QIP Implementation Summary Report

Unit: Marketing & Communications (MarComms)

Head of Unit: Laura Ryan

1. Date on which QIP received from QSU: 29th Sept 2023
2. Date on which unit met to discuss and ratify the QIP: 5th Oct 2023
3. Date on which unit response to recommendations returned to QSU: 27th Oct 2023
4. Date on which unit response was noted by Quality Committee: 11th Nov 2023
5. Date on which QIP progress was presented to Quality Committee: 11th Sept 2024
6. Date on which implementation review meeting with DQ and PDP was held: 1st July 2025

Rec no. (level)	Recommendation	Closed	Open	Commentary
1 (1)	At University level, appoint a vice president responsible for marketing, communications, public affairs and alumni which would provide synergy across these four interconnected functions, solidify the position of MarComms in UL (University of Limerick), allow the division to lead in this key area, and ensure that the appropriate conditions are present for MarComms staff to work efficiently and contribute to the further development of UL.		✓	Escalated to University QIP for discussion and decision.
2 (1)	At University level, critically review the sequencing of key corporate activities to ensure full alignment of core narrative, vision and values.		✓	Pending next UL Strategic plan (2026) – currently aligning to the HEA UL agreement 2024-2028 (Compact)
3 (1)	Create and launch a brand strategy aligned to the next corporate UL strategy, fuelled by the most important drivers, including employability and future industry and business collaboration; social mobility and regional guardianship; and the campus and a diverse, inclusive community.		✓	Pending next UL Strategic plan (2026) – currently aligning to the HEA UL agreement 2024-2028 (Compact)
4 (1)	At University level, ensure additional resourcing to enable a more strategic approach to both the public affairs remit and UL Alumni.		✓	

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5 (1)	At University level, prioritise the provision of funding for the completion of the UL branding initiative and other transformational marketing and communications projects.		✓	
6(1)	With senior UL management, re-evaluate the boundaries, scope and staffing levels of the MarComms team, considering the evolving devolved model and ensuring oversight from MarComms to drive a 'one team' strategy.		✓	
7(1)	Share, and celebrate, a simplified guide to 'how we all do this' to incorporate roles, responsibilities, workflow, toolkits and service level agreements (SLAs), and make it available in both roadshow and online formats.		✓	
8(1)	Identify opportunities for more synchronicity and collaboration with other marketing staff across all divisions to collaborate across UL, specifically on key corporate campaigns such as recruitment, research and reputation.		✓	
9(1)	Using campus and digital assets, make the engagement of staff, students and alumni a priority in the new brand launch, with a focus on deeper purpose and individual and societal impact stories that are emotive and encourage pride and advocacy.		✓	
10(1)	Review single points of failure/success, particularly in the areas of Internal Communications and Social Media.	✓		2025/26 workforce plan under consideration for areas with single points of failure.
11(1)	Take the lead on a 'one team' planned strategy that focuses on the student journey from initial interest to onboarding (and potentially further), creating a joined-up, brand-consistent, user-first, data-led experience for future students.	✓		Escalated to UL QIP .
12 (2)	At University level, review the landscape of student communications and current roles and responsibilities, exploring opportunities to improve the student experience through revised student communication models.	✓		ITD leading an ongoing university wide Student Engagement solution. Address through Student Engagement Forum

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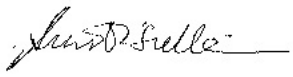
13(2)	Implement a rota for out-of-hours communications/media monitoring and response, ensuring that 'crisis comms' response protocols are understood by all relevant stakeholders.	✓		
14(2)	Explore and establish mechanics to support the shared planning and oversight of communications across the centre and the wider faculties and divisions.	✓		Considering a best practice conference from MarComms Division in 2025.
15(2)	Measure the effectiveness of internal communication tools and processes.		✓	Internal communications audit in development: estimated completion date late 2025.
16(2)	Take a critical look at available office space to facilitate greater collaboration.		✓	
17(2)	Combine key statistics from several reports into a single, digestible 'dashboard' to bring greater visibility and clarity regarding MarComms work and impact.		✓	Work ongoing to develop both campus and local dashboards.
18(2)	Expand the role of student media officers to include information gathering and content generation for departments, specifically student good news stories.	✓		Exploring establishment of Co-Op roles.
19(2)	Provide oversight and guidance for departments dealing with agencies for marketing and communications activities.		✓	
20(2)	Continue to work with the Finance Division to improve budget allocation and reporting.	✓		



Date: 1st July 2025

Dr Sinéad O'Sullivan

Director of Quality