



## 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.

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### 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"> <li>1. Personalised invitations to relevant Fellows and Members and scholars in the field in advance;</li> <li>2. Increased direct publicity for London-based and regional events;</li> <li>3. Direct, attractive email to Fellows and Members for events;</li> <li>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.</li> </ol>	<ol style="list-style-type: none"> <li>1. Invites to go out a minimum of 2 months in advance (Jo to assist with lists; Jane to send invites);</li> <li>2. Emails to departmental administrators for circulation (Mel to compile contact lists for each event; Jane to email);</li> <li>3. Design and layout of email (Jane); Sue to send;</li> <li>4. Jo and Jane to liaise.</li> </ol>	<ol style="list-style-type: none"> <li>1., 2., 3.: Monitor attendance and increase to minimum of 75 attendees per event in the first year;</li> <li>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.</li> </ol>
Launch e-newsletter in May, with reduction in print copy	<ol style="list-style-type: none"> <li>1. Awaiting response from Holger regarding suitable e-publishing package;</li> <li>2. Designing new e-newsletter with interactive content;</li> <li>3. Launch new e-newsletter;</li> </ol>	<ol style="list-style-type: none"> <li>1. Response needed from Holger by end Jan;</li> <li>2. Jo and Jane to work with design of new newsletter template from Feb-April (if</li> </ol>	<ol style="list-style-type: none"> <li>4., 5.: Monitor the number of downloads of the e-newsletter; reduction of the number of paper newsletters by 50% in the first year.</li> </ol>

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	<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>

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

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

	<b>RHS special business</b>	<b>Features</b>	<b>National Items</b>	<b>RHS routine</b>	<b>RHS events</b>
<b>January</b>	<b>Launch of Gender Report:</b> 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).	<b>Hidden Histories –</b> Korea (Grace Huxford)		Deadline for grants (Jan 19)	
<b>February</b>	<b>REF summary</b> (Mary Vincent)- summary statement - strengths and weaknesses of the discipline; reflective piece on the	<b>Past Epidemics</b> (CRASSH;)	<b>New GCSE curriculum</b> - event with HA (Arthur) - website to make the details/outcomes publically available. Feb/ March on		<b>RHS Lecture:</b> Professor Alec Ryrie ' "Protestantism" as a Historical Category'

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

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