

GIST board meeting

24 November 2021

Participants:

Mitali (USCB), Madina (UNITAR), Shailja (UN SIAP), Mamadou (IDEP), Vibeke, Florina (UNSD).

Agenda:

- Communications and outreach work
- Discussion around potential all members meeting
- AOB

The meeting started with an introduction of Madina who is stepping in for Elena who is on maternity leave, and of Florina, a communications consultant working for UNSD and who will support the work of GIST until 1 February 2022.

1. GIST communication and outreach work

UNSD provided an update on the work on communication and outreach from the last board meeting.

This included the following materials:

- *Communication strategy*: the consultant has prepared a draft communications strategy that will be shared with the board for review before it is sent to all GIST members for their input and review. Key elements include target audience and key messages
- *Newsletter*: Work on the newsletter is progressing, a new format has been put together and content is partially developed and made available.
- *Social media activity*: the microlearning videos on the NSO Superheroes has been published and actively promoted on social media. The same is the case for the sustainable statistical training reports
- *Trello board*: The board has been put together with key communication materials that can be used by GIST members/communication experts when promoting GIST.

Questions and input from board members:

- *Communication strategy*: It was agreed to keep the strategy as an internal document for GIST members, to be used to agree on key messages and approaches for communication
- *Newsletter*: It was suggested to add the microlearning teaser. The UN SDG:learn statistics pages should be used and not the ones
- *Social media*: It was agreed to use #GIST as a hashtag. It was later agreed to use #UNStatLearn for the UN SDG:learn statistics pages.
- *Trello board*: There were a few questions related to the Trello board, particularly on its intended use and whom it should be opened up for. It was agreed that board members should be given access to familiarize with it and that we would update and use it for the next 1-2 months before a decision would be made on the way forward for it.

- *Communications engagement*: It was suggested to establish a group of 5-6 key people/members that would focus on communications materials and engagement.

2. All members meeting

UNSD suggested to organize an all members meeting to provide an update on work carried out in the last 4-5 months since there have not been any task team meetings in this period in time, while focus has been on implementing some of the recommendations from GIST members.

The board suggested to first have a round of task team meetings to catch up with each of them, discuss next steps and potential new ideas for GIST priorities moving forward. This should then be followed by an all members meeting.

It was agreed to organize a round of task teams before the end of the year if feasible and to wait with the all members meeting until the annual meeting at the UN Statistical Commission. The board would, ahead of task team meetings, send out an update on work in the last months.

3. AOB

The GIST chair initiated an exchange on which organizations could contribute materials to UN SDG:learn statistics, whether also universities and other providers of courses could be potential candidates. It was agreed that two general rules of thumb is that the materials need to be targeted towards official statistics and that the agreed quality criteria need to be met. If courses of the academia meet these rules, they can also be added.

UNSD provided a brief update on the group that the former chair of GIST, Ms. Helen MacGillivray, had been asked to propose a structure for, and which had been shared with the board ahead of the meeting. It was agreed to set up a call with Helen to agree on the approach and next steps.

UNSD also briefly mentioned the International Data Masterclass developed by the UK, which is a training meant for managers of the NSS that has had large success in the UK and which they now consider rolling out internationally. This does potentially respond to needs identified by GIST related to NSS coordination training and UNSD is following up to see if it could be relevant to the pilot countries for the sustainable statistical training programs work.