**BALEAP Information & Publicity Officer Report**

**AGM 2024**

**Membership**

We currently have 115 institutional members (up from 113 last year) and around 17% are outside the UK (up from 14% last year). We have 227 individual members (down from 252) with a further 121 individual concession members (up from 131) and around a total of 38% (up from 30% last year) are reported as being based outside the UK. We also have 3 associate members, one more than last year, and 9 honorary members which is no change to last year.

**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.

X (formerly Twitter) has been the only 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.)

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 2023-March 2024 there were 133 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.

**Membership Fees**

I worked with the Chair, Treasurer, and Administrator to revise the membership fee structure. This built on the work done in previous years by the previous treasurer and myself. We have now agreed a new structure which allows a discounted rate for small institutions. It is hoped this will encourage those institutions who have previously considered the cost too prohibitive for the number of staff to join as institutional members. This would allow individuals within those institutions to stop paying an individual fee. We have also increased transparency and reduced administrative time by combining institutional and BAS accredited fees into the same process and timeline.

**Website working group**

I have worked with the Web Officer and the Administrator in going out for tender for a company to create a new website for BALEAP. We have created a brief and met with four different companies and are now ready to proceed to the next stage of drafting a new structure and look for the website with the company we have hired. I anticipate this will take up a large part of the time I am able to devote to BALEAP work as there will be a need to create copy as well as provide feedback on work done.

**Honorary Members**

I have revised the process for proposing honorary members. This will be shared on the discussion list and rolled out over the next year. With the creation of the new website, it is also hoped that a list of honorary members and a short description of their contributions to the field of EAP and BALEAP will form part of a membership area.

**Institutional Reps**

I have revised the guidance on the role of an institutional rep and aim to launch this in the coming year.

**Executive Elections**

With the Chair and administrator, I have begun an evaluation of the current process beginning with the technical process of voting. We have now got a JISC surveys subscription which enables a more streamlined approach to the electronic process and reduces the reliance on an executive committee member using an institutional subscription. It has also removed the single point of failure that was currently in place. The evaluation of the nomination and voting process will be next, in conjunction with the launch of the revised institutional rep role / guidelines.

**Membership working group**

Has not been active this year. However, there may be a need to reinstate this group in conjunction with the new website and the creation of an institutional rep network.

**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, for example, in finalising the activities of the BALEAP name working group.

April 2024

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