces

Improve communications with the University

1. Termly newsletter about the SU posted on University infonet
2. We will develop a timetable of papers the SU submits to University Committees (University Council, Academic Affairs, Academic Board)