Aberystwyth University Communications Committee

Terms of Reference

1. Membership:
Pro Vice-Chancellor in the chair, Director of Admissions & Recruitment, Marketing Manager, Director of Consultancy & Commercialisation Services, Registrar and Secretary, Director Arts Centre, Director of Development & Alumni Relations, Director of Communications, Guild President, Director of Residential Services, Director of Human Resources, Director of International Office, Director of SELL, Director of Information Services, Head of Research Office, Policy and Executive Officer, Vice-Chancellor’s Office

2. Responsibilities:
2.1 To develop, review and revise the University’s communications and marketing policies and core brand values across all areas of activity, such that they reflect fully the strategic priorities of the institution. These areas of activity include:

1. Student Recruitment.
2. Staff Recruitment.
3. Promotion of Research activities.
4. Staff, student and corporate communications.
7. Public Engagement.
9. Commercial and Consultancy Activities.
10. Press and Media Relations.
11. Customer Relations.
12. Alumni and Donor/fundraising relations.

2.2 To develop, approve and review policies and strategies so as to lead practice in each of the core areas above.
3. **Objectives:**

3.1 To articulate and communicate the University’s core priorities and values, as contained within the Strategic Plan

3.2 To ensure consistency in and compliance with the University’s strategic priorities and to develop a persuasive narrative of AU’s contribution to Wales, the UK and beyond.

3.3 To develop evidence based approach to promotional work across the 12 core areas. This will include the commissioning of research on behalf of the University, which tracks perception of the brand and which provides qualitative and quantitative information

3.4 To identify new methods and media for presenting the University’s brand thus broadening public awareness and knowledge of Aberystwyth University, domestically and internationally.

3.5 To ensure consistency in the use of the name Prifysgol Aberystwyth University and our visual identity.

3.6 To establish and disseminate good practice in these activities.

3.7 To consider strategy and approval mechanisms to licence or contract to manufacturer, retail or sell merchandise bearing the University’s identity or title or registered trademark.

3.8 Identify and approve any sub-brands which can operate within the University’s visual identity and in doing so, enhance and extend the University’s core values.

4. **Relationship to other committees:**

4.1 The committee will receive reports on matters of relevance from other groups and fora in the areas of alumni, communications, research, commercialisation and recruitment.

4.2 The Communications Forum will report to the Communications Committee.

4.3 The Communications Committee will establish occasional sub-groups or task and finish groups to address particular issues.
5. **Meetings:**

5.1 The meetings will be chaired by the appropriate Pro Vice-Chancellor.

5.2 A formal record of the meetings will be prepared.

5.3 The committee will report to the University’s Information Strategy Committee.

5.4 The committee will meet at least three times a year.

5.5 Papers and notices of meetings will be circulated at least seven days in advance of the meeting.

September 2012