



Marketing & Communications SubGroup

Agenda, Online Meeting
Friday 6th May 2022, 2-3.30pm

- 1) Introductions & Apologies
- 2) Survey Feedback & Group Focus Preferences (GJJ)
- 3) Collaboration Update (GJJ)
- 4) Themed Discussions
 - a. Messaging the disengaged or reluctant
 - b. Student collaboration & co-working
- 5) Next Meeting
 - a. Potential Dates
 - b. Potential Topics for Future Discussion
 - i. Building Academic Advocacy for Library Services
 - ii. Communications planning
 - iii. Effecting student behavioural changes
 - iv. Quick collaborative wins
 - v. Rebuilding relationships post-Covid
- 6) AOB