

# Meeting 07/11/23

## Key

Blue – long term action

Red – Necessary action

## Present

6 people:

- Archie Ryan
- Joseph Clark
- Hubert Kucharski
- Nicolas Padula
- Diogo Ferreira
- Natasha Dawson

## Actions from last meeting

- Role
  - Social Media
    - Email sent out weekly which has links to all of our publications, and external publications to generate ideas and let people know
- Photos
  - We need team and committee photos and group photos.
    - During the daytime
- Academic Advisory Council
  - We currently have 4 academic advisors, waiting on Guiseppe and someone else for Energy and Environment.
  - Emma Peasland
    - Wasn't emailed, but we may not need her.
    - Nic will email her.
- Other student think tanks
  - Peterloo institute
    - Eager to do external review
    - Executive Director (President) has gone back to talk with their committee.
    - Going to meet again in December/January
- Article writing

## Agenda

- Events planning failures
  - There was an issue on how we dealt with the academic workshop
    - Roughly 15 people attended,
    - Nothing on the story 24h before the event,
    - Pretty bad timing,
  - Add Archie and Hannah Sibson to the events group chat,
  - Make sure that we are giving people enough time to prepare their calendars to come to events,

- Society meetings
- Leadership failure in Research
  - Policy areas are working well
  - Most groups are now in a research & writing phase.
  - Some people in the fin. Regulation group feel unclear on their task.
    - Lit. review is taking place,
    - **Tell Adrian to delegate directly,**
  - Have a conversation with the policy heads on how to set tasks
    - Privately message policy head?
  - **Put together a project manager workshop**
- Junior Researcher motivation
  - **We need to create some kind incentive for them to write blogs.**
    - If you guys write an article and it's really good, we'll send it out to some external newspaper.
    - If you're still in early stages, write a letter to newspapers.
    - Reframed publishing process: you're writing first for external newspapers, and if you don't get accepted, you'll get published on our blog.
  - It seems like a non-committal role.
    - We need to change the name of the role for next year,
      - Research supporter?
      - Journalist?
  - We'll create a chief editor to chase people up and start micromanaging if our reframed process doesn't work.
  - We should have meetings for the Junior Researchers only.
  - **Send a message to each Junior Research group tagging every writer, and whoever doesn't respond within 3 days will be called by Nic.**
  - If you're a Junior Researcher and working really hard, we can offer roles on Podcast/Media Production as an incentive.
- Podcast/Media Production
  - Nic sent an email out to interested people (8), only 2 people responded
  - Podcast:
    - Barclays have a podcast, they pick one client each month, they talk about how Barclays helped them grow.
      - **We could do something similar; we could try to personify our think-tank. We could pick 3 policy groups and interview random people who are affected by these areas, e.g., Urban Planning and transport – interview people who have been affected by shoddy transport planning.**
    - Nic's proposal: 3 episodes of the podcast released at the end of the year
    - Doesn't seem too many people want to do the podcast,
      - We can have a rotating cast of podcasters rather than a consistent group. This means people with less free time can still contribute.
      - **We'll ask LSTV if they can help first, and then spread the word out to our members asking if they want to do a podcast.**
        - **Make an org chart + find writers who'll adapt research in a script**
        - **Start recording**

- **Book Helix Podcast room**
    - Zac Lovat is interested in podcasting and could compose a soundtrack for the podcast.
    - Academic advisors on the podcast?
  - **All Gas No Breaks style street interviews?**
  - Video editors should be hired externally,
    - Make Job postings for people in these areas
      - Contact LSTV for people to help us, they specialise in doing media production for society.
        - **Do they have TikTok editors? We need TikTok editors**
          - **“I’d be happy doing that [...] it would be an hour’s work for me once every 3 weeks.” – Archie Ryan**
      - Editors and social media outreach need to work together.
- Roles
  - **Change Archie’s role name to head of Media and Comms**
    - **Hire someone for LinkedIn**
  - **Treasurer**
    - **Buy microphones?**
      - For the street interviews – are we doing that?
  - Public Affairs
    - Contact the Co-op party
    - Many people have declined because Leeds is pretty far away,
    - IPPR Ryan Swift is coming up  
[REDACTED]
    - Ypern
      - Subgroup of Yorkshire Universities
      - Yorkshire and Humber Policy Engagement and Research Network
      - Just received £3.9mn in funding
      - Annual fund which supports research projects.
    - **Ask Macrobond if we can put their logo on our website,**  
[REDACTED]
    - **Go through the IPPR funding list and contact all of those organisations to see if they’ll fund us**
  - President
    - **Follow up with Gary’s contacts**
  - Vice-President
    - **Chase the Gryphon up on our articles that we sent them.**
- Dissemination
  - Press Release
    - **Think about structure**
    - Guy from IEA says that you only know when you have the report – just wait until you have the report.
- Uses for Money
  - Celebratory dinner,
    - Portuguese people?
  - Printing and handing out our reports as nice booklets,
    - For freshers fair

- Report
  - Talk about this next time.