

# LACA-Lead the Change board meeting minutes

12 December 2019

Attendees	Apologies
Emer Timmons	Michael Prescott
Denis Woulfe	
Elysia McCaffrey	
Baroness Ruby McGregor-Smith CBE	
Jonathan Bullock	
Caroline Waters OBE RSA CiPD	
Emma Codd	
William Touche	
Dr Randall S. Peterson	
In Attendance; Susan Beaumont-Staite	
Gillian Unsworth	
Jane Vose	
Silvia Zborovjanova	

## 1. Welcome – Denis Woulfe

- 1.1 DW welcomed members and noted apologies from Michael Prescott.
- 1.2 DW expressed appreciation for the members to attend the LACA-Lead the Change board and for their support.

## 2. Approval of minutes – Denis Woulfe

- 2.1 DW led the review of the minutes from the board meeting held in September.
- 2.2 The minutes were approved by all members and will be published on LACA's website.

## 3. Comms & Marketing – LACA branding - Emer Timmons

- 3.1 ET provided updates in regards to new branding. New website domain and social media handles have been secured and shared. The new logo has been shared and approved.
- 3.2 Social media stats have been shared and reviewed.
- 3.3 ET led the discussion about potential branded products.

## 4. Report of the plan by each strategic group

- 4.1 *Stakeholder engagement – Denise Woulfe (DW), William Touche (WT) and Baroness Ruby McGregor-Smith CBE (RMS)*
  - 4.1.1 The latest summary list of signatories was shared and reviewed.
  - 4.1.2 The list of 500 companies was shared and discussed. It was agreed all members will review and highlight their contacts asap. DW, WT will then review and suggest lead contact for each company.
  - 4.1.3 DW shared a proposal for the first engagement event.

4.1.4 DW led the discussion about the proposed format of 'leave behind material'. The document with proposed concepts was shared and reviewed. It was agreed that each strategic group will produce inserts for the document. DW will liaise with the agency about the production of the material.

4.2 *Policy advice, research – Emma Codd (EC), Caroline Waters (EW) and Elyssia McCaffrey (EM)*

4.2.1 The document with proposed 10 CEO commitments was shared and discussed.

4.2.2 EC, CW, EM will update the document following the discussion and circulate for the final approval before 6-week review call in January.

4.2.3 The group will propose their plan for the next 6 months with deliverables.

4.3 *Skills development - Dr Randall S. Peterson (RP) and Jonathan Bullock (JB)*

4.3.1 RP, JB shared the points from discussion from their workshop.

4.3.2 The group will propose their plan for the next 6 months with deliverables.

4.4 *Media comms and events – Emer Timmons (ET) & Michael Prescott (MP)*

4.4.1 ET shared a plan for international engagement at United Nations, NY on 5<sup>th</sup> March and will share a more detailed plan as soon as available.

4.4.2 ET shared a plan for videos and will share a final plan with arrangements for members to use.

4.4.3 ET talked about publishing signatories to the pledge on the website.

4.4.4 ET suggested that once above mentioned content is completed, ET and MP will create a media plan for all members.

4.4.5 ET suggested to engage with EAs and chiefs of staff.

## 5. **Next steps & AOB – Denis Woulfe**

5.1 DW summarised the meeting's discussions. Minutes will be produced for agreement at the next meeting.

5.2 There was no other business.

### **DATE OF THE 6-WEEK REVIEW CALL & NEXT BOARD MEETING:**

- Call: Thursday 23<sup>rd</sup> January 2020 - 8:30 – 9:00 am
- Meeting: Tuesday 3<sup>rd</sup> March 2020 - 11:00 – 12:45, venue TBC