

# Societies Forum Agenda

- Activities Officer Update
- Societies Committee Update
- Branding
- Any Other Business



# Activities Officer Update



**KARA-JANE SENIOR  
ACTIVITIES  
OFFICER**



Supporting  
student groups



Campaigning for  
student groups



Creating opportunities  
for you to get involved  
with student groups

- Re-registration
- Grants Updates
- Student Group Training

 **@durhamSUact**

**dsu.activities@durham.ac.uk**

# Re-registration

- We're going to be tighter on re-registration this year as previously it's led to issues.
- The deadline for registration is **31<sup>st</sup> May**.
- Any societies not registered by this point will cease to be a registered society with the Students' Union.
- Any societies who do not meet this deadline will have to wait until the October Assembly meeting meaning they will not be able to attend Freshers' Fair or apply for grant funding.



# Re-registration

## Rationale

- Having a clear deadline means that the Students' Union will be able to decide and promote the fresher's fair activities to incoming students.
- We will be holding training in June (which is a requirement for grant applications) by which by then all AGMs should have taken place.
- Re-registering (and holding AGMs) in good time maximises participation in the elections and gives incoming execs longer to plan over summer.



# Grants

## Headline figures

- 66 student groups applied for funding in this round of ordinary grant allocations, totalling £39,689.20.
- The majority of applicants received at least a proportion of the amount they applied for. £22,071.00 was available in funding of which £18,116.71 was granted to student groups, leaving a remainder of £3,954.29.
- This surplus will be added to the next round of ordinary grant allocations in June 2016.



# Grants

- Working with the staff, I've reviewed the Grant Application process and came to the following recommendations:

## Information from Union

- Make it clearer that the union cannot fund regular events.
- Make it clearer that the union cannot fund retrospective events. Membership fees of at least £1 are financially inclusive but provides a source of income for the group.
- Student groups should be advised not to apply for funding for any events that will take place whilst the allocations process is in progress, as they risk not receiving a grant.



# Grants

## **Application Process**

- All processes at the Students' Union are being reviewed so we shall be reviewing the application form.

## **Additional Resources to be developed**

- A guidance booklet for students
- A guidance booklet for grant allocations committee
- Feedback regarding applications whilst being kept updated about the progress of the process throughout.



# Training

- With a new staffing structure, we are reviewing all training that we currently offer focussing on giving student groups 'hard' skills for future employment whilst supporting the operational aspect of their Student Groups
- More information will be released soon but this is likely to take place in June.



# Societies Committee Update

Last Societies Forum you elected the following students to represent your society groupings:

- Hazel Dixon (Games and Hobbies)
- Sara Gracey (Academic)
- Zack Hodari (Active)
- Tom Reeves (Outdoors)
- Helen Chamberlain (Culture and Faith)
- Josephine Semple (Political and Causes)
- Young Ah Kim (Arts)
- Vacant (Music)



# Societies Committee Update

- Room allocations
- Finance
- Collaboration
- Handover

# Branding



# Branding

Our visual brand identity was developed following the new strategy being published, to be in line with where we want to be as an organisation



# Branding



# Branding

Our logo should be used with care on any promotional posters or websites.

Please don't stretch, compress, alter the orientation or alter the colour of the logo



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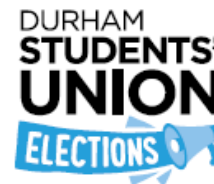
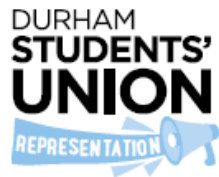
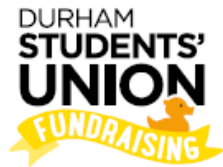
[www.durhamsu.com](http://www.durhamsu.com)

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**STUDENTS'  
UNION**  
Enabling Students

# Branding

We also have sub-logos for some areas that you could also use.

If you would like access to one of these logos please email me directly to request [gavin.a.shepherdson@durham.ac.uk](mailto:gavin.a.shepherdson@durham.ac.uk).



# Branding

Following our rebrand we also decided that we would refer to ourselves using our full name, 'Durham Students' Union', in all promotional materials.

We have found that the use of acronyms such as 'DSU' can be confusing for new students who may not know what the term means. As we want the Union to be inclusive for all students we would ask that groups no longer use the acronym DSU on any promotional material.

We would also ask that all of our student groups consider their use of acronyms when marketing themselves to new students.

There are some groups currently using the same acronym to refer to themselves which can be confusing for new students who aren't sure exactly which groups promotional materials refer to.



# Student Groups' Branding

Following the appointment of the new Vice Chancellor the University have also been looking into strengthening their own brand and stopping any unlicensed use of their name, colours or crest.

Unfortunately this also includes our Student Groups. The Vice Chancellor has requested that all Durham Students' Union Societies from now on refrain from describing themselves as part of Durham University in their name, and advised that they will no longer be allowed to use the shield or palatinate colour in their logos.

The University would like to make clear that Societies are part of Durham Students' Union and not part of Durham University, and they would like this fact to be reflected in our groups' branding.



# Student Groups' Branding

We understand that some of you may be unhappy with this proposed change, and we have therefore put aside time for you to discuss this in your groups with the Action Learning Sets.

We will collate all of your feedback from these discussions and should this be overwhelmingly negative we will of course report this back to the University on your behalf.

# Student Groups' Branding

Should the request go ahead, the Union will of course be on hand with support and guidance to help groups change their branding to be more in line with the Union brand guidelines.

This will include supplying groups who need them with digital assets (such as the ones below) that can be used in new branding, advice on logo ideas and access to our colour palette which will be available to use.



Colour palette



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[www.durhamsu.com](http://www.durhamsu.com)

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# Student Groups' Branding

An example of how the new branding could be incorporated.

**DURHAM UNIVERSITY**



*ALPINE SKIING CLUB*

**DURHAM STUDENTS' UNION**



# Action Learning Sets

‘What ideas do your groups have to implement the brand guidelines?’

‘What problems do you foresee regarding changing branding?’



# Updates since Meeting

- Re-registration deadline will be Wednesday 8<sup>th</sup> June.
- Currently determining the dates of the next ordinary grant allocations and student group training.
- We are looking at strengthening our own branding as an organisation and student groups are invited to do the same. As a result we will be offering branding help and support to groups.



- Activities Officer and President are speaking with the University staff to clarify the situation with the Union student group branding. Currently it only appears to be an idea within a few departments and nothing will come of it any time soon, if at all. However, the feedback from students at the Societies Forum will be written up and used to oppose the changes that will negatively impact on our student groups.



# Thank you for coming!

Any questions?

**Win 4 Amazon vouchers (£50)**

***See Mike and Jemma at the end to get the survey***

