



CAMPAIGN UPDATE REPORT

Prepared for:	Faculty Voice Committee (FVC) and Liberation, Equality, Diversity and Inclusion Committee (LEDIC)	Date:	27/11/2017
Prepared by:	Laura Douds	Role:	Vice President (Science and Technology)

Summary: *This paper provides an update on the implementation of the campaign(s) of the Executive Committee member*

Clubs and Societies Count

Aim: Improve the quality and membership of clubs and societies on campus

Objective(s):

1. Increase the amount of fundraising done by societies to £10,000	IN PROGRESS
2. Increase the amount of external volunteering done by societies	IN PROGRESS
3. Increase the number of clubs and societies by 33%	IN PROGRESS
4. Increase the number of societies achieving our highest level of award	IN PROGRESS
5. Have nominations and wins at the National Society Awards	NOT STARTED
6. Increase membership to 1 in every 3 students	IN PROGRESS

Updates:

- Promoted RAG week activities every day they happened
- Have been actively promoting societies on social media and through face-to-face interactions with students
- Have been encouraging societies to think about external volunteering that's appropriate to their society

Diversity Projects

Aim: To promote EDI on campus, and aid understanding of minority groups.

Objective(s):

1. Raise awareness of liberation group issues	NOT STARTED
2. Provide safe spaces for students	IN PROGRESS
3. Promote intersectionality	IN PROGRESS
4. Inform students of historical and present-day minority figures	IN PROGRESS

Updates:

- See LGBT+ History month projects – budget is beginning to finalise
- Working with Kyia on International Women's Day projects
- Have spoken with Kyia, Kayleigh Tonkins and Katie Pether regarding a campaign to end violence against women.
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Other relevant updates:	
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FVC/LEDIC are asked to **DISCUSS**



Project name	LGBT+ History Month
Project manager	Laura Douds
Project sponsor	
Date agreed	TBC
Agreed by	TBC

Project brief

The project brief is a summary of the purpose of a project and what it will achieve. It identifies key elements of the project and the steps that will be followed to reach the objectives. The brief initiates project activity and allows the work to move forward.

The purpose of the work is for us to play a part in the worldwide event of LGBT+ History Month. We are focusing on the subject of intersectionality within the community (by which I mean that we are focusing on the idea that social identities and systems of oppression intersect to create a whole that is different than the singular identities themselves – i.e the experiences of a white lesbian are more than just the issues of being ‘not straight’ or the issues of being a woman – they combine in such a way as to create new issues).

Project overview

A brief description of the overall purpose and need for the work. Why does this project need to be done and why now?

The project is time sensitive as LGBT history month is in February and we cannot move this. It is important that we acknowledge LGBT students as they are an important part of our university and are more likely to have a difficult time at university, feeling less likely to fit in and more likely to drop out (<https://www.nus.org.uk/Global/lgbt-research.pdf>). If we can actively show that we care about including them, we can help them feel like they fit in and therefore less likely to drop out.

Aims and objectives

<i>Broad statements of intent about what the project is trying to achieve.</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	<i>How will you measure success?</i>
LGBT+ students feel like they have and are able to build a community	Movie nights held on both main campuses. To include a comedy movie night and a serious night followed by a discussion.	Attendance, active/engaged discussion, feedback forms

	Evening event in Academy	Attendance, sales on bar
	Society involvement with the month	Building society events into the calendar
All students will be educated on LGBT+ issues (particularly with respect to intersectionality)	Panel discussion regarding the 'lesser known letter'	Feedback, attendance etc
	Article on the website/blog post	Hits, comments and shares of article
Students educated on the history of the community.	Twitter campaign – with a different celebrity who is in the LGBT+ community for each day of the month.	Shares, comments, likes, consistency of updates
Outreach events	Collab with Eliza on her 'irreplaceable' bracelets – hand them out on Random Acts of Kindness Day in LGBT+ colours if possible	How many we hand out
	Potentially a Valentine's Day event – hand out 'valentinesgrams' with (ideally) heart-shaped lollipops and some poetry by an LGBT+ poet.	How many we hand out.

Scope

Several sentences outlining what is within the scope of the project and what is not. If necessary this section should clarify the boundary between this project and other work to ensure there is no overlap or duplication. This section should clarify what is specifically excluded from the activity.

The project does not include:

- Writing policies for student council or for the university regarding LGBT+ students and their treatment

Deliverables

List the outputs of the project.

- Students feel part of a community
- Students feel like they fit in
- Students are less likely to drop out
- Raised awareness of LGBT+ issues
- An evening event in the Academy
- A Valentine's event
- A Random Acts of Kindness Day event

Key stakeholders

This should list all parties (internal and external) with an interest in this piece of work.

Officer Team

Communications team

Activities team

Commercial Services team

LGBT+ community

LGBT+ reps

Trans rep

Trans community

EDI Group

Student Retention Working Group

Psychology department – Daragh McDermott and Ashley Brookes both have an interest in LGBT issues and offered to help

Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>
Laura	Main organizing/choosing dates

	Finding guest speakers
Comms	Advertising, emails, etc
Activities	Help planning and organizing daytime events
Commercial services	Help organizing/planning evening events

Implications for the organisation

Include here any impact this area of work may have on other parts of the organisation.

Boost our reputation as an inclusive organisation

Increase workload for certain teams (see above table)

Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>
Financial – evening events may make a loss	Heavy advertising to bring people in, ensure enough money to pay the bar staff regardless
Some people may be heavily opposed to the idea of LGBT+ people celebrating their history and launch protests/come and harass students trying to take part in events	Increase security on the day of the events, know how to contact them if necessary. Try to educate rather than argue if it comes to it.

Costs

As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.

WHAT?	HOW MUCH?	GRANTED?
ACADEMY NIGHT BOOKING	£345+VAT (£414) Note: Greg runs the Academy on a sliding scale, reducing the hire price based on how much profit is made on drinks. If £800 spent on drinks will be free.	
ACADEMY NIGHT PROMO	FLYERS: £50 STUDENT STAFF: £80	
OVERALL MONTH PROMO	1000 FLYERS: £50	

	100 A3 POSTERS: 35 6 A2 POSTERS: ~£50 STUDENT STAFF: £120	
VALENTINE'S DAY EVENT	CRAFT MATERIALS: ~£50 GIFTS WITH CARD (Rainbow rock candy): ~£45	
MOVIE NIGHT(S)	CAMBRIDGE: POPCORN KERNELS: £9 (will last for both nights) DRINKS: ~£10 DVD (if necessary): ~£8 CHELMSFORD: POPCORN: £5 DRINKS: ~£10 DVD (if necessary): £8 PLASTIC CUPS: ~£3 (50 per campus)	
AFTERNOON LGB'Tea'	verbal update- meeting with Tom M on Friday 17/11/2017	
Irreplaceable bracelets	Waiting on info from Eliza	
TOTAL:	Total: 947	

EVENT	WHAT COMMS ARE NEEDED	COSTS	STAFF COSTS?
ENTIRE MONTH	FLYERS - INCLUDE CAMBS/CHELMS ON ONE FLYER - 1000	£50	£120 (3x4 hours)
	INFOSCREENS	0	
	SOCIAL MEDIA	0	
	A3 POSTERS	£35	
	WEBSITE BANNER - LINK TO A PAGE OF EVENTS/ARTICLE?	0	
	A2 POSTERS	£50	
SPEAKER	FB EVENT/HEADER	0	
	SOCIAL MEDIA	0	
	EVENT ON WEBSITE	0	
	INFOSCREEN	0	
ACADEMY NIGHT	FLYERS x 200 CAMBS?	£50	£80 (2X4 hours on the day)
	INFOSCREEN	0	
	SOCIAL MEDIA	0	
	FB EVENT	0	
	WEBSITE EVENT	0	
	FOLLOW UP ARTICLE	0	
AFTERNOON LGBT'EA'	SOCIAL MEDIA	0	
	FB EVENT	0	
	WEBSITE EVENT	0	
	FOLLOWUP ARTICLE - GET STUDENT TO WRITE	0	
VALENTINES CARDS	SOCIAL MEDIA POSTS	0	
IRREPLACABLE BRACELETS	SOCIAL MEDIA POSTS	0	
		£185	160

February 2018: LGBT+ Month

Wk	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5	29	30	31	1	2	3	4
				Launch Day - guest speaker - Cambs. Minibus or movie night for Chelms			
6	5	6	7	8	9	10	11
		Collab with Film Viewing society in Cambridge - movie night in Chelms too.	Valentines craft session	LUCA - Student LGBT 'lesser known letters' panel			
7	12	13	14	15	16	17	18
			valentinesgrams - Arts and Craft and LGBT societies to design cards to hand out on this day		collab with eliza on 'irreplaceable' bracelets - random acts of kindness day	RAoKD	
8	19	20	21	22	23	24	25
	LUCA - Academic panel on LGBT experiences/research	Film night with Film Viewing society in Cambs			Club night celebration/party - Greg has this booked in the system - Dan Fow offered to DJ		
9	26	27	28	1	2	3	4
			Closing day - KWAF - afternoon tea with LGBT + trans reps - both campuses - try and collab with T+HC				

Executive Committee Request For Funds

Name	Laura Douds
Position	VP FST
Date Of Request	16/11/2017
Name Of Campaign	LGBT+ History Month
Date Of Campaign	Feb-18

Item Description	Cost	Why You Need This	Web Links To Product	Amount Given
1000 Flyers	£50.00	Comms to promote entire month of events		
100 A3 Posters	£35.00	Comms to promote entire month of events		
6 A2 Posters	£50.00	Comms to promote entire month of events		
Student Staff promotional team (for overall month)	£120.00	Team to promote entire month of events		
Academy Night Booking	£414.00	This will be the closing event for LGBT+ History Month - Note: Greg runs the Academy on a sliding scale, reducing the hire price based on how much profit is made on drinks. If £800 spent on drinks will be free.		
Academy Night Promotional Comms	£50.00	Flyers to promote event		
Academy Night promotional team	£80.00	Student staff costs		
Craft materials	£50.00	For Valentine's Day event (card making)		
Sweets	£45.00	For Valentine's Day event (to hand out with cards)		
Popcorn Kernels	£14.00	For Movie Night events (Cambridge and Chelmsford)		
Drinks	£20.00	For Movie Night events (Cambridge and Chelmsford)		
DVDs	£16.00	For Movie Night events (Cambridge and Chelmsford)		
Plastic Cups	£3.00	For Movie Night events, 50 per campus (Cambridge and Chelmsford)		
Total Requested	£947.00		Total Allocated	£0.00

Funds Authorised By _____

Date Authorised _____