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.