

Plan to improve member engagement						
Objective	Work required	Tasks	Who is responsible	Current status	Deadline	
1	Add QR Codes to communications to make it easy for readers to access web pages	minimal as already in use	•RO to monitor usage and report in monthly stats	RO	Complete	31/03/23
2	Website improvement	Ongoing project	•Evaluate options - to create new website or to improve existing •Talk to IT about what it would involve to create new website •MM to give feedback on direction of travel for web pages	RO / MM	In progress	30/09/23
3	Board representative contributing to member news	Board input will be requested for Spring / Summer editions of Reporting Pensions	•RO to approach member in question to write a piece	RO / MM	In progress	30/09/23
4	Segmenting and targeting groups of members with appropriate communications	Reports have been requested from Heywood and training on running new reports	•Await reports from Heywood and assess output	Heywood	Not started	30/09/23
5	Collecting email addresses and mobile nos.	To be implemented as soon as possible. May require work from employers and employer team. Probably a project.	•RO to alert employers in TP and at employer meeting •SF to take project forward	RO / SF	Not started	30/09/24
6	Collaborate with Unions		•Evaluate ways of liasing / collaborating with unions •Discuss with union rep on committee	RO / MM	Not started	30/09/23
7	Set up a member panel to test communications	Employers to be approached and appropriate panel identified	•RO to progress via employers	RO / MM	Not started	30/09/24
8	Improve how we use web analytics	Training required on getting more from the analytics we have. This could include read / opening stats for newsletters and ABS, google analytics for website and My Oxfordshire Pension and read stats for emails. Could look into using new software eg Issuu newsletter or Granicus email package	•RO to look at ISSUU newsletter software for costs etc •RO to look at Granicus email software for costs etc •RO to work with RS to get more useful stats on MSS usage •RO to investigate training on understanding google analytics	RO	Not started	30/09/23
9	Possibility of using LinkedIn to broaden reach	To be discussed with Mukhtar	•RO to research with other authorities to assess benefits	RO / MM	Not started	30/09/23

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10 Webinars	Training required	•RO to look into the technology	RO	In progress	30/09/23
11 Use Text messaging to contact members	Dependent on collecting mobile numbers in sufficient number plus communication campaign	•Dependent on email project.	SF	Not started	30/09/24
12 Run a member satisfaction survey	Report has been written and tested and Sally has asked that we launch a trial Jan to March 2023 to see what responses we get	•RO to review questions with SF •RO to run report and send out emails	RO	In progress	30/06/23