

## Protocol on Communications between the University and the Colleges

### WHEREAS

- A. The University of Cambridge and the Colleges have historically worked together to strengthen the public presentation of 'collegiate Cambridge'.
- B. The University's Office of External Affairs and Communications (OEA&C) plays an essential role in connection with this activity.
- C. The University and the Colleges wish to record by way of this Protocol the arrangements which have been agreed for the management of public relations within and across 'collegiate Cambridge' during the term of this Protocol.

1. The OEA&C will be responsible for:
  - (a) providing reactive and defensive media relations across 'collegiate Cambridge' in a professional and confidential manner;
  - (b) promoting 'collegiate Cambridge' through a range of media, social media and multimedia channels; and
  - (c) providing support for college communications professionals where they are in place.
2. Externally-funded initiatives managed by the Public Engagement team (e.g. Open Cambridge) will operate at no cost to the Colleges.
3. Any other matters will be the subject of specific arrangements between the OEA&C and individual Colleges at pre-agreed rates. This will include activities considered to go beyond the definitions of points 5, 6 and 7. For instance media training, drafting of communications plans and detailed media monitoring, may also be arranged subject to specific arrangements between the OEA&C and individual Colleges at pre-agreed rates.
4. The Director of External Affairs and Communications will report on a regular basis to the Colleges' Standing Committee offering a qualitative assessment of key interactions.
5. The OEA&C will act as a hub for professional development, arranging regular events to which development and communications officers at colleges will be invited.
6. The OEA&C will offer advice to Colleges on request on their communications plans, including digital and social media channels.
7. The OEA&C will provide regular updates of issues of relevance to the Colleges appearing in the media or social media.
8. This Protocol will come into effect from 2 June 2018 and will apply for a term of five years.
9. The Colleges' Committee may at any time give six months' notice in writing to the Director of External Affairs and Communications that it wishes to call for a review of the arrangements described in this Protocol on the grounds that there has been a material change in circumstances.
10. The OEA&C will not be liable for any errors or omissions in the carrying out of its activities.
11. This Protocol supersedes all previous arrangements between the parties relating to its subject matter.

Signed by Professor Michael Proctor on  
behalf of the Colleges' Committee

Signed by Paul Mylrea on behalf of the Office  
of External Affairs and Communications