

<b>FOR DISCUSSION/INFORMATION</b>			
Meeting:	<b>Chairs Meeting 15<sup>th</sup> April 2020</b>		
Presented by:	<b>Christopher Moore</b>		
Author / Contact	<b>Claire Souter</b>	Department/ Unit	<b>Communications and Civic Response</b>
Date Created	<b>02/04/2020</b>	Telephone	
Appendices Attached:	<b>None</b>		
Disclosable under FOISA	<b>Yes</b>		

**1. PURPOSE**

To update the committee on communications activities throughout the COVID-19 crisis.

**2. BACKGROUND**

Scheduled Marketing & Communication activity at NCL was placed on hold throughout the COVID-19 crisis and instead a crisis communications plan put in place.

This plan is going and regularly updated, but this document summarises the key activity already taken place and that planned for the coming weeks.

**3. DETAIL**

Paper attached

**4. BENEFITS AND OPPORTUNITIES**

Opportunity to show optimism and resilience throughout crisis

**5. STRATEGIC IMPLICATIONS**

None

**6. RISK**

None

**7. FINANCIAL IMPLICATIONS**

All activity within budgeted costs

**8. LEGAL IMPLICATIONS**

None

**9. WORKFORCE IMPLICATIONS**

None

**10. REPUTATIONAL IMPLICATIONS**

Positive enhancement of reputation

**11. EQUALITIES IMPLICATIONS**

None

**CONCLUSIONS/RECOMMENDATIONS**

Members are asked to note the contents of the update.

## **COVID Communications Update**

From Sunday 15<sup>th</sup> March, a COVID Response Group was set up within the College encompassing key decision makers within the College including:

- Executive Board
- Heads of Faculty
- Professional Service Managers

The group's remit was to meet daily and discuss the evolving situation, which included the decision to close the campuses and move to online working and studying.

A communications plan for students, staff and stakeholders has since been developed and is ongoing.

### **1. Student Communications**

- Students were notified of suspension of Face-to-Face teaching via text, e-mail and MyDay notification as well as reminders on social channels
- Live chat from 8am-8pm was setup on the website and is monitored by the Brand Team
- A dedicated web page with regularly updated FAQs was created:  
<https://www.nclanarkshire.ac.uk/coronavirus>
- A dedicated web page with regularly updated student advice was created:  
<https://www.nclanarkshire.ac.uk/coronavirus/coronavirus-student-advice>
- A dedicated email address for any queries was setup and monitored by the Brand Team
- Heads of Faculty issue a weekly email outlining the most recent updates
- Principal Christopher Moore issued a video update on social channels and website
- Students are notified of any updates in regards to awarding bodies via text, e-mail and MyDay notifications as well as social channels
- Regular updates, activities, events and advice (including government official) are shared on the College's social platforms with good engagement from students

#### Upcoming plans

- Dedicated health and wellbeing webpage being set up offering advice and guidance for mental and physical health while at home – including workouts from college sports staff
- Ongoing student engagement activity on social media including sharing online gigs, etc.
- Partnership with Big White Wall offering counselling services for students
- Ongoing weekly updates from Heads of Faculty
- Video update from Principal/Executive Board
- Launch of August recruitment activity

### **2. Staff Communications**

- Staff were notified of suspension of Face-to-Face teaching via e-mail notification and a live video update from the Principal - as well as reminders on social channels
- Daily video briefing from the Principal during the first week of crisis outlining plans for migrating to home working
- Weekly video update on The Clan from the Principal during home working

- Regular updates on The Clan homepage
- Live chat from 8am-8pm was setup on the website and is monitored by the Brand Team
- A dedicated web page with regularly updated FAQs was created:  
<https://www.nclanarkshire.ac.uk/coronavirus>
- A dedicated web page with regularly updated staff advice about the crisis and containing tips/information for working at home was created:  
<https://www.nclanarkshire.ac.uk/coronavirus/coronavirus-staff-advice>
- A dedicated email address for any queries was setup and monitored by the Brand Team. This email address is also used to issue important updates and information including ICT information.
- #NCLtogether campaign was set up on The Clan and social channels to encourage staff to stay connected, inspired and part of a team. This involves workplace challenges and engagement activities including the Principal's Gallery of Hope, Carpool Karaoke Challenge, NCL Playlist and upcoming events
- Regular updates, activities, events and advice (including government official) are shared on the College's social platforms as well as The Clan with good engagement from staff

#### Upcoming plans

- Further #NCLtogether activity including keeping fit activities, favourite boxsets/films, etc.
- Ongoing video updates from the Principal and Executive Board
- Re-design of staff newsletter, The Natter
- Launch of staff values campaign
- Stories of success during this time

### 3. Stakeholder Communications

- Stakeholders were notified of suspension of Face-to-Face teaching via e-mail notification
- A dedicated web page with regularly updated FAQs and an update from the Principal was created: <https://www.nclanarkshire.ac.uk/coronavirus>
- A dedicated web page with stakeholder advice was created:  
<https://www.nclanarkshire.ac.uk/coronavirus/stakeholder-advice>
- Live chat from 8am-8pm was setup on the website and is monitored by the Brand Team
- A dedicated email address for any queries was setup and monitored by the Brand Team. This email address is also used to issue important updates and information including ICT information.

#### Upcoming activity

- Dedicated webpage for stakeholders and local businesses in the community
- Creation of #NCLconnect campaign
- Biweekly update emails to be issued to key stakeholders from Business Support team
- Focused social media campaign to local businesses

### 4. Civic Responsibilities

Staff from across New College Lanarkshire have been working to support the local community in various ways, including:

- Donation of PPE equipment from Engineering & Automotive, Care & Science, and Service Industries to local hospitals and hospices to assist with the fight against coronavirus. Staff members collected supplies from across the three main campuses and distributed these around University Hospitals Wishaw and Hairmyres, Coathill Hospital in Coatbridge, in addition to St Andrew's and Kilbryde hospices. The donation included hundreds of antibacterial wipes, examination gloves, visors, safety glasses, aprons, disposable bed sheets, masks and handwashes.
- New College Lanarkshire has offered its Halls of Residence at the Motherwell Campus to the local health authority for possible use by NHS staff.
- Colleagues from the Computer Aided Design team are using 3D printing expertise to produce vital equipment for NHS Lanarkshire. Head of Faculty for Engineering and Automotive, Barry Skea, alongside CAD lecturers Ryan Sheridan and Lisa Nicholson, are creating 3D-printed headbands for visors following discussions with doctors at NHS Lanarkshire. The team have four Ultimaker 3D printers, which can produce more than 100 headbands per week.
- Students who recently completed an Employability programme, Clinical Support Worker – Stage 4 (<https://www.nclanarkshire.ac.uk/courses/employability-programmes/clinical-support-worker-stage-4>), have all progressed directly to the front line of the NHS fight against Coronavirus. The students have all been successfully recruited to NHS Lanarkshire's Staff Bank as Clinical Support Workers – assisting healthcare professionals in the delivery of patient care. The Clinical Support Worker programme is delivered by New College Lanarkshire in partnership with NHS Lanarkshire on-site at Law Hospital in Carluke.
- NCL's social media channels regularly share public service information posts, including advice on scammers targeting vulnerable households; North Lanarkshire Council's free school meals programme; NHS/Government advice to Stay Home, Save Lives; Clap for Carers initiative.
- NCL's social media channels have also promoted the fundraising or health-promoting initiatives of staff and students, including CQL Siobhan Argyle's song-a-day Twitter challenge (<https://www.tes.com/news/coronavirus-staff-and-students-reasons-be-cheerful>); Music student Lauren Kelly playing an online gig to raise funds for Scottish Cot Death Trust.