



RHS Communications Rolling Plan

Priorities 2015:

In addition to regular publicity for routine business (events, prizes, grants etc.; note that it may be that we will need to step in to assist with / direct communications for the Public History Prize), the communications priorities for 2015 are as follows:

1. Improve publicity for upcoming RHS events;
2. Launch e-newsletter in May, with reduction in print copy;
3. Drive to encourage applications from new Fellows and Members;
4. Begin compilation of quarterly reports and communications strategy monitoring;
5. Devise and execute rolling plan of communications.

RHS staff - broad responsibilities (communications):

Sue: preparation of paper newsletter, analytics for quarterly reports, email bulletins.

Mel: publicity for grants and prizes, proofing communications.

Jane: social media, web updates, press releases, e-newsletter, invitations for RHS events.

RHS Communications Rolling Plan

Priorities 2015:

Priority	Actions	Timescale/ Responsibility	Measures/ aims
Improve publicity for upcoming RHS events with the aim of increased attendance at London and regional events and increased traffic to videos online.	<ol style="list-style-type: none"> 1. Personalised invitations to relevant Fellows and Members and scholars in the field in advance; 2. Increased direct publicity for London-based and regional events; 3. Direct, attractive email to Fellows and Members for events; 4. Rolling plan to draw attention to videos (not only new postings, but topical connections to previous videos – via social media); investigate possibility of local filming (with appropriate quality controls) for regional events. 	<ol style="list-style-type: none"> 1. Invites to go out a minimum of 2 months in advance (Jo to assist with lists; Jane to send invites); 2. Emails to departmental administrators for circulation (Mel to compile contact lists for each event; Jane to email); 3. Design and layout of email (Jane); Sue to send; 4. Jo and Jane to liaise. 	<ol style="list-style-type: none"> 1., 2., 3.: Monitor attendance and increase to minimum of 75 attendees per event in the first year; 4. To monitor traffic to videos; viewing figures on Vimeo (50 ‘plays’ over 8 week period in the first instance); when surveying website at the end of the year, to find out how Fellows and Members use our videos to ensure responsive development of content.
Launch e-newsletter in May, with reduction in print copy	<ol style="list-style-type: none"> 1. Awaiting response from Holger regarding suitable e-publishing package; 2. Designing new e-newsletter with interactive content; 3. Launch new e-newsletter; 	<ol style="list-style-type: none"> 1. Response needed from Holger by end Jan; 2. Jo and Jane to work with design of new newsletter template from Feb-April (if 	<ol style="list-style-type: none"> 4., 5.: Monitor the number of downloads of the e-newsletter; reduction of the number of paper newsletters by 50% in the first year.

RHS Communications Rolling Plan

	<p>4. Monitoring Fellow and member choices regarding mode of newsletter delivery;</p> <p>5. Reduction in paper copy, as indicated in the overall communications strategy.</p>	<p>available funds, to design template with Cristina);</p> <p>3. Launch in May 2015;</p> <p>4. Sue to monitor, supplemented by encouragement to Fellowship to update details on the database.</p>	
<p>Drive to encourage applications from new Fellows and Members (work to be conducted in conjunction with the Membership Cttee – see Adam’s plan)</p>	<p>1. Members of Council to work within own institutions and with other contacts to encourage increased Fellowship and Membership;</p> <p>2. Devise letter/email to all Fellows and Members setting out the benefits, and encouraging nominations;</p> <p>3. To work with History Lab Plus to increase applications from ECHs;</p> <p>4. To ensure that each regional visit is followed up (on a personal level) to increase nominations from individual institutions.</p>	<p>1. Leaflets to be distributed in February Council Meeting, followed up by personal email from Jo to each Council member;</p> <p>2. Jo and Jane to liaise with Peter on letter; to be sent out in early March;</p> <p>3. Jo and Jane to liaise with History Lab Plus, and devise specific appeal for ECRs in April;</p> <p>4. Ongoing work – Jo and Jane; Jo to write personal email following each visit (check with Peter).</p>	<p>To increase number of Fellows and Members by 500 by October 2015.</p>

RHS Communications Rolling Plan

<p>Begin compilation of quarterly reports and communications strategy monitoring</p>	<ol style="list-style-type: none"> 1. Investigate use of Google analytics and devise system for regular and meaningful reports; 2. Compilation of data from Twitter; 3. Production of quarterly reports (as outlined in the RHS Communications Strategy document). 	<ol style="list-style-type: none"> 1. Jane to investigate GA; Jo and Jane to decide on data to be collected; Sue to collect and compile data; 2. Sue is already undertaking this task; 3. Jane to produce quarterly reports; Jo reports to Council. 	
<p>Devise and execute rolling plan of communications</p>	<p>See below</p>	<p>See below</p>	

RHS Communications Rolling Plan

Communications plan (Jo to line up content, cc. Jane; Jane to follow up):

	RHS special business	Features	National Items	RHS routine	RHS events
January	Launch of Gender Report: full copy on the web; structured release of tweets (excerpts from the findings); prepare the release of the role models section for February; invitation to submit aspects of the good practice in March; push for female fellows and fellows o/s HE (March-July).	Hidden Histories – Korea (Grace Huxford)		Deadline for grants (Jan 19)	
February	REF summary (Mary Vincent)- summary statement - strengths and weaknesses of the discipline; reflective piece on the	Past Epidemics (CRASSH;)	New GCSE curriculum - event with HA (Arthur) - website to make the details/outcomes publically available. Feb/ March on		RHS Lecture: Professor Alec Ryrie ' "Protestantism" as a Historical Category'

RHS Communications Rolling Plan

	summary statement. (Perhaps shift to April, if this timescale is more appropriate)		curricula specifications.		Gustave Tuck Lecture Theatre, London; The Gerald Aylmer seminar 2015: Secret histories Senate House, University of London, London (Follow up article for the website)
March	Planned feature on the Public History Prize (Ludmilla Jordanova; Alix Green)	Feature from Huddersfield - Heritage Quay; exhibition and the student 'wall' (Pat Cullum)			RHS Lecture: Dr John Maddicott 'Who was Simon de Montfort, Earl of Leicester?' De Montfort University, Leicester (follow up article for the website)
April		Europe's migrants project, 1300-1500 (Mark Ormrod); Hidden histories		Deadline for grants (April 20); deadline for conference organization grant.	
May	Launch of e-newsletter: on editions (Jo in	General Election (Andrew Thorpe; Laura Beers)			

RHS Communications Rolling Plan

	contact with authors)				
June	HE teaching conference - annual event; legacy resources - focus on early career; subject-specific pedagogic training. Relaunch, esp. for those who have lost touch with the HEA.	Magna Carta (Anthony Musson; Harshan Kumarasingham, item based on Camden Volume);		Deadline for grants (8 June); Deadline for Martin Lynn scholarship	