Minutes

# CAETS Communication Committee

# Tuesday 17 January 2023

## Meeting details

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| **Location** | Online via Teams |
| **Date & Time** | Tuesday 17 January   * 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)  Aidan Muirhead – ATSE (Acting Director, Communications and Outreach) |
| **Apologies** | Kylie Walker – ATSE (CEO) |

## Summary of Actions

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|  | **Action** | **Responsible Party** | **Due** |
| 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 |
| 2 | Reach out to EuroCASE regarding their approach to communications | Lucas (chair) | Before next meeting |
| 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 |
| 4 | Update Communications Prize documentation | ATSE secretariat | * Circulate draft by Feb 14 (1 week before next meeting) * Review and finalise draft at next meeting |
| 5 | Committee chair to put CAETS style guide on the agenda for next meeting. | Lucas (chair) | February meeting of Communication committee |
| 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 |
| 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 |

## Meeting Summary

**Actions of previous meetings –** none

**Ways of Working**

* The group discussed ways of working for the committee in 2023 including meeting frequency, time/dates, secretariat support and involvement of leadership vs larger working group.
* The group **agreed**:
  + That the leadership meet **monthly**, with meetings of the broader committee to be held quarterly. One of the quarterly meetings will be held at the CAETS annual conference.
  + Given the timezone challenges, look to rotate the times so everyone has a chance for convenient/inconvenient meeting times
  + The membership of the committee to commence in 2023 will be the contacts from the CAETS survey, circulated by Ruth David in January 2023. This contact list includes Fellows and communications professionals from CAETS member academies.
  + ATSE secretariat will continue to support the committee in 2023.

*Proposed meeting schedule for 2023*

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| **January** | Committee Leadership | 17 January - this meeting |
| **February** | Committee Leadership | 21 February – same time as Jan meeting (6pm AEDT, 9pm NZ, 8am Netherlands) |
| **March** | All committee members | First Thursday of the month |
| **April** | Committee Leadership | TBD |
| **May** | Committee Leadership | TBD |
| **June** | All committee members | First Thursday of the month |
| **July** | Committee Leadership | TBD |
| **August** | Committee Leadership | TBD |
| **September** | Committee Leadership | TBD |
| **October** | All Committee members | At CAETS in-person meeting in Croatia – during 9-11 October (likely conduct as hybrid meeting online/in person) |
| **November** | Committee Leadership | TBD |
| **December** | All Committee members | First Thursday of the month |

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| **Action 1 – The ATSE secretariat should follow up after the meeting to set and confirm dates and times for 2023 committee meetings and distribute to committee members** by:   * Confirming meeting dates and times with committee leadership * Confirm dates with CAETS (Ruth David) about any potential clashes with other committees * Proceed with calendar invitations for dates/times agreed by the committee |

**CAETS Member survey**

* The group noted the feedback provided through the CAETS survey, conducted Dec 2022 (feedback shared January 2023)
* The group considered the survey feedback when devising the new meeting schedule for 2023 – more regular meetings and the contact list.
* The committee chair noted that there are likely key areas that CAETS could learn from EuroCASE which should be considered by the CAETS Communication Committee.

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| **Action 2 – The committee chair should contact EuroCASE to discuss their approach to communications and share any relevant advice with the CAETS committee at next meeting**  **Action 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 |

**CAETS Communication Prizes**

* The group discussed the changes to be implemented for the 2023 application and prize round and the next steps.
* Changes to the prize agreed at the 2022 meeting of CAETS secretariat and CAETS Communication Committee chairs include:
  + Proceeding with 1 prize category (previously 2)
  + Providing financial support for travel to the winner to attend the CAETS meeting in that year.
  + Adjustments to dates for the application round such that the winner will be notified several months ahead of the CAETS meeting to assist with travel arrangements.
* Supporting documentation for the prizes will need to be updated to reflect these changes and approved by the committee in time to open the round early in 2023.
* The group noted that steps can be taken in 2023 to increase engagement by CAETS member academies such as providing social media assets and clear messaging for member academies to more easily promote within their Fellowship and wider networks. In 2022 there were fewer applicants than expected for the prizes.
* Approximate dates for the round were discussed and should consider:
  + Opening/launch in March
  + Allow 1 month turnaround for international judging of entries
  + any further advice received CAETS secretariat regarding timing of the round

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| **Action 4 – The ATSE secretariat will update Communications Prize documentation to distribute to the committee leadership to review and finalise at the next meeting.** Once documentation is confirmed, ATSE will also assist with promotional assets for CAETS member academies. |

**CAETS Style Guide**

* The group noted that the Communications Committee has provided a style guide for CAETS in the past, which includes branding advice (templates and use of the CAETS logo etc).
* The group discussed the request from CAETS secretariat to expand on the style guide to include advice on language and format for outputs from CAETS Committees (reports, statements).
* The group agreed to discuss what is possible to deliver at the next meeting (February).

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| **Action 5 – Committee chair to put CAETS style guide on the agenda for next meeting.** |

**Proposed revisions to charter and operating guidelines for Communications Committee**

* The group discussed the committee’s charter in response to the request from the CAETS secretariat to review their charter as outlined in the CAETS Operating Guidelines (under standing committees) and report any updates.
* The group agreed that the current charter outlined in Section 4.b. is appropriate with a minor revision to the description of meeting frequency in subsection 4.b.iii). Suggested revisions will reflect the principle underlying the committee’s proposed meeting schedule proposed at this meeting (January 2023).
* The group noted that the charter for the committee includes review of other working groups and committee outputs (eg reports/statements) and discussed how to manage this workload.
* The group agreed to:
  + Include on the agenda for quarterly meetings with the broader committee.
  + If reviews required, call for volunteer reviewers at the quarterly meeting to review and comment on the documents.
  + The volunteers would be asked to report at the following quarterly meeting of the committee.

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| **Action 6 – Provide charter revisions to CAETS secretariat for inclusion in the CAETS Operating Guidelines,** by:   * Revised wording to be drafted by ATSE secretariat and provided to the Committee leadership for review and approval * Committee chair to provide final agreed revisions to CAETS secretariat   **Action 7 – The chair should include review of CAETS committee/working group reports/statements on the agenda for quarterly meetings of the CAETS Communications committee.** |

**Next meeting**

Tuesday 21 February 2023, 8am Netherlands/6pm Australia/9pm New Zealand.

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