Building Digital Communities

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Session content

- The year ahead
- Your activity and covid-19
- Financial landscape
- The role of clubs & societies
- Accessibility
- Digital engagement and welcome fair
- Running online events
- Next steps

The year ahead

- UCL expects most staff and students to work and study remotely where possible

- Some students may not be able to make it to the UK

- This is a changing landscape- prepare to be flexible

- For term 1 activity will be mostly digital, however some 'in-person' activity will be possible

- Plan ahead- things may take longer than usual

Activity and Covid-19

At present, no 'in-person' activity should be taking place

Union Covid -19 guidance planned release mid-August: review your core risk assessment to determine

    a) activity that can take place with no changes

    b) activity that can take place with covid-19 control measures

    c) activity that cannot take place at this current time

Activity and Covid-19

All activity must be signed off via the updated core risk assessment or an additional risk assessment- this is VERY important

All activity must also be added the Union What's On Calendar

All sporting activity must be carried out in line with respective NGB 'return to play' plans

Activity and Covid-19

UCL spaces will only be used for activity that cannot take place digitally and room capacity will likely be at 25%

There will be no general room booking access for president and treasurers, but we are working closely with UCL on space provision and as many activity spaces as possible will be reopened

The BUCS and LUSL league season will not begin until Jan 21

Bloomsbury Fitness due to reopen from September 1st

Financial landscape

The Union is facing considerable financial losses next year due to the closure of our commercial services and other income generating activity

The Union will be drawing down on its financial reserves in order to continue to provide all of our other services *e.g. our advice service*

We are asking for Clubs & Societies to draw down on their financial reserves as well, matching the Union's overall approach

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Financial landscape

Instead of our usual 'annual grant' process we have established a rolling fund of £80,000

This fund can be accessed by clubs and societies that can demonstrate their activities cannot reasonably take place without grant funding

This is a short term measure and we do not anticipate a significant impact on your activity- if you think this is the case please get in contact with staff, we are here to help.

Funding 2020-21

Ways to access funding:

- Club/society non-grant balance
- Rolling grant fund
- Friends trust
- Welfare fund
- *NEW* Access fund

Funding 2020-21

Other considerations

- Membership pricing structure
- Review previous spending and identify cost savings
- Sponsorship income
- Fundraising
- Ensuring all current resources are maintained e.g. sports kits

What is Community and Why Does it Matter?

Definition of Community

A community is a group of people who share something in common. You can define a community by the shared attributes of the people in it and/or by the strength of the connections among them. You need a number of people who are alike in some way, who feel some sense of belonging or interpersonal connection.

'Community – meaning the 'nurturing of human connection' – is our survival. We humans wither outside of community. It isn't a luxury, a nice thing; community is essential to our well being'

Frances Moore Lappe

Characteristics of Community

- Wholeness incorporating diversity
- A shared culture
- Good internal communication
- Caring, trust and teamwork
- Group maintenance and governance
- Participation and shared leadership tasks
- Development of new members
- Links with the outside world

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The role of Clubs and Societies

In the current context, keeping in contact with your members and making them feel involved in a community is more important than ever.

We are living in challenging times and term 1 is going to look quite different

As the elected officer of your club or society, you are a community leader, responsible for developing, supporting and driving positive change for your members.

So that everyone can access your activity we need to take an online first approach

Responsibilities to your members...

○ You are responsible for and accountable to the members who elected you. Online and in person you should:

Put your members health and safety first – you have a duty of care

Have varied and inclusive activity in line with your constitution

Regularly communicate with your members about what you have been up to

Create a social, friendly atmosphere free from any form of bullying or harassment

Always welcome new members from any background

Make regular opportunities for members to feedback through different platforms

Keep talking about what you love, share old and new content, chat to your members online, and keep your members connected.

Remote Membership and Digital Welcome Fair

Remote Membership

- Activities Zone has decided to introduce a new free membership product for all Clubs and Societies.

- This will mean that any UCL student anywhere in the world can engage with your group online.

- As a minimum remote members should be able to take part in a variety online social activities to connect with your communities.

- **You decide what activities are included or not included in the remote membership.**

Remote Membership

- You can add another tier of membership or have small additional costs for specific activities.

- Built in ability for 'remote' members to upgrade to full membership if they are able to get involved with in person activity.

- With potentially around 25% students on campus in term 1, and a substantial amount of teaching online, this will help you build your membership base and support thousands of students across UCL.

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Digital welcome fair

Welcome fair 2020 will be a live interactive online event where students will be able to browse groups, interact with committees, watch a special live broadcast with performances, competitions and interviews, find new groups to join and come together as a community.

It will take place on:

⦿ Wednesday 30 September 12:00 to 16:00

and

⦿ Saturday 3 October 10:00 to 14:00

⦿ A new platform has been designed to help you showcase your activities and attract new members whenever they may be.

Digital Welcome Fair

Welcome Fair 2020 will be a live interactive online event, taking place on Wednesday 30 September and Saturday 3 October.

Students will be able to browse groups, interact with committees, watch a special live broadcast with performances, competitions and interviews, find new groups to join groups and come together as a community.

Interactive stallholder page

## Interactive stallholders directory

Live interactive broadcast

Netflix style directory of stallholders

Filter by category or type of activity

'I'm Feeling Lucky' search tool

Watch live broadcast

Guided tour of how to use the site
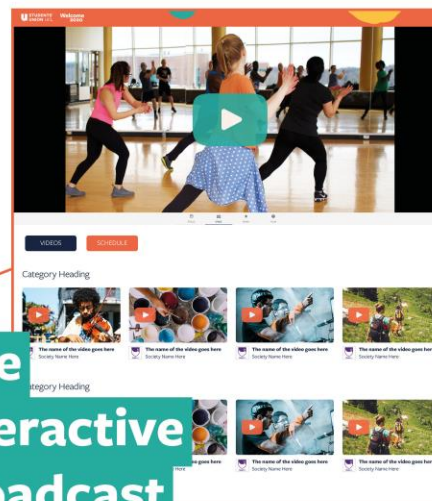
⊙ **LIVE** Live broadcast throughout the day

Hosted by Sabbatical Officers

⊙ **LIVE** Live interviews and performances

Pre-recorded performances and content

⊙ **LIVE** Audience engagement through social media

⊙ **LIVE** Streamed live on social media

Watch archive of video content
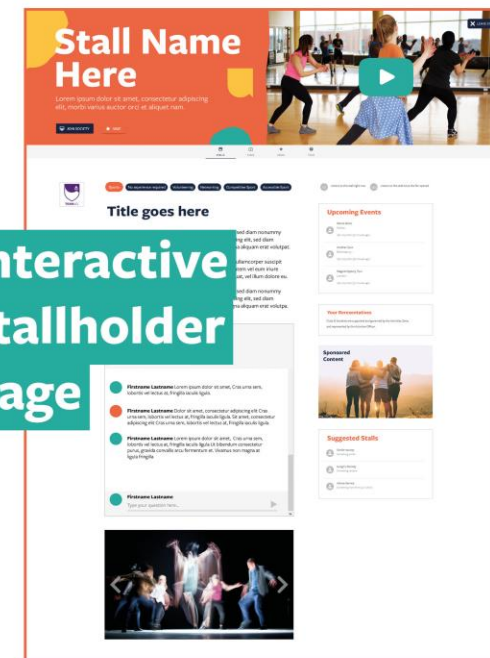
⊙ **LIVE** Live chat with committee members

See which committee members are online

Embedded videos

Suggested similar groups based on user

▲ **LAUNCH** Launch of free Remote Membership

Save for later button

⊙ **LIVE** Live membership / engagement counter

View upcoming events

⊙ **LIVE** Link to live video chats

Digital welcome fair

- This will be a brilliant event- help us to promote over the Summer

- Your memberships go on sale at the fair

- Your stall has a space for your sponsor logo and url

- We are offering a £200 prize for the most viewed society page and the most viewed sports club page

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To Do List

- Update your page on the clubs and societies directory by 31 July 2020

- Add your content following our **content guide** by 5 September 2020

- Apply to get a slot on the online live broadcast – watch this space!

- Plan who will be looking after your 'chat' on the two days

- Plan your live broadcasts

- Fill the whatson calendar with your planned welcome activities

Welcome Events and Beyond

Welcome 2020/21

- To make welcome events accessible the majority of Union and UCL welcome activity will be online.

- Clubs and societies should run a variety of online events and we are here to help make that happen.

- We will support in person club and society activity within government and UCL guidance.

- We particularly encourage hybrid events which have an in person and live streamed/ recorded aspect. We will have equipment you can borrow to live broadcast or record

Running Online Events

Online Events

Event Type	Description	Example
○ Activity / Class	○ Expert led session where attendees all follow instructions	○ Mediation class led by instructor
○ Panel discussion / structured conversation	○ 3-5 speakers, including a chair discussion a particular topic and taking prepared or live questions	○ Any online conference
○ Guest speaker + questions	○ An online lecture on a specific subject	○ Any guest speaker event be translated online
○ Informal social	○ Unstructured video meeting where attendees chat informally	○ Club or society coffee hour
○ Seminar / Town Hall meeting	○ Group discussion around a particular subject, usually led by an expert	○ UCL's recent Town Hall – a conversation about race at UCL

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Online Events

Event Type	Description	Example
● Masterclass	● A series of expert-led classes where attendees develop a new skills	● Life drawing class
● Showcase / talent session	● Live performance where the audience watches along and engages through social media	● Dance society showcase
● Games	● Hosted activity that all attendees can engage with	● Quizzes, bingo and other online games
● Training	● A session to develop a skill with presentation from trainers and activities for attendees to apply there learning	● Skills training with break outs
● Shared experiences	● All event attendees do the same thing, then discus/chat about it	● Netflix watchalongs

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Running online events

1. What impact do you want to achieve?

2. Who are the audience and how will your reach them?

3. Think about timing and time zones

4. Are there interactive elements you want to include?

5. Choose your platform and test it

6. Make a game plan and allocate responsibility

7. Expect/ pre-empt technical challenges

8. Brief event runners and moderator

9. GO LIVE Create sociable atmosphere and make attendees feel involved during and after the event

10. Remember to advertise your event through social media and always put it in the Whatson calendar

Accessibility and Welfare Online

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Accessibility considerations

- Remember to check the accessibility guides for any platform you decide to use for online events – https://studentsunionucl.org/articles/guide-running-events-remotely.

- Use captions on videos where possible. There are a lot of good online tools to help you with this - Look at Washington University's support guide.

- Provide a transcript of a video as a download link, in case the student cannot watch the video - this should be a word document and not a pdf.

- If you have a live chat function make sure people can call/video chat as well as type messages.
    - This will support students who have issues typing.

- Use Microsoft's Accessibility Checker to check your content.

- Provide alternative ways of consuming your content. Like subtitles on videos.

- **Always leave contact information for people who might have additional access requirements on your content.**

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Bullying and Harassment

- As a leader it is not enough to be passive when tackling inappropriate behaviour, you must be actively inclusive, lead by example, set a positive tone and call out people who do not act appropriately.

- Set behavioural expectations or user agreements for online activities.

- Have a moderator keeping an eye on online chats

- Know who you are talking to - in most cases only members should be at your online events

- Consider what content might not be appropriate for under 18s

- Remember not all disabilities will be visible, particularly online.

- If you are concerned about any attendees behaviour or wellbeing let us know – we are here to help.

- Call out inappropriate language or events/ activities being taken over by inappropriate conversations/ topics.

Next steps

- Pass on this information to your committees
- Plan out your in person and online welcome activities considering the guidance we have given
- Update your website content
- Plan your welcome fair content and live stream and meet the deadlines
- Keep an eye out for additional guidance we will send out in the next month
- Keep your social media active
- Start thinking about what platforms you might want to use
- Get in contact and we can help you plan your events

Keeping communities connected is about supporting your members wellbeing, but remember to look after your own. Look out for each other, check how your members are doing but never hesitate to ask for our help.