The County College JCR
Executive Minutes

Friday 22nd January
12:00
Online via Teams

Chair
India Ellis (VP Democracy & Finance)

Attendees
Callum Slater (President); Henry Blackburn (VP Socials, Sports & Events); Elisha Moreton (VP Welfare, Equality & Diversity); Josh Wynn (Media & Communications Officer); Luke Green (Media & Communications Officer); Jess Todd (Socials & Events Officer); Katie Aspin (Socials & Events Officer); Lucy McFegan (Women+ Sports Officer); Matt Houghton (Men+ Sports Officer); Niamh Cartwright (Women+ Welfare Officer); Will Owens (Men+ Sports Officer); Emmanuel Adeyemi-Abere (Equality & Opportunities Officer); Sonja Dembo (International & Faith Officer)

Apologies
N/A

Absentees
N/A

Agenda item
Introduction and apologies
Presenter
IE

Discussions
No apologies received, all Exec members present.

IE welcomed LG to the JCR Executive and congratulated him on being co-opted into the role of Media & Communications Officer. LG thanked the Executive for the opportunity to be part of the team.

Agenda item
Matters Arising
Presenter
IE

Discussions
IE noted the only action from the previous minutes was an ongoing review of the engagement on the Welfare page and requested that a report could be prepared for presentation in the meeting on February 5th.

EM asked if posts on the Welfare Facebook page could be reposted in full on the main Instagram so that the content reaches students who do not have Facebook.

Agenda item
Feedback & Review
Presenter
CS

Discussions
CS explained that he would like to have a brief discussion on events and campaigns launched in Week 11 and 12, and also begin to think about ways the JCR Executive can effectively self-review going forward.

HB shared that the Household Speed Dating event was very successful and easy to run; eight households were involved, and all participants seemed to enjoy the evening. He mentioned plans to distribute a feedback form to participants and elaborated that he would like to continue this for future events. CS expressed that he was eager to create a standard feedback form which could be distributed during and after each event, confirming with the Executive that they were happy for him to begin to draft this questionnaire.
EM noted that the Veganuary Rate My Plate competition had not yet received any entries and requested that Executive members could share the post. IE suggested sharing the post with the Vegan and Vegetarian Society and promoting it again on the SU Does Veganuary page. JW confirmed that another Rate My Plate post was planned to go out.

WO noted that the Welfare page was receiving regular interactions however the number of engagements is still not as high as the team would like, so he will be exploring ways in which to further boost engagement.

SD informed of an event planned by the Jewish Society for Holocaust Memorial Day and asked that we could promote this and mention the event in any of our own posts about the day. LG mentioned that he had a post scheduled for Tu B’Shevat and asked whether Jewish Society had any events planned for this festival which could be promoted with our posts; SD replied that she would follow up on this with Jewish Society.

HB pointed out that the date for the Animal Crossing event was incorrect on the email newsletter and asked if this could be rectified via social media promotion.

HB suggested that the feedback forms could be incentivised to encourage participation in them, by entering everyone who completes one into a prize draw. IE highlighted that this would come out of both teams’ budgets and recommended that the teams consider reserving some funds in future to make this possible. IE then suggested that all feedback forms could go into one prize draw at the end of summer term, which would allow the Executive to incentivise these straight away whilst not having to budget for a prize until next term.

### Agenda Item

**College Merch**

**Presenter** CS

### Discussions

CS informed the Executive that he had instigated conversation with the College SCR regarding the introduction of new items to the college merchandise line. He confirmed that we would be able to launch new merchandise items, however some consideration needs to be taken over how we approach this. The JCR Executive currently doesn't have the available budget to purchase sweatshirts to sell, so we would have to rely on students pre-ordering and paying for their merchandise items before we are able to buy them.

CS provided advice from Stu Powers and Ali Moorhouse, who recommended that the JCR Executive should closely manage the expectations of students ordering merchandise. When ordering our products, it is likely that the company we use will have a minimum order quantity which we must meet before they will print and dispatch our order- this means that some students may have to wait longer than others depending on when they made their order with us. CS assured that it is possible to still proceed with launching the new merchandise line, as long as we explain to students that they may have to wait a couple of weeks to receive their order. CS also highlighted that distribution of merchandise orders would be tricky due to COVID-19 restrictions, and acknowledged that the timeline of preparing and launching the new merchandise would be longer than originally expected so that we can work round the problems we are facing.

CS elaborated on plans for a trial launch of the merchandise line in Summer term, aimed at graduating students. This is with a view of launching the line properly in Welcome Week, offering Welcome Pack bundles which would include the new merchandise items. CS explained that all preparation for the trial launch in Summer term would need to happen this term, including selecting a printing company, pricing of items, preparing designs and launching design competitions.

CS also mentioned that Ali Moorhouse is planning to sell the old merchandise items at a reduced price, with the potential of replacing them in the shop with the new line should the launches prove popular.
**Agenda item**  | **LGBTQ+ History Month** | **Presenter**  | **WO**
---|---|---|---
**Discussions**

WO explained his plans for a post in February where LGBTQ+ members of the JCR Executive summarised what LGBTQ+ History Month means to them. He requested that members who identify within the LGBTQ+ community could message him if they would like to be involved in this post.

WO also shared plans for an online panel discussion with LGBTQ+ members of the JCR Executive, and again requested that those who would like to be involved could message him.

**Agenda item**  | **Strategic Plan** | **Presenter**  | **CS**
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**Discussions**

CS presented a draft version of the JCR Executive 2021 Strategic Plan. The introduction acknowledges the achievements that came out of 2020 and the lessons that we can learn from last year going forward with our new team in 2021. It indicates that our vision for County College is for it to be the biggest and best community on campus. CS explained that the purpose of the Strategic Plan is to measure our impact by using it as a point of reference to identify areas in which we are stronger, and where we can make improvements. He also elaborated on plans to publish a termly Impact Report which benchmarks our progress towards our targets for the end of the year.

The next double page covers the JCR Executive’s goals for 2021 set out under four main themes. These goals have been compiled from responses to the Michaelmas survey sent out to first years, comments from officers in their one-to-ones with CS, and discussions had in training sessions and early meetings. CS emphasised that if officers feel their objectives aren’t covered by these goals, that they should raise it with him. CS drew attention to the four themes: creating a stronger college community; prioritising wellbeing; making college experience lively and fun, and communicating effectively with students. Underneath the theme headings are goals and actions which the team will aim to deliver on throughout the year, as well as specific numerical targets which give an idea of what success will look like in each individual theme.

CS explained that the Strategic Plan aims to give a purpose to everything that we do- all our events and campaigns should fit somewhere into our overall strategy. He also highlighted that publishing this document fits with our aim of improved communication with college members, by informing them of our goals and objectives for the year. CS emphasised the importance of JCR Executive members realising the value of the events and campaigns they plan, evaluating whether it fits into our strategy. CS assured however that if an event/campaign doesn’t link back into any of our objectives, it may highlight a new objective which has become important to us rather than suggesting that the event/campaign isn’t worth running- the Strategic Plan should be dynamic.

CS summarised that the Strategic Plan solves two problems: the first of which being internal, justifying the plans we make and also providing a framework for planning; the second being external, making clear to college members our purpose and objectives as a JCR Executive and, paired with the Impact Reports, improving the general understanding of what the JCR Executive is doing for its members.

SD questioned whether including images of JCR Executive members holding drinks was appropriate for this document- CS felt it was suitable due to this being a JCR produced document, however assured that if anyone felt uncomfortable about it they could speak to him privately.

HB requested that when the Strategic Plan is published, we avoid employing claims that we are sharing it for ‘greater transparency’ as this undermines our attempts to make students feel genuinely involved and a part of our work- CS agreed, pointing out that we are a member-led organisation and so members have the right to accessing this information.

EM mentioned that the front page of the Strategic Plan felt somewhat ‘corporate’ and said this would put her off reading it, suggesting that we add some photos to the front to make it look more inviting. She also asked whether it was possible for the document to be translated into some of the widely
spoken languages on campus, to include international students. SD offered to aid with recruiting students who could translate into languages not spoken by JCR Executive members, such as Mandarin, and suggested that Ali Moorhouse may be able to help us identify such students. CS was keen to pursue the publication of the Strategic Plan in different formats and translations, but also acknowledged that he wanted it to be published as soon as possible, so confirmed there would be a tight timeline around the production and publication of these documents.

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**Discussions**

IE confirmed that herself along with KA, MH, WO and LG were required to run in the bye-election, in order to ratify their co-option onto the JCR Executive.

IE acknowledged that due to her standing as a candidate, she would be unable to assume the role of Acting Returning Officer for this bye-election, and so proposed a vote to delegate the responsibilities of ARO to CS. This vote passed unanimously.

IE informed members that nominations opened on the date of this meeting and will close on February 12th. Election campaigning will run from February 24th till March 5th, with voting open between March 3rd and March 5th.

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**Discussions**

HB shared that the Blues Vs Yellows quiz only had two applicants and asked the JCR Executive what should be done about it. JW agreed that he would aid the Socials team in promoting this event further.

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**Discussions**

The next meeting will take place on Friday 29th January 12:00 via Microsoft Teams.