

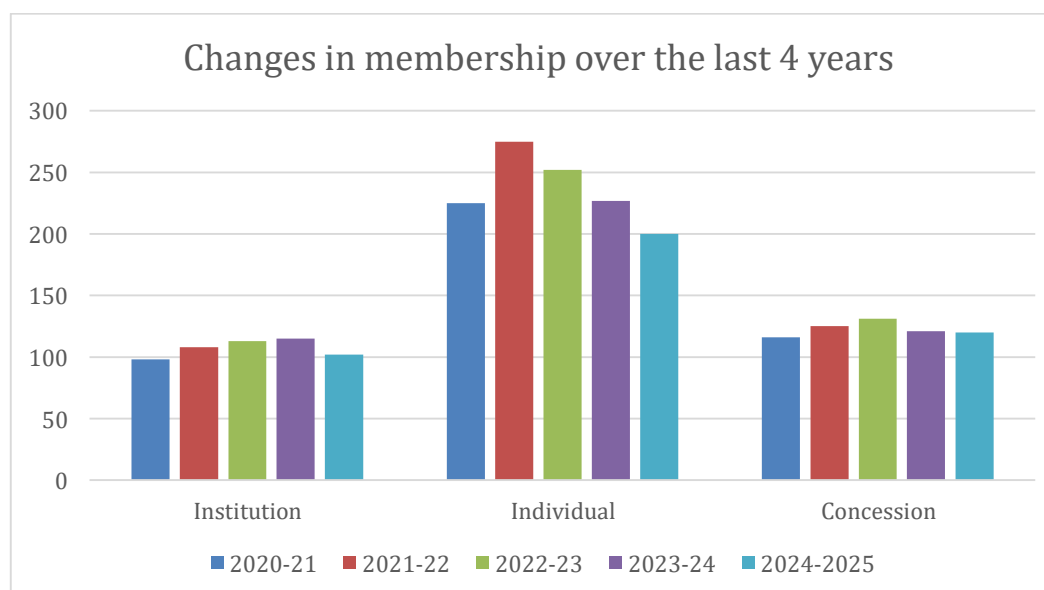
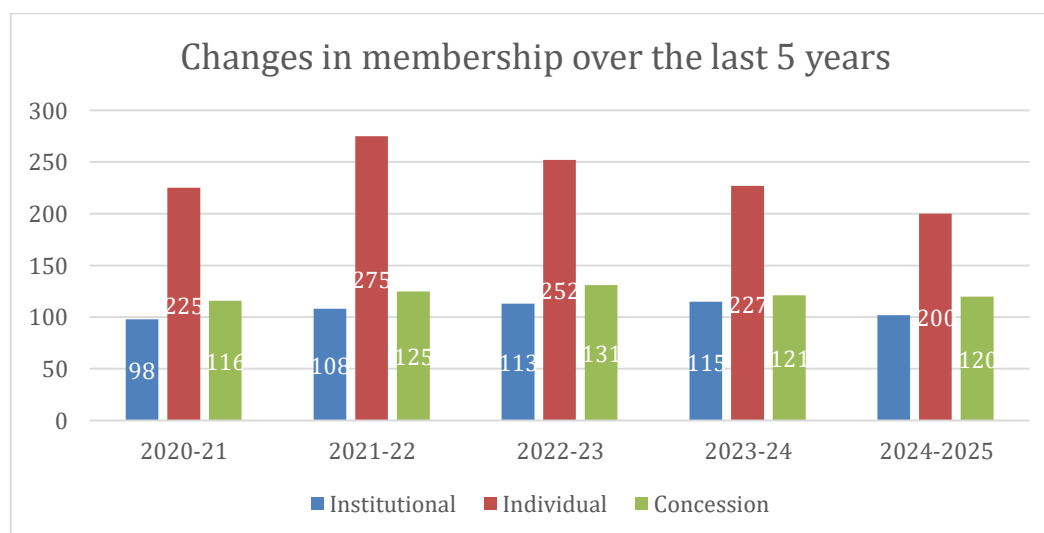
BALEAP Information & Publicity Officer Report AGM 2025

Membership

We currently have 102 institutional members (down from 115 last year). As reported in the 2024 officer's report, we now have a new membership structure. We implemented this in 2024 and the breakdown is as follows for 2024-2025:

- Institutional with BAS membership = 32
- Institutional members no BAS = 61
- Small institution single site with BAS membership = 1
- Small institution single site no BAS = 8
- Institutional satellite centre = 0

We have 200 individual members (down from 227) with a further 120 individual concession members (down from 121). We also have 3 associate members, the same as 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, I manage the social media account in order to help publicise the work of BALEAP to a wider audience as well as raise awareness of BALEAP as an organisation.

X (formerly Twitter) has been the only social media platform, in addition to the News area on the website, that BALEAP has used to communicate with both members and non-members. (This is in addition to the discussion list available to members only.) We have taken a decision as an executive committee to move away from using X and will be reestablishing our LinkedIn account as our social media platform.

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 2024 – March 2025 there were 100 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. There were a number of technical difficulties with the submission form this year which caused a delay in publishing some of the advertisements for non-members. Our website company were able to fix this and we anticipate no further delays to posting jobs.

The policy (<https://www.baleap.org/jobs>) on posting jobs is also reviewed annually.

Website working group

I have worked continued to work with the Web Officer and the Administrator in the creation of the new website for BALEAP. This has involved supporting in meetings with the external website designers and reviewing some copy for various pages.

BALEAP polices and procedures

I have supported the Incoming Chair and the Treasurer in reviewing BALEAP policies and in the creation of new policies where there was an identified gap or need. This will continue into the first quarter of the next year.

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 or Incoming Chair.

April 2024

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