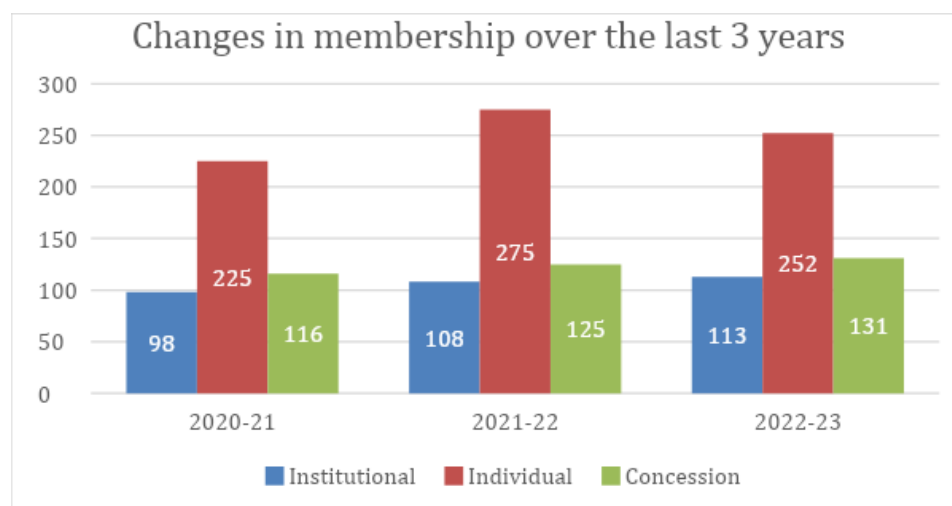


BALEAP Information & Publicity Officer Report AGM 2023

Membership

We currently have 113 institutional members (up from 108 last year) and around 14% are outside the UK (up from 12%). We have 252 individual members (down from 275) with a further 131 individual concession members (up from 125) and around 30% (down from 31%) of the individual members, including concession, are reported as being based outside the UK. We also have 2 associate members and 9 honorary members which is no change to last year.



The membership working group reformed in the last few months and I continue to be a member. Its work was paused as a longer-term view was taken. The aim of the group continues to be to look at articulating the benefits of membership and incorporating this into messaging and a new website.

Social Media

In addition to ensuring the jobs page is kept up to date and supporting advertising institutions with their queries, much of my time on day-to-day tasks has been spent on various social media related activities e.g. live tweeting at PIMs, publicising/reminding of events to sign up to, signposting resources available, and raising awareness of BALEAP and exec roles e.g. as well as helping to publicise the various SIG events and their work.

Twitter and LinkedIn were the two social media platforms, in addition to the News area on the website, that BALEAP used to communicate with both members and non-members. (This is in addition to the discussion list available to members only.)

The use of LinkedIn has been reviewed and a decision was made at the Nov 2022 executive committee meeting to close BALEAP's account.

Social media guidelines are also available on the website:

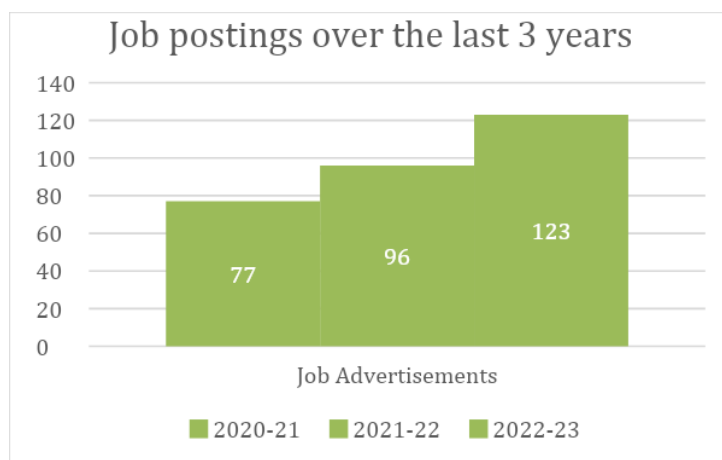
<https://www.baleap.org/about-baleap/logo-and-social-media-policies>

Jobs

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

From April 2022-March 2023 there were 123 jobs advertised on the jobs page.

The graph below shows a gradual increase in the number of jobs being advertised through the website over the last three years:



The jobs page is continually reviewed to make it easier for both the advertising institutions and the Information and Publicity officer to use. The policy (<https://www.baleap.org/jobs>) on posting jobs is also reviewed annually.

BALEAP Values

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

I continued the work on BALEAP's values by supporting one of our ordinary members in the finalization of BALEAP's EDI statement. <https://www.baleap.org/values-and-edi-statement>. There is more work to be done on articulating and embedding these values in BALEAP activity.

BALEAP Name change

I have supported the Chair in surveying the membership and running four focus groups on the topic of a proposed change to BALEAP's name. This is ongoing with more work to be done at the 2023 conference and then possible implementation of a name change in conjunction with the website redesign.

Other activities

I continued to provide support to other executive committee members and BALEAP activities as needed throughout the year. This is mostly publicising events on social media, taking part in working groups, supporting PIM or conference organisers as needed, and ad-hoc support for the Chair. This year, an additional task was the setting up and ensuring the smooth running of the voting in the recent executive committee elections.

March 2023

Lisa Hanson, Information & Publicity Officer (2023-2026)

Note: I have been re-confirmed in post for a second term as there were no other nominations in the recent executive committee elections (Feb 2023).