

## OPEN UNIVERSITY STUDENTS ASSOCIATION

### Central Executive Committee (CEC)

8 - 10 October 2021

### COMMUNICATIONS STRATEGY

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The CEC is asked to:-

- i) **Approve** the proposed Communications Strategy to enable organisation to achieve its objectives and mission (appendix 1).

#### 1. Introduction/Background

During the process of developing our new Association strategy for 2020-23, several aspects of the organisation were identified as enablers to the strategy; research, volunteering and communications

Effective communications are vital to the Association's ability to deliver on the strategic aims to increase awareness and engagement, as well as demonstrating relevance and impact, and enhancing our ability to influence decision-makers both within the Open University and externally.

A strategy document should be aspirational and focused on principle and high-level outcomes rather than being prescriptive about specific outputs, methods and techniques to be used. It should guide operational practice and enable organisational leaders to measure the operational practice against the aspiration stated in the strategy document.

This Communications Strategy was developed by the Vice President (Engagement) in conjunction with the Strategy Project 15 team and the Head of Strategy and Insights. It has been designed to link clearly to the overarching Association strategy, while factoring in our aspirations to be more transparent in our governance processes, and more inclusive and accessible to underrepresented groups of students.

The Communications Strategy will inform the Comms Matrix Tool and the Comms Plan, also being delivered under Strategy Project 15, and will provide the principles and basis for the future approach to Association communications.

The strategy is attached as appendix 1, and comments from CEC are welcomed.

**Fanni Zombor, Vice President (Engagement)**

**Kate Dungate, Head of Digital Communications**  
**Dan Moloney, Director of Engagement**