**UCB Officer Executive Meeting 15/07/2022**

*Attendees: Leilani Courtney (LC), Jay Henri (JH), Lisa Cham (LCh), Tom Hillen (TH), Nabeela Mowlana (NM)*

*Apologies: Shriram Kaneri*

LC: Outlined the purpose of the meeting and the need to have at least 3 officers for quoracy. Apologies to be sent 24 hours in advance to LC.

Exec will be held in person as much as possible, but the option to join via Teams will be made available.

Exec will not be held for the next 2 weeks because of residential training.

LC has arranged a number of induction talks with courses for the officers to attend. Dates have been shared with the officer team so they can let LC know which ones they can attend.  
  
***Rebrand***

LC raised Guild rebrand that has been discussed amongst the team previously. Option for Officer to be on the rebrand team. SK meeting with designers, COB responsible for project. **ACTION: JH will be officer representative on rebrand team.** Other officers to substitute when JH is unable to make it to rebrand meetings.

JH: rebrand needs to be a gradual process with current and new logo existing together, eventually moving to new rebrand so there is brand recognition.

LCh: we also need to make students understand the purpose of the rebrand

LC: calling ourselves an SU is about making it clear that we exist for students

JH: we should launch it at Freshers when people are new to UCB

LCh agrees

LC: Need to consider timescales for rebrand. We’ll have to launch it to FE students, HE students and refreshers.

NM raised timescale of a rebrand might take longer than we think.

LC highlighted cost of rebrand and all the things we would have to change (merchandise, constitution etc) – what would this take away from?

TH raised that by having a strong brand we could raise our profile and bring in more money to the Guild.

JH: What does the rebrand hope to attain?

LC: Invite COB to discuss with Exec. **ACTION: COB to attend Exec meeting**

LCh: We cant expect students to buy new branded hoodies right away, especially during a cost of living crisis. We can do the free stuff now and slowly move towards a new brand.

JH: Lets take a natural pace so we are not taking away time and resources from doing student facing projects.

LC: We will also take a survey to students to see what they prefer.

JH: As a student I am used to it being referred to as the Guild, but as an officer I prefer being an SU.

TH: Not everyone outside of us knows what a Guild is whereas everyone knows what an SU is.

JH and LC: We can use being an SU as a descriptor rather than a brand name

LC: We have the opportunity to spend more time doing student facing projects this year, and we shouldn’t take on anything that will take away from us.

Consensus amongst officer team to slowly start the rebrand process, not having it as the focal point of the year. It’s a cost of living crisis, and what students need most is access to us and support.

***Podcast***

LC: We want to create more social content. LC will work with COB to head up the podcast. All officers to contribute.

TH: Can we also consider other types of content like TikToks etc to share responsibilities to produce content.

Consensus amongst Officer team to start creating more content.

LC explained idea behind podcast: to have a discussion space for students on particular questions, students can come on to ask officers questions, discussions on student issues (tying in with ‘got your back’ on the strategy), invite staff members to contribute too.

***Budget***

LC will be the Exec budget holder. Budget details to be shared.

Expense claims to be put through Xero. **ACTION: COB to add officers to Xero.**

Officers to let LC know if any expenses are coming up.

***UCB Cousins***

LC explained the concept of UCB Cousins and would like officers thoughts on it

LCh raised the issue of time commitment for third years who have dissertations etc. LC said students can volunteer how much time they want, but also leave it open for second years to volunteer as cousins.

JH raised that its also a CV option for students. Officers agree that there should be good uptake on both parts of the Cousins. LCh raised that its important to offer mentors training. **ACTION: NM to look into setting up Safeguarding and other training for Cousins. NM to set up meeting with LC to discuss further.**

Points to consider: timeline of Cousin programme, rules surrounding it, support available to mentors through officers and Guild, how mentors and mentees and matched. Could it be run in a similar fashion to Wellbeing service.

***AOB:*** Part time officers to share availability with LC so future Exec meetings can be scheduled. Discussions on Freshers and Graduation to be had at residential.