

## Improving Communication and Engagement

The Communication and Engagement group has provided short updates in previous copies of Guild News but we want to share more detail with members, about what has been achieved over the last six months. The first six meetings were spent reviewing all of the channels of communication & engagement we currently have, looking at the strengths and limitations for each and the audience each channel reaches. Subsequent meetings were spent suggesting ideas for improvement if required. It is essential to ensure our communication channels are two way where possible and that we engage with existing members to ensure retention but also engage with prospective new members.

Document 1 shows the initial review and serves to show members how they can communicate and engage with us and vice versa.

[https://www.gaugeoguild.com/downloads/C\\_E\\_Document\\_1.pdf](https://www.gaugeoguild.com/downloads/C_E_Document_1.pdf)

In September 2021, ideas for improvements were collated into a draft project plan which was discussed at the October 2021 Management Committee (MC) Meeting.

When we submitted the ideas for improving communication and engagement in October, the MC were keen that we provided an update in another 3 months and, that members of the Communications and Engagement Group would provide support to key members of the Guild and other committees who needed to progress the work. Some of the ideas had already been discussed but just needed taking forward so, in many ways, the group has acted as a catalyst helping and encouraging where possible. This second document shows many examples of positive change which has already been implemented and further ideas that are being progressed.

[https://www.gaugeoguild.com/downloads/C\\_E\\_Document\\_2.pdf](https://www.gaugeoguild.com/downloads/C_E_Document_2.pdf)

The Communications & Engagement Group members have been very proactive and enthusiastic and they will continue to assist where possible. Progress with the remaining items will be monitored by the Management Committee

*Jackie Kneeshaw*

*On behalf of the Communication & Engagement Group  
A working group for the Management Committee*