

GIST board meeting

22 September 2021

Participants:

Mitali (USCB), Elena (UNITAR), Shailja (UN SIAP), Mamadou (IDEP), Francesca, Vibeke, Yixing (UNSD).

Agenda:

- Communications and outreach work
 - UNSD will present some proposals on communications
 - Discussion of priorities and approaches
- Feedback on the Wiki page before sharing with all of GIST
- AOB

Shailja was welcomed as a new board member, taking over the role as director of UN SIAP. Yixing was also welcomed, she is an intern with UNSD, who will support the work of GIST on communication.

1. GIST communication and outreach work

As a response to the decision of the Annual meeting, UNSD initiated an exchange with the board on communication, including a communications strategy and development of concrete materials in this context.

General strategy: Vibeke briefly introduced the topic, covering key elements of a strategy and an overview of potential products/outreach channels for GIST, including newsletter, social media engagement, Yammer, UN SDG:Learn, microlearning videos and webinars or sessions at events. Following the introduction, the board discussed who the main audience is, how to use each channel, and how to be effective in the newsletter outreach.

Vibeke suggested that the board have a wider brainstorming about the content, such as key elements for developing the structure, how to define whom to reach out to, how to reach out to new audiences, what might interest those audiences, and what kind of material is relevant.

Newsletter: Vibeke introduced the suggestion for producing newsletters, aiming to send them out bi-annually. The tentative first issue will be published in October/November, and the second one plans to be out in February next year. It was further discussed:

- Content proposed: foreword from the Chair (Mitali), a meet the expert section, upcoming events/activities, introduction of e-learning, a summary of the 2021 World Data Forum, and successful examples from some of the statistics offices. The board also agreed to prioritize current activities. It was highlighted that we should start something concrete. Moving forward, responsibilities for creating content should be shared among GIST members, rotating among them to fill the different sections. It was also highlighted to focus on the task team to communicate what GIST is about and highlight some of the work for the first few issues: 'what is GIST? What has been done?' It was suggested the first few issues show continuity, keeping the same structure, and adding new things gradually.

- Who is the main audience: The discussion led to a consensus that the newsletter will focus on members of the NSS as the main target audience. It is therefore external in nature, not only for members of GIST.
- How to ensure good outreach of the newsletter. UNSD proposed to use some of their e-mail lists and will ask other GIST members to do the same. An option to register for future newsletters should be made available for future newsletters.
- Promotion of events: It was raised that there are too many events and a question on how we should determine which ones to include. A suggested solution was to just include a link for each event without long descriptions, promoting events is for the next six months. It was also suggested to only include bigger events, such as WDF.
- Language: Ideally, the newsletter should also be made available in other languages, but this would require financial resources.

Yammer: Vibeke mentioned utilizing Yammer as a platform to promote the global network, and be actively engaged on the main page by posting courses for information.

UN SDG:Learn: It was highlighted that we should push the promotion of this platform and encourage people to start using that website as a tool to take courses.

Microlearning videos to promote the work of statistics offices: As concrete tools, they will help users identify problems and how to address these challenges.

Social media engagement: It was suggested to have a more specific discussion about developing the message and which channel to use (Twitter, Facebook, LinkedIn, etc.), etc.

2. Wiki page:

As an internal channel, it is planned to be released to all members in November. The board was asked to provide input and materials within the next month to ensure good products. The former intern Zhaowen helped to develop the pages and update materials, and Yixing will work on organizing the structure/key messages on the main page to make it more user-friendly. It was highlighted that the channel is not for public use; all materials are only open for GIST members since Wiki will be used as a ShareDrive platform. There was some discussion about menu tabs; 'outputs' is about some general results and task team outputs, and 'task team' is about work progress.

There were some access issues from board members, so guidance regarding technical issues was suggested.

3. AOB

Francesca briefly introduced the discussion with FCDO about the data master class developed by the UK. More information would be shared on this once more information would become available.