

BALEAP Information & Publicity Officer Report AGM 2021

Jobs

The jobs page on the BALEAP website has remained free for institutional members while a small fee for non-institutional members means a wider range of jobs are advertised on the website.

From April 2020-March 2021 there have been approximately 77 jobs advertised on the jobs page. This is considerably down from previous years but perhaps explained by the current global pandemic and resulting possible impacts on budgets and student numbers.

Expanded guidelines for advertising institutions based on BALEAP's values have been written and will be available on the jobs page in April.

Social Media

Twitter and LinkedIn remain the two main platforms, in addition to the News area on the website, that BALEAP can communicate with both members and non-members. (This is in addition to the discussion list available to members only.) It is encouraging to note the SIG activities on Twitter which help to increase traffic to BALEAP's Twitter account and vice versa.

A social media strategy, including guidelines, is currently being drafted and was presented to the executive committee at the March committee meeting. This will be discussed further in April in the newly formed social media working group with potential new initiatives launching over the next year.

BALEAP Values

In 2020, a survey was sent to the membership and the executive committee as part of an initiative to articulate the values of BALEAP. The results were analysed and incorporated into a draft report which was discussed with the executive committee in March.

Four key values were identified and the statement below will be released on the website in April.

Our work is built on four core values

- *Professionalism*
- *Development*
- *Collaboration*
- *Inclusivity*

Further work will be done to articulate our shared understanding of these values which includes analysing where these are already embedded in our work as well as identifying possible future initiatives that reflect these values.



The global forum for
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Membership

We currently have 98 institutional members and around 5% are outside the UK. We have 225 individual members with a further 116 individual concession members and around 27% of the individual members, including concession, are reported as being based outside the UK.

I have been on the membership working group whose remit is to analyse the current benefits of BALEAP membership, and where possible look at enhancing these.

- As part of this working group, the 2016 membership survey was revisited and a you said/we did has been created as a result of an evaluation of work done since 2016. This is now available on the website.
- A survey to institutional reps is currently open (closing on the 16th April) in order to gather up to date data and form part of an analysis of how many people BALEAP is reaching through institutional membership as well as evaluating institutional membership benefits.

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2020-2023