

Communication Working Group

Progress Report: March 2023

This report contains the activities of the EAC communications working group from March 2022 until March 2023.

Membership

The communication working group consists of four members from Belgium, the Czech Republic, the United Kingdom and The Netherlands. We are still open for new members.

Activities

The communication working group has:

- Issued a Membership Newsletter
- Conducted a membership survey on communication
- Reviewed the EAC website
- Reviewed Branding, Style guide and Guidance template
- Updated the Communication Calendar

In 2023 a membership survey on EAC communication was executed. The survey was sent to members via email in July/ August 2022. Around 30% of the individuals who received the survey responded to it, representing 25 of the member states. The survey aimed to find out:

- How active EAC members consider themselves to be, and how they participate in EAC activities.
- How useful (or not) members find the communications that EAC produce, and how they might be improved in future.

Overall, the survey suggests that members are reasonably happy with the communications that EAC produces. Members use the website to find publications and reference material and information about the Annual Meeting. Active members participate in the Annual Meeting and Working Groups and are happy with that engagement. A significant proportion of respondents would like to participate more actively. There are some areas where communication could be improved, in particular:

- Ensure the structure of EAC is clear to all members: not all respondents understand how they can participate and what the benefits of membership are.
- Provide more information about EAC activities to enable members to engage more actively.
- Improve awareness of the European Affairs update: those who receive it find it useful, but a large proportion of respondents did not know about it.
- Update the EAC website and improve EAC's social media presence: respondents consider this a beneficial aim, but not a priority.

In accordance with these results the EAC board decided to start in 2022 and 2023 with a review of the website to make sure it is up-to-date, is compliant with EU standards and has a structure that ensures the information members require is easy to find.

In the coming year the EAC will issue multiple publications following from the Making Choices working groups. The communications working group has therefore reviewed the EAC branding, Style Guide and Guidance template. Results are to be discussed in the March 2023 board meeting and will be put into action in the coming year.

Attachment

- Results of the membership survey on communication