



## Communications and Publications Committee

### Minutes

Minutes from the meeting on 4th February 2015.

#### 1 Welcome and apologies

Chair: Matt Lingard (ML),

Present: Sandra Huskinson (SH), Neil Morris (NM), Sarah Cornelius (SC), Anne Hole (AH), Thom Cochrane (TC), Elaine Garcia (EG), Ulrich Tiedau (UT), Martin Hawksey (ALT)

Apologies received from: Ros Walker, Kathy-ann Daniel-Gittens,

ML: Welcomed Neil Morris to the committee. Noted that Rachel Harris has stepped down and thanks noted.

#### 2 Any other business to be added to the agenda at the end of the meeting

No additional business

#### 3 Approve the Minutes of the 22 October 2014. Note any outstanding actions.

Noted no single committee has ownership of events. Events to be considered by all committees

ML to carry over action related to forming links with other publications.

Minutes approved.

#### 4 Matters to note from Trustees

ML noted agreed new Equality and Diversity statement, ongoing policy work (etag), and responses to the ALT Survey.

#### 5 Communications Report (Website development)

MH gave an overview of current communications noting departure of communication officer in October. MH highlighted the #altc hashtag and ongoing work to promote in particular working with the Liz Wyatt (MDM) and encouraged CPX to use the tag. A new website theme has been developed and access will be given to CPX to test and feedback

NM: Question around number of followers and whether representative.

Action: MH to circulate information for accessing new ALT site

Action: ML to email Assembly to promote #altc hashtag

Action: #altc tag to be re-evaluated at next meeting

## 6 Events Report

The report was noted.

## 7 Journal

The report was noted.

TC: Link to altc conference and publication. Difficult to get funding if only submitting an abstract to the proceedings rather than full paper. Danger is it turns altc from an international to national conference. Pro/cons of different approaches discussed.

Action: ML to pass on comments to Editors/ALT staff.

## 8 Newsletter

AH gave a verbal update. New editorial team as of October. Lots of offers for content. Challenge of getting event reports published in timely fashion. Currently publishing twice weekly to keep up with current content offers to fit in with 2 weeks window.

NM: Suggested approaching big names to write pieces and include financial incentive to do (£~100).

ML: Financial incentive most likely out of the question.

SC: Suggested focus should be about impact and getting the readership up.

## 9 Multimedia report

SH: Highlighted what channels we were using for particular communications.

ML: Question about the recommendations from the report?

NM: Highlighted opportunity ask people submitting journal or newsletter to record video summary

ML: Supported the idea of video submissions for newsletter. Multimedia in the Journal also supported but not yet practical. Will be considered in the journal strategy discussions highlighted in the Report in Item 7.

## 10 Managing news

### 10.1 Terminology and channels

Discussion around different news channels: ALT News, Newsletter, and Digest. Issue of lack of awareness of the newsletter and confusion over where things are put.

AH: confusion with the name Newsletter and the Digest which people consider as a newsletter.

General agreement that name change would be good.

Action: AH to discuss naming with newsletter team

### 10.2 Administration/focus from ALT Staff/Members

MH: Highlighted opportunity for CPX to feed into new admin post job description, in particular, areas for priority.

Action: ML initiate further discussion on CPX Mailing List

## 11 Any other business identified at the start of the meeting

None

## 12 Dates of next meeting:

Online: 2nd June 2015 11-12pm

## 13 Reporting to/from the Central Executive

Neil Morris has joined the Committee as a new member and Rachel Harris has stepped down.

The Committee is reviewing the updated theme for the main ALT website which will be implemented in due course.

The Committee has noted and provided feedback on the new research paper submission process for the Annual Conference.

Minutes written by: MH/4th Feb 2015

Chair approved by: ML/11th Feb 2015