

Service Agreement Between County Media Team and West Sussex Scouts

Introduction

This service agreement outlines the purpose, structure and objectives of the County Media Team. This agreement is a living document and subject to annual review and update.

Constitution

The County Media Team shall at all times adhere to the Constitution of The Scout Association, which is headquartered at Gilwell Park, Chingford Essex, as published in the current edition of "Policy, Organisation and Rules (POR)".

The Media Team functions as an Active Support Unit directly within West Sussex County Scouts, and runs for the benefit of all members of the West Sussex Scouts.

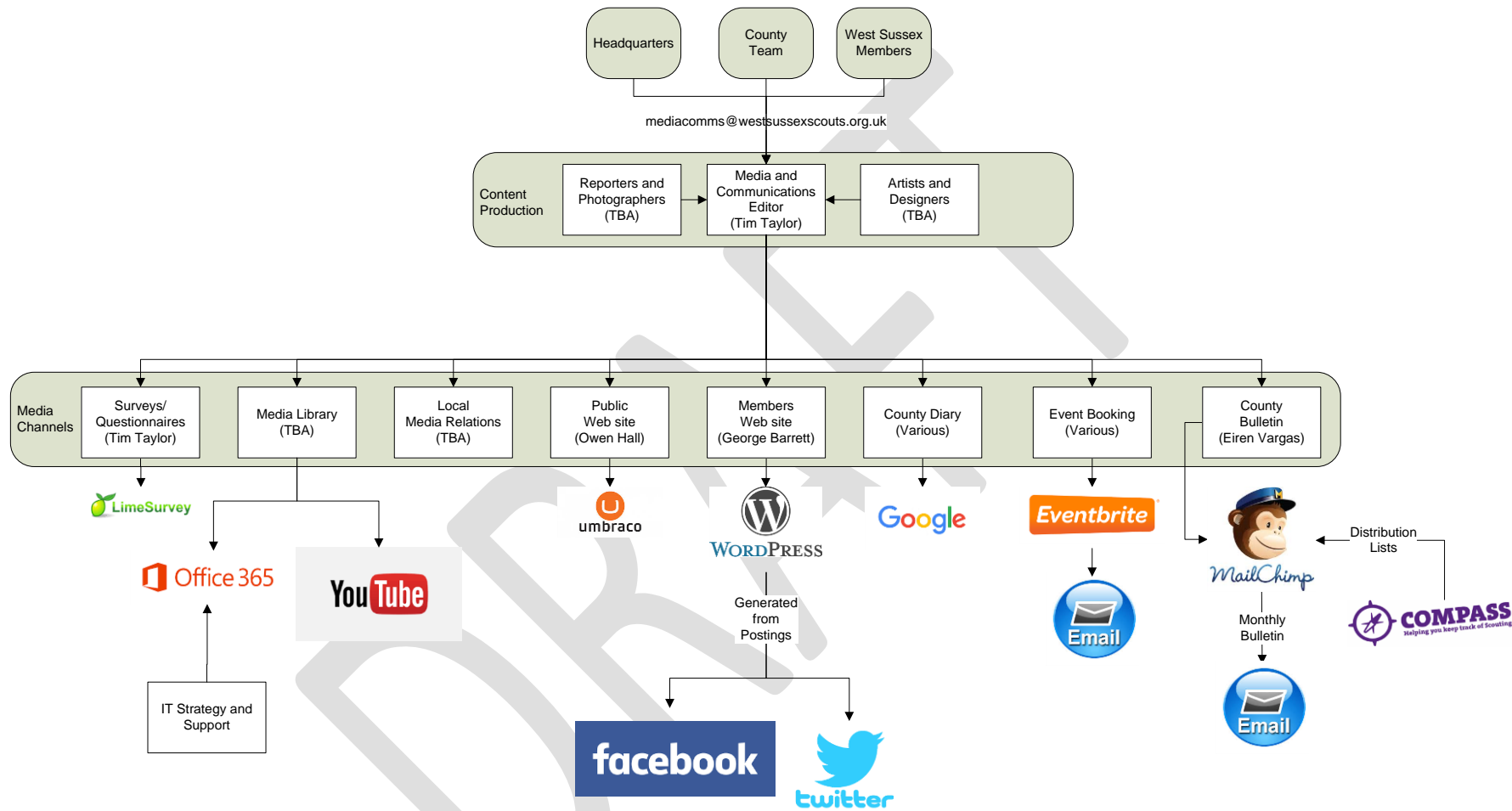
Purpose

The Purpose of The Media Team is to:-

- Support the production, storage and communication of information to support Scouting across West Sussex Scouts.
- Support organisers with the promotion of events across the County.
- Provision and management of central IT services
 - Email System
 - Web Sites (Public and Members)
 - File, media and content repositories
 - Diary and Event Management
 - Other Technology services
- Promote a positive image of Scouting in West Sussex to external bodies and potential members
- Advise on IT strategy and use of technology to support the operations of the County.

Operations

The Media and Communication Team will support Scouting through the publication of content sourced either via members of the County or via its own content producers. This content in turn will be passed through one of more media channels to either internal members or externally.



West Sussex Media Team in Operation

Media and Communications Editor

The role of the Media and Communications Editor is primarily to act as the unit manager, although other specific aspects of the role will include

- Recruiting and managing the volunteer members to fulfil the activities set out in this agreement.
- Acting as a point of contact for the team, routing content or support requests of to the appropriate channel.
- Ensuring branding and consistency is maintained across all channels.

Content Production

Reporters and Photographers

Supporting event organisers with generating publicity material and content for the distribution channels, before, during and after the event.

Artists and Designers

Supporting event organisers and the media team as a whole, with Scouting branded artwork and other materials

Media Channels

Surveys/Questionnaires

Production and operation of a data collection service to support the County with the collection of information, feedback on Scouting activities, events and other consultations.

Media Library

Photography from various County Events stored and maintained as part of a centrally managed library. Future intent is to provide controlled access to parents or other suitable adults.

Local Media Relations

Ensuring content that would support our local or national objectives of attracting external support and recruiting new members is channelled through to local West Sussex media.

Public Web site (<http://www.westsussexscouts.org.uk/>)

The public site will focus on promoting Scouting in West Sussex to externally audiences and focus on what we do together with opportunities to join or support Scouting

Members Web site (<http://members.westsussexscouts.org.uk/>)

The public site will focus on promoting Scouting in West Sussex to members focus will be sources of support, local information and to promote activities and events. Member's site will offer a number of specific types of content.

- Details of various areas of County support including contact details.
- Posts of updates or news stories relating to County members (these will in addition be emailed to registered users and posted on Facebook and Twitter).
- County Diary and Event booking.
- Vacancies and opportunities to volunteer (complementing public site, but focused on existing volunteers).

County Diary

Manage an online diary of events and activities that support Scouting in West Sussex. The calendar will be available through Members Web Site, desktop PC calendar (e.g. Outlook) or smartphone.

Target is to maintain a rolling diary of confirmed events for next 12 month and provision dates for an additional 6 months.

Event Booking

Complementing the online diary, the booking system allow members to register for events allowing organisers to more easily manage booking information and track attendance. The booking system can also provide contact details for post event surveys or requests for feedback.

County Bulletin

Initially targeting a monthly distribution (on or around the last Thursday of the month) of information to members (based upon contact information extracted from Compass). Bulletin will highlight specific content received during the previous period together with details of future events. Bulletin will aim to utilise content posted on member's web site, County Diary and Event booking system.

Future direction will be based upon membership feedback, but could potentially be changes to frequency of publication or more targeting distributions based upon recipient's interest and roles.

IT Strategy and Support

Technology that can be utilised to support the management and delivery Scouting is commonplace now in most members lives. West Sussex Scouts needs to utilise this to good effect with the best choice of technology and support and training in its use.

Membership Conditions

Membership

The Media Team will be open to adults over the age of 18 years with an interest in supporting the communications within and outside West Sussex Scouting. There is no requirement to have been involved in Scouting before joining. All that is required is a willingness to volunteer some time to support Scouting and a basic appreciation of technology used within modern media and communications. To be a member of the Media Team, you must become a Member or an Associate Member of The Scout Association.

Media Channel

Each channel will have an owner who will oversee the publication of content through that channel. This may include the publication of guides or training where a channel is used by other outside the team.

Content Production

Those members involved in content production will take on activities or areas to produce content that can be used passed through the various media channels. Such content will where possible link to Scouting values and West Sussex strategic objectives.

Youth Involvement

Although unit membership is restricted to members ages 18 or over, involving youth members in producing and delivering content both internally and externally is an important development area. This will require further engagement with programme support teams and promoting members through headquarters or other media development schemes.

Meetings

The unit will have at least three webinar based gatherings a year, where content production and media channels will be reviewed and development needs identified.

Service Provision

Need:	Method:	Target:	Completion Date:
Understanding of the County's approach to media and communication and the role of the SASU	New content on the members website Awareness programme via Bulletin	Clarity across the County and District Management teams	February 2016
Content tracking system	Setup required email accounts Setup system to track media content through the team and track where it has been distributed.	Media content is passed through to channels and published in a timely manner	January 2016
Members intranet site	Build new WordPress based site Transfer/update content from public site	New site live	January 2016
County Bulletin	Setup new County Bulletin with initial monthly distribution to adults working in West Sussex	Members receiving monthly bulletin	January 2016
Centrally managed distribution lists	Building upon data available today via Compass; setup a process to manage targeted distribution lists for use in communication	Targeted lists for <ul style="list-style-type: none"> • Members Website • Bulletin • Event Management • County Office 	January 2016
Media Library to share photos from Events and Awards ceremonies	Select best technology Setup service Promote new service to potential users	Sharing of photo and video with authorised members and family	March 2016

Need:	Method:	Target:	Completion Date:
Established relationship with Local Media channels	Identify local channels and contacts Start publishing content via channels Identify Media Channel owner Develop key relationships	Effective route for Scouting content through local media channels	July 2016
County Diary	Review use of Google Calendar and migrate if better alternative available. Ensure it is being used to promote events Promote its use to members via other media channels	County Diary that fully utilised by the wider membership of the County	June 2016
Event Management	Further promotion of the Eventbrite Progress option for payment protection Review Compass and other alternatives	Registering for events via online booking system is common practice for members of West Sussex	October 2016
Public Web site	Review content and approach to public website and ensure its purpose and usages are consistent	Public website purpose and objectives clear and reflected in content	April 2016
Surveys/Questionnaires	Review use of Limesurvey and migrate if better alternative available. Implement and promote use to collect feedback and information relating to County Events or initiatives	County is regularly using this facility to collect views and information from its members	June 2016
County IT Strategy	Develop a strategy for the Counties IT needs	The County has a clearly define IT strategy and roadmap for its implementation	April 2016

Need:	Method:	Target:	Completion Date:
Support District Media teams	Identify where media teams exist within Districts or Groups. Offer a forum for development and sharing of best practice.	Effective Media and Communications at County, District and Group level	November 2016
Content Production Capability	Recruit adults volunteers interested and able to produce content Resolve issues around expenses and travel costs Recruit youth adults volunteers interesting in producing content Develop resourced media plan	Quality content being produced and published through appropriate channels	September 2016
Recruit new members	Recruit Media and Communications Editor Recruit other channel volunteers	Fully staffed team	September 2016 (then ongoing)
Hosting of Services	Review use of current web hosting and migrate if better alternative available.	Cost effective solution able to host our ongoing needs	February 2016

Support to be provided by West Sussex Scouts

The DCC Support will provide the County Media Team with support including assistance with promoting activities to the wider County Membership.

Development for the Media Team

The County Media Team is limited by the level of content produced and the numbers of active members. In developing the team further it needs to be continuously on the lookout for new content and expertise to develop its channels.

Signed: Date:

Signed: Date:

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