



ICSMSU

Imperial College School of Medicine
Students' Union

ICSMSU 1st General Meeting 2024-25

05/01/25: 17:00 – 19:00

MS Teams

PRESENT	Sarah, Aden, Arjun, Yoli, Lilia, Sean, Angie, Bhav, Chloe, Hamzah, Yousuf, Kete, Yasmin, Brian, Anant, Priya, Shivani, Eric
APOLOGIES	Jemmy, Senara, Sadhana, Alwin

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Agenda

1. ICSM events advertising strategy
2. VCVA Conference discussions
3. ICSM Behaviour Talk for Clubs
4. Phoenix Ball Discussion

Discussion Points

ACTION POINTS OF LAST MEETING	
	Action Point – Complete / In Progress / Not Complete
ACTION POINT 1	Share the values survey
ACTION POINT 2	Aims for mentorship scheme
ACTION POINT 3	Advertising conversation
ACTION POINT 4	Promo STFYP + BMB events

MATTERS ARISING

ICSM EVENTS'
ADVERTISING
STRATEGY

How should we advertise events

Reduce pressure on ICSM WhatsApp chats – not just spam chats of conferences

Anant – Query, WhatsApp communities announcements

Arjun – trialled last year but unsuccessful, limited number of community admins, too many middle men, spamming still an issue, groupchats were cleaner but overall feeling was that people didn't like the change

Anant – announcements just for SU events?

Lilia – year gc, to function as year gc (eg. ICSM '25) – 'model chat'

Kete – be careful with 'censoring' chats, do we (as SU) have the right to police this, offer different platforms for CSP to advertise but SU need to follow the same rules that we set for CSPs.

Lilia - Surveys, faculty updates and MedEd can be the exception to these rules?

Arjun – agree with MedEd as they need to be boosted, considering they are a departmental CSP. Events like circle line, FS could be sent out to the masses as they're events that will have a lot of interest. Create a new group chat (similar to the elections one) where CSPs can post events – allows students to opt in

Anant – consider who these rules apply for

Yousuf – MedEd shouldn't be given an exemption, they don't function as a departmental CSP, look at what we did last year and analyse why they didn't work so we don't repeat mistakes

Bhav – messages are very lengthy and can crowd out other messages, another issue to be considered alongside the frequency of messages

Last year summary

- Announcements chat: a member from each CSP could be an admin and they could send their adverts in the chat
- Too many messages, students would mute it due to the spam – chat had no engagement

What Went Wrong

Lilia – advertisement group chat is a good place to start, lengthy chats need to be critiqued

Arjun – CSPs could collaborate more, reduce events and in turn reduce spam – especially when events overlap

Kete – people won't join a new gc, societies will get angry that students won't see – students need to have access to it already. Need to target everybody. If people don't see the messages on the groupchat anyways, they won't see the message to join a new one. Separate weekly advertisement newsletter?

Sean – are the groupchats SU run?

Lilia – yes, from ICSM '26

Sean – draft bylaws to input in group info, SU run groupchats, SU enforce rules and set a limit on messages, SU can remove posts and people if they don't oblige

Anant – we won't be able to fit all students onto one whatsapp group chat

Chloe – how feasible is it for SU to enforce these rules

Sean – students can also report improper use?

Anant – opt in/out email? BMB students don't engage with newsletters

Sarah – unable to opt out of advertising email without also opting out of the weekly newsletter. We already have a section in the email for CSPs but not that many engage anyways.

Yasmin – have separate CSP gc, can advertise that in a separate newsletter and students can opt in to those chats

Yousuf – advertising newsletter, consider that current whatsapp messages aren't being read anyways – would be worth trialling this anyways. Could help CSP Instagram accounts

Lilia – at a good place in the year to start a new initiative with CSP Meeting upcoming so can ask for feedback

Sean – can't opt out of advertising newsletter as you would opt out of the weekly newsletter

Arjun – new groupchats, people didn't engage with them

Angie – adding another newsletter might not work since people don't engage with it anyways, could make a weekly pdf with all the advertisements

Lilia – use the year group chats as is, but need to set limits and monitor them eg. one advert a week, encourage newsletter and calendar, can have a day/time for advertisements eg wed 12-6pm

	<p>Yousuf – some societies deserve more adverts than others, consider how tutorials will be affected – can we make an exception</p> <p>Chloe – once a week is quite little, events with multiple ticket releases,</p> <p>Hamzah – who are we policing? Just CSPs or external events too? Odd announcements eg from consultants</p> <p>Lilia – no external inc BIMA, only petitions and BMA – but these rules do not affect students having conversation, we are just limiting CSP adverts</p> <p>Set a deadline for weekly pdf with advertisements, tutorials and multiple ticket releases can be exempt but need to inform SU</p> <p>Shivani – what if students violate these rules?</p> <p>Lilia – can use a strike system (warning, message delete, member removal)</p> <p>Anant – would the pdf be year specific? (could be one doc, and we break it into year 1, 2, 3 etc sections)</p> <p>Priya – do we have the right to enforce a consequence system, as it may jeopardise our relationship with the student body, is it our jurisdiction?</p> <p>Lilia – need to consult CCs before we implement this, the concern is ICSM CSPs spamming, technically this is our jurisdiction as SU created the groupchats</p> <p>Arjun – back this up with data before we make changes so people see there is need/want for it – use a poll not another form</p> <p>Aden – virtual noticeboard? Padlet? Miro boards? Would reduce workload on SU. Onedrive word doc, secretaries can upload to it – SU double check before it's published</p> <p>Arjun – another opt in where we might not get the same amount of engagement</p> <p>Sean – good middle ground that could be well received by students</p> <p>Shivani – miro board, one person per CSP, clear the miro board each week – down to the CSP to update if the event is upcoming/ongoing</p> <p>Priya – appreciates concerns, but would miss messages if they're not on the groupchat – is this not what this platform [whatsapp] is for? <i>(hands up: other members of SU agree with this)</i></p> <p>Kete – maybe the focus should be on not reducing spam, but how do we make sure the 'more important' messages aren't lost? Don't shift CSPs, shift SU?</p>
VCVA CONFERENCE DISCUSSIONS	<p>Lilia – encourage conference synergy</p>

	<p>Yousuf – lots of conferences struggling to sell tickets, do we step in and help?</p> <p>Arjun – they are losing engagement, do clubs realise this? Do we tackle this head on and raise it to them.</p> <p>Bhav – talks to CSPs to see what their plans are for the academic year</p> <p>Hamzah – need to handle delicately, a lot of tension already between academic societies, better to have 1-2-1s</p> <p>Eric - considered a mingle, difficult to get in contact with the clubs to hold these kinds of conversations, CSPs (some at losing engagement) have been moving towards collabs with societies outside of ICSM, difficult to book rooms so far in advance. Restrictions with ICU, EP, RA, RB and their timeline</p> <p>Sean – on the fence about not intervening – to avoid CSPs losing engagement maybe ICSMSU should help bridge that period from now till then and offer collabs as a solution</p> <p>Yousuf – down to SU to make the introductions to mergers</p> <p>Hamzah – C&S need to work out how to split the budget if mergers occur, consider how admin is spread out, finances also need to be consider as it may be a conflict of interest. Is the main issue too many conferences?</p> <p>Lilia - more so a lot of conferences that aren't performing well in terms of ticket sales, financial outputs etc.</p> <p>Yousuf – managing expectations from CSP, help them understand what to expect and what is feasible, do we need a formal approval?</p> <p>Sean – no formal approval, when we receive the event budget can have a conversation with CSPs about their expectations</p> <p>Eric – some conferences held by consultants are smaller than the ones we hold, 'smaller' CSPs can act as stepping stones to the 'bigger' CSPs</p> <p>Yasmin – oversaturation, eg. BARTS has less CSPs so conferences are better attended, maybe have a focus group as to why students aren't attending?</p> <p>Lilia – SWOT analysis, talk to students</p> <p>Angie – Query with room bookings? No longer first come first served</p> <p>Yousuf – technical > procedural issue (need to go straight to activities team and phil?)</p>
ICSM BEHAVIOR TALK FOR CLUBS	<p>IMPORTANT INFO: Update from Arjun</p> <ul style="list-style-type: none"> - Invite to ICU & JJM

	<ul style="list-style-type: none"> - ICSMSU Officers who are available to attend. <p>Finance meeting separate</p> <p>Lots of feedback after FPR, club culture conversation</p> <p>Ensure students are well behaved and safe</p> <p>Lab coat changes following on from issues on FPR</p> <p>Chaos for Circle Line is less concentrated when compared to FPR</p> <p>Speaking to CSP and year groups about behaviour for Circle Line (risk mitigating strategy)</p> <p>Priya – query that Chloe (maybe RAG VP) should be there too as RAG run circle line</p> <p>Arjun – prepared statement</p> <p>Less circle line related, general behaviour, set a good reputation for ICSM students, fitness to practise</p> <p>Good behaviour is in your best interest, poor behaviour results in cancelling events – which will only harm students</p>
PHOENIX BALL DISCUSSION	<p>Update from Angie & Priya</p> <p>Brainstorm:</p> <ul style="list-style-type: none"> - Name of event? - Advertising – all hands on deck <p>Angie – target younger years (phase 1), feels more exclusive, advertise as ‘congrats on finishing your PoM mock’</p> <p>Rebranding?</p> <p>Not a ball, feels less scary, more chilled (cocktail night kind of vibe)</p> <ul style="list-style-type: none"> - Have brainstormed titles
OTHER BUSINESS	
NEXT MEETING	Sunday 2 nd February
DATES FOR DIARIES	<p>Saturday 1st February - UH Conference</p> <p>Monday 3rd February – Frosty February Mingle</p> <p>Friday 7th – Monday 10th – SU Tour</p>

	Monday 3rd – Friday 7th March 2025 - Imperial Immersion Week
	January - Blooms

Action Points and Deadlines

ACTION POINT	PERSON RESPONSIBLE	DEADLINE
Make template for noticeboard	Lilia, Sarah	05/02/25
Survey CSP thoughts at CSP meeting	Lilia, Arjun	11/02/25
Poll for year group chats	Lilia	ASAP
Reconvene after the above has been actioned	All of SU	05/02/25
Everyone go to the mingle	All of SU	03/02/25
SWOT analysis for conferences	Sean, Angie, Yasmin, Eric, Arjun, Shivani, Yousuf	31/01/25
Understand how students perceive conferences	All of SU	05/02/25

Officer Reports

No Officer Reports for this meeting due to low activity over the holiday period & ICU closure.