Minutes

# CAETS Communication Committee

# Tuesday 21 February 2023

## Meeting details

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| **Location** | Online via Teams |
| **Date & Time** | Tuesday 21 February   * 8.00 Netherlands * 18.00 Australia (AEDT) * 21.00 New Zealand |
| **Attendees** | **Committee leadership**  Chair - Lucas Noldus – Netherlands Academy of Technology and Innovation (AcTI)  Deputy Chair - Cather Simpson – RSNZ  **Secretariat support (ATSE)**  Cath Latham – ATSE (Director, International Affairs)  Kylie Walker – ATSE (CEO) – *joined at agenda item 4* |
| **Apologies** | Aidan Muirhead – ATSE (Acting Director, Communications and Outreach) |

## Summary of Actions

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|  | **Action** | **Responsible Party** | **Due** |
| 1 | Revise the Communication Prize documentation as per the chair and deputy chair’s requested changes | ATSE secretariat | 2-3 March (include in papers for 9 March meeting) |
| 2 | Provide the finalised Communication Prize documentation and supporting promotional materials to CAETS secretariat (Ruth David) for distribution to CAETS member academies in mid-March. | ATSE secretariat | After 9 March meeting (with feedback from committee), before end of March |
| 3 | Draft new section of style guide covering the structure of CAETS committee outputs | ATSE secretariat | Ideally, 2-3 March (include in papers for 9 March meeting) |
| 4 | ATSE to send calendar invitations for quarterly meetings to all committee members for the proposed times on 9 March, 8 June, 7 December. | ATSE secretariat | ASAP  Note – 9 March meeting in 2 weeks |
| 5 | Finalise (formatting etc) 9 March agenda for distribution to committee members ahead of the meeting | ATSE secretariat | By 2 March |
| 6 | Share the list of committee members with the chairs. | ATSE secretariat | ASAP |
| 7 | Provide revised wording for CAETS operating guidelines to CAETS secretariat | ATSE secretariat | Before next meeting |
| 8 | Request a draft statement from the CAETS Energy working group for consideration at the 9 March quarterly communications meeting. | Lucas (chair) | ASAP (note, would be good to circulate ahead of the 9 March meeting) |
| 9 | Seek a meeting with EuroCASE regarding communications activities and practice. | Lucas (chair) | Before next leadership meeting (18 April) |

## Meeting Summary

**1. Opening agenda and announcements**

* The chair noted that work had been done out of session on the communications prize documentation.
* An update was discussed at today’s meeting.

**2. CAETS Communications Prize 2023**

* Since last meeting, ATSE has revised the CAETS Communication Prize documentation to reflect the changes to be introduced in the 2023 round and provided to the chair and deputy chair for review.
* The group agreed that the prize winner and finalists would be notified of the outcome of judging under embargo in July, and the public announcement and prize presentation will occur at the annual CAETS meeting in October.
* The chair and deputy chair noted a further revisions for ATSE to action before the documentation is finalised for launching the 2023 round and opening to applications - revisions have been provided on an annotated pdf and were discussed during the meeting. In summary, the requested revisions for the prize documentation are:
  + Ensure the singular form is used in reference to the prize throughout the document, including headings (one category only in 2023) rather than the plural.
  + Please use “communication prize” rather than the plural (communications) throughout the doc consistently.
  + Clarity in wording regarding the prize money – the prize will cover the registration fee to the annual conference as well as travel expenses (up to the agreed amount).
  + Revise wording such that a communication plan is requested and/or preferred, but not “required” – that is, entries will not be disqualified if a communication plan is not included.
  + Update the timeline for the prize to reflect the winner and finalists notified of the outcome under embargo in July, with the winner announced at the CAETS annual meeting in October.
  + International Judging panel EOI – please remove the country list and provide a free text field where the applicant can fill out country and CAETS member affiliation.
  + Prize entry form – please include a field for applicants to provide a YouTube or other link to access their video. Note that this may not be YouTube (i.e. China cannot access YouTube and may use another platform).
* Once finalised with the above revisions, the group requested that ATSE provide the documentation to CAETS secretariat for distribution to CAETS members, announcing the round open for applications.

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| **Action 1 – ATSE will revise the Communication Prize documentation as per the chair and deputy chair’s requested changes in time to share with the committee at the 9 March meeting.**  **Action 2 – ATSE will provide the finalised Communication Prize documentation and supporting promotional materials to CAETS secretariat (Ruth David) for distribution to CAETS member academies in mid-March.** |

**3. CAETS Style Guide**

* At last meeting, the group noted the existing style guide, which includes branding advice, and that CAETS secretariat had requested an expansion to include advice on language and format for outputs from CAETS working groups and committees (reports, statements).
* The group discussed what might be possible to deliver, and what would be useful guidance to develop that will be used by the CAETS working groups and committees.
* The group agreed that a short 1-2 page addition to provide guidance on the expected structure of CAETS communication outputs such as reports would be desirable, and most likely to be of assistance to CAETS working groups and committees. This addition should be an additional section entitled “Structure of communication outputs” and outline details such as requirements for title page, affiliations page, maximum 2 page executive summary, which should follow the visual identity guidelines as well.
* The group also agreed that the addition to the style guide document should be accompanied by a description of the process for Communications Committee review and support for outputs generated from other CAETS committees, which includes:
  + Provide the revised style guide to all CAETS members and committees
  + Request that outputs follow the style guide structure and branding advice
  + Provide outputs to the quarterly CAETS Communications Committee meeting for review and report.
  + The CAETS Communication Committee will provide feedback and advice by the following quarterly meeting on how to maximise the impact of the output

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| **Action 3 – ATSE to draft new section of style guide covering the structure of CAETS committee outputs and provide to the Committee chair and deputy chair for review.** Ideally, the revision can be provided for discussion at the CAETS Communications quarterly meeting on 9 March. |

**4. Quarterly committee meetings – all committee members**

* The group noted the proposed dates for the quarterly meetings that were circulated by ATSE prior to the meeting – 2 March, 8 June, 7 Dec, October meeting during CAETS annual conference 9-11 October.
* The group agreed to push back the first quarterly meeting to 9 March before sending the invitation to all committee members to give more notice and try to secure better attendance – ATSE will update the calendar invitation.
* The group discussed and drafted the agenda for the quarterly meeting, which the chair then shared with ATSE to finalise and distribute to committee members.

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| **Action 4 – ATSE to send calendar invitations for quarterly meetings to all committee members for the proposed times on 9 March, 8 June, 7 December.**  **Action 5 – The chair will share the draft agenda with ATSE, who will finalise (formatting etc) for distribution to committee members ahead of the meeting.**  **Action 6 – ATSE to share the list of committee members with the chairs.** |

**5. Minutes of last committee meeting**

* The chair and deputy chair accepted the minutes of the previous meeting with one amendment – the meeting was held by Zoom, not Teams.

**6. Actions of previous meetings**

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|  | **Action** | **Responsible Party** | **Due** | **Status** |
| 1 | Confirm dates for 2023 committee meetings and distribute to committee members:   * Confirming meeting dates and times with committee leadership * Confirm dates with CAETS (Ruth David) avoiding any potential clashes with other CAETS committees * Proceed with calendar invitations for dates/times agreed by the committee | ATSE secretariat | ASAP | **COMPLETE**  Proposed times accepted by the group with the first meeting moved back to 9 March. |
| 2 | Reach out to EuroCASE regarding their approach to communications | Lucas (chair) | Before next meeting | **In progress** |
| 3 | Check with CAETS (Ruth David) if any additional survey responses were received from CAETS members   * Additional contacts for wider committee membership * Responses to the communications questions | ATSE secretariat | Before next meeting | **COMPLETE**  ATSE received one additional response from CAETS from the NAE (USA). The Comms contact has been added to the committee distribution list. |
| 4 | Update Communications Prize documentation | ATSE secretariat | * Circulate draft by Feb 14 (1 week before next meeting) * Review and finalise draft at next meeting | **COMPLETE**  Final revisions needed for launch of prize round in March – see agenda item 2 and associated actions. |
| 5 | Committee chair to put CAETS style guide on the agenda for next meeting. | Lucas (chair) | February meeting of Communication committee | **COMPLETE** |
| 6 | Provide charter revisions to CAETS secretariat for inclusion in the CAETS Operating Guidelines, by:   * Revised wording to be drafted by ATSE secretariat * Draft wording provided to the Committee chair and deputy chair for review and approval * Committee chair to provide final agreed revisions to CAETS secretariat | All | Draft wording by next meeting (February) for review and approval  Finalised wording provided to CAETS secretariat ASAP after February meeting | **COMPLETE** |
| 7 | Include agenda item on quarterly meetings of the CAETS Communications committee - review of other CAETS committee/working group reports/statements | Lucas (chair) | March committee meeting | **COMPLETE**  See agenda item 4 and matters arising below |

**Matters arising from actions of previous meeting:**

* The chair and deputy chair approved the proposed revision to the CAETS operating guidelines and advised that it can be provided to Ruth David.
* The group agreed to approach the CAETS Energy working group and request that they draft a short statement about the key messages of the latest energy report for review and discussion at the 9 March CAETS Communications committee quarterly meeting.
* The chair reported that initial investigations indicate that CAETS communications are more advanced than EuroCASE, but will seek a meeting with EuroCASE to discuss their work and possible exchange of ideas on best practice.

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| **Action 7 – ATSE to provide revised wording for CAETS operating guidelines to CAETS secretariat**  **Action 8 – The chair to approach the CAETS Energy working group regarding a draft statement for consideration at the 9 March quarterly communications meeting.**  **Action 9 – The chair to seek a meeting with EuroCASE regarding communications activities and practice.** |

**7. Any other business**

None raised.

**8. Close**

**Next meeting -** 9 March – Quarterly all of committee meeting

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