

Communications Committee 24 October 2007

Committee self-evaluation

Executive summary and recommendations

Introduction

On 29 March 2007, the Council agreed the text of the Committee self-evaluation document. The Council also agreed that the use of the form should be piloted at all committee meetings and that feedback on the process and any necessary amendments to the form should be considered at the Council away day in October 2007.

At its meeting on 24 May, the Committee agreed that members should be asked to complete the self evaluation form individually and that an analysis of the responses should be considered at the meeting on 24 October.

Decision

The Committee is requested to discuss the responses received.

Background information

Please see enclosure 16 (paper HPC 16/07) for the Council on 29 March 2007. The enclosure is available on the HPC website at the following link:

http://www.hpc-uk.org/assets/documents/10001A42council_meeting_20070329_enclosure16.pdf

Resource implications

None.

Financial implications

None.

Appendices

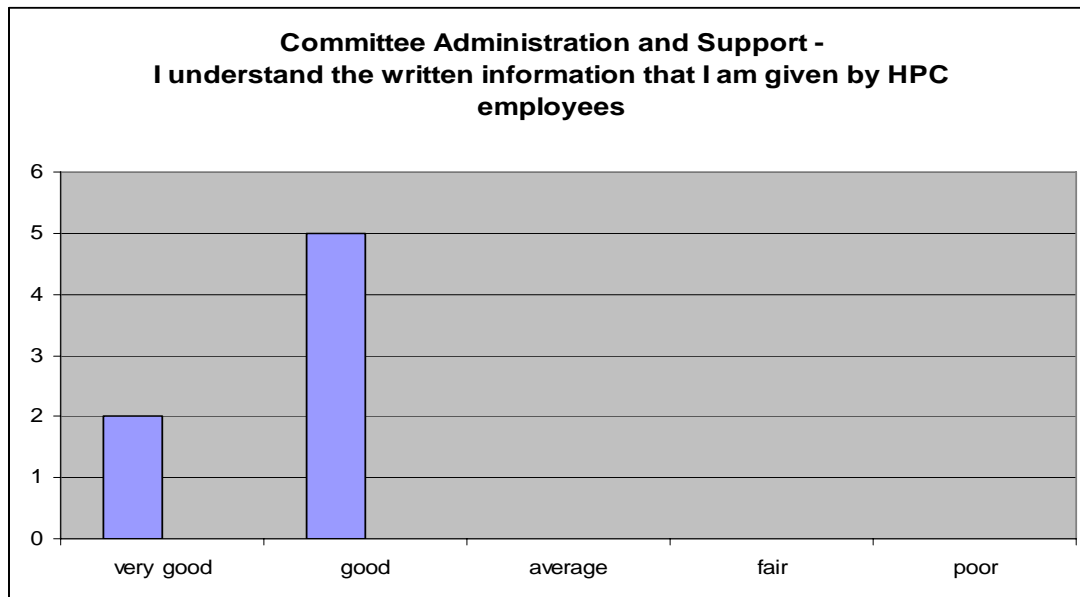
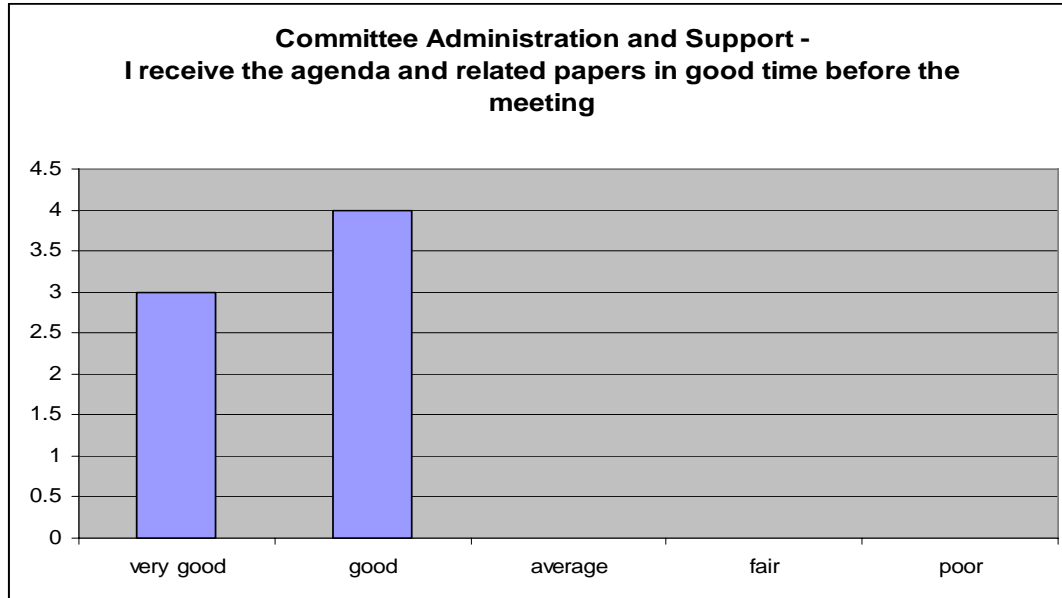
Communications Committee self-evaluation

Date of paper

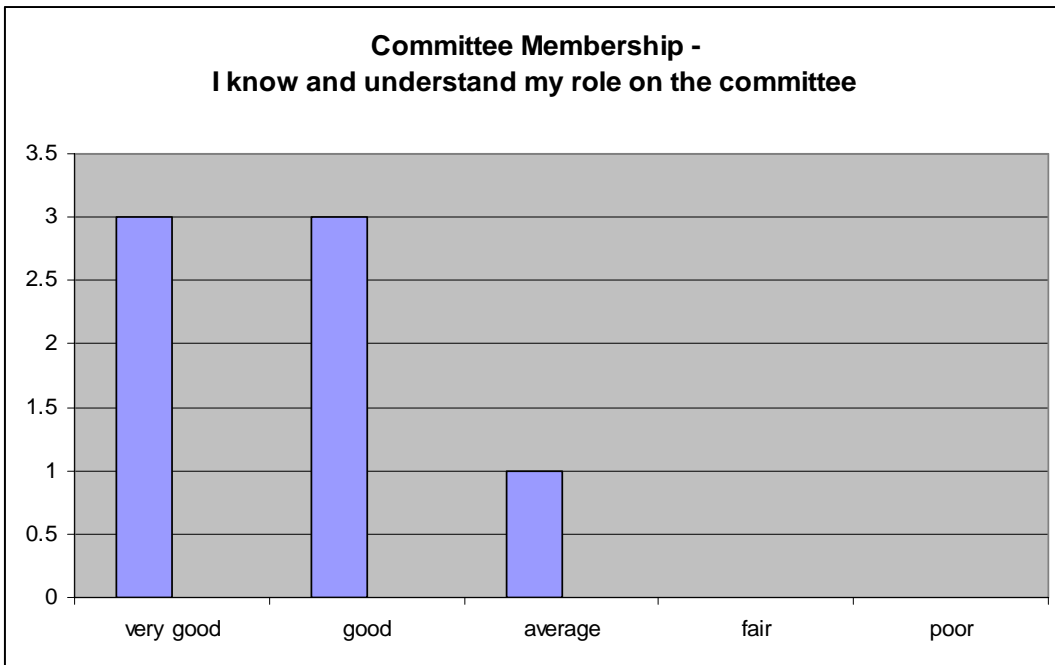
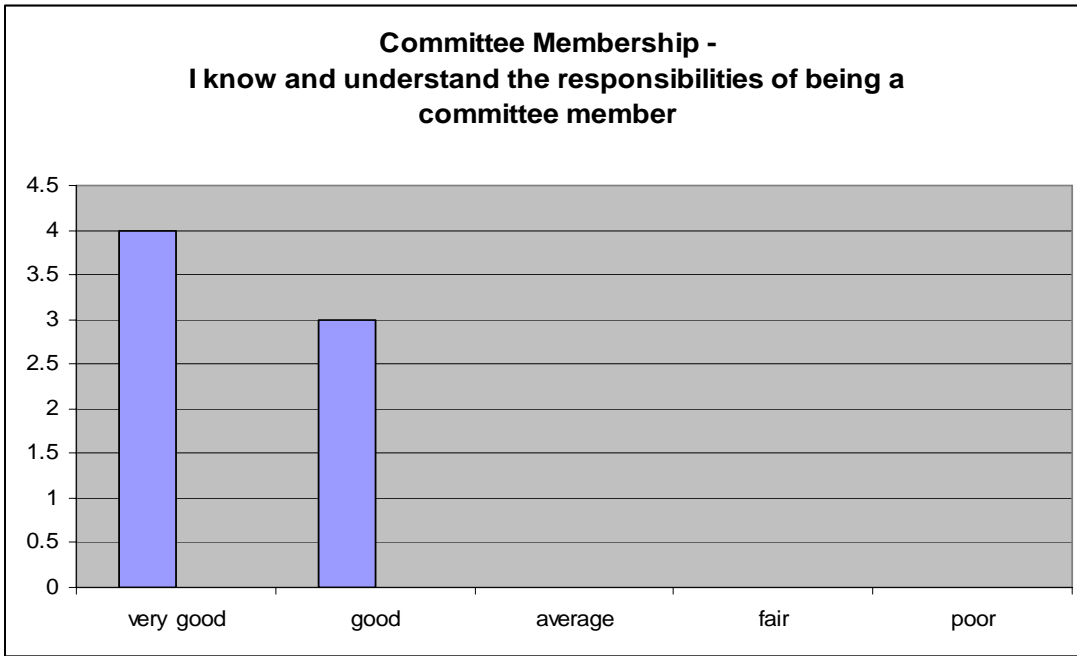
1 October 2007

Committee Self Evaluation: Communications Committee

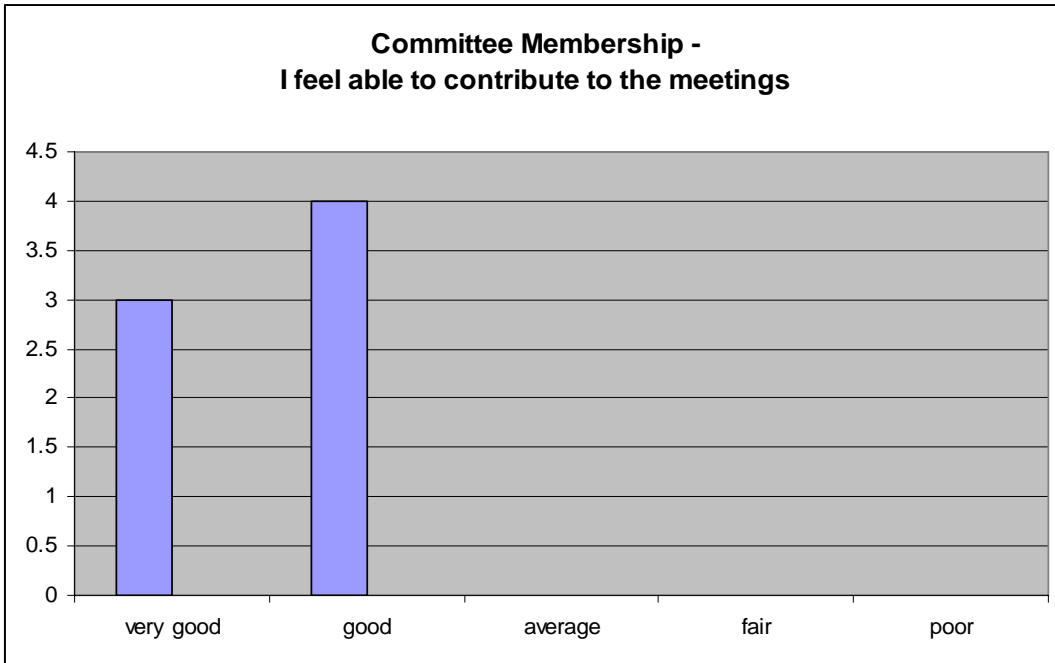
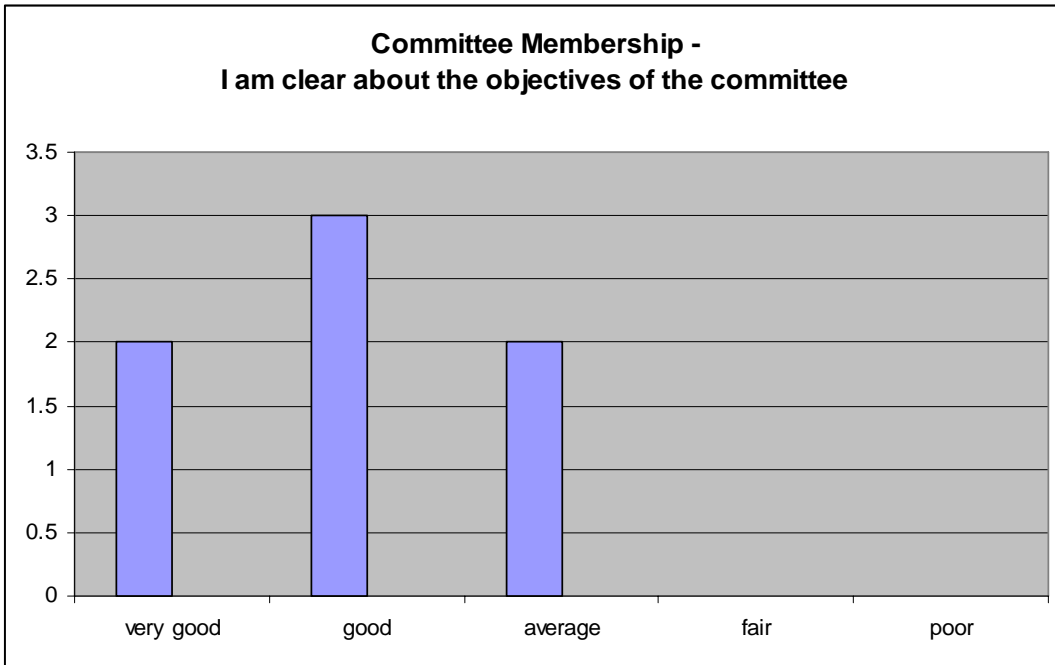
The charts below indicate the responses on forms received from Committee members. Forms were received from seven members.



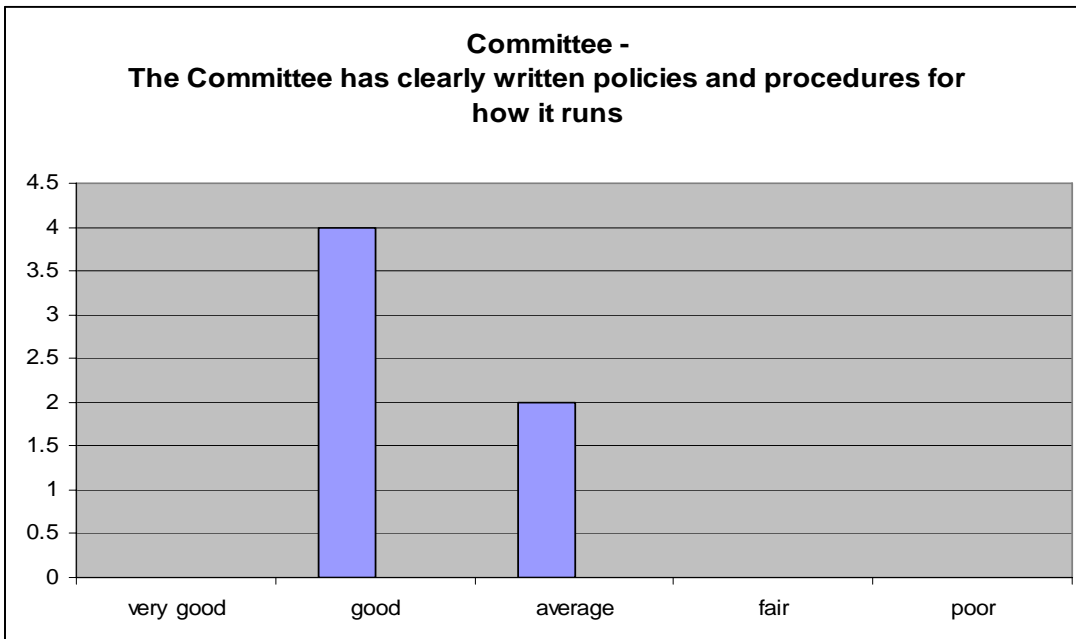
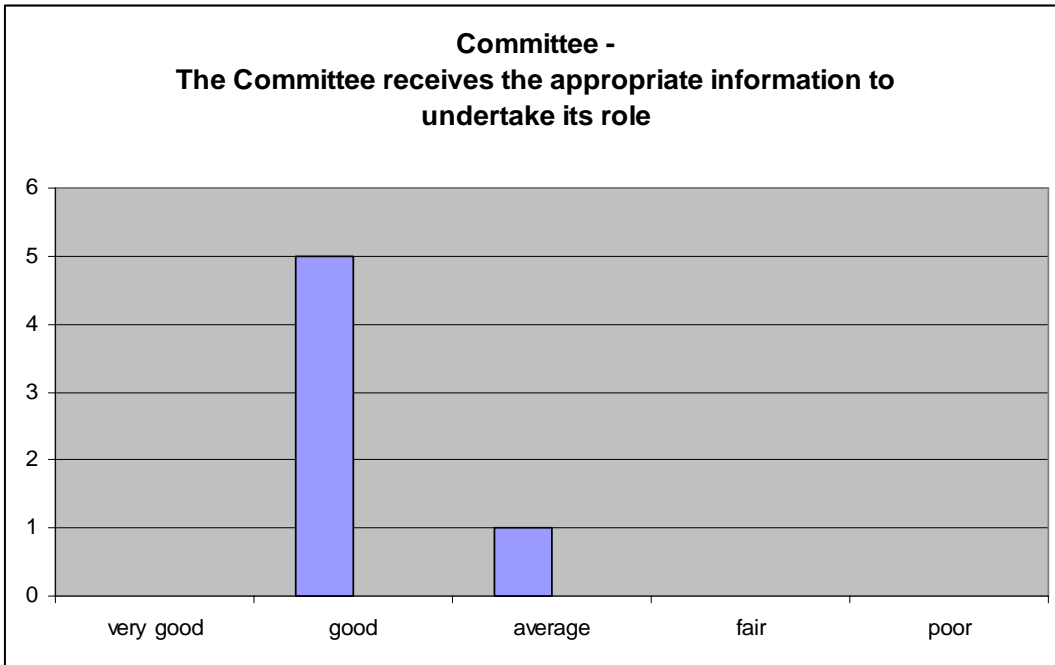
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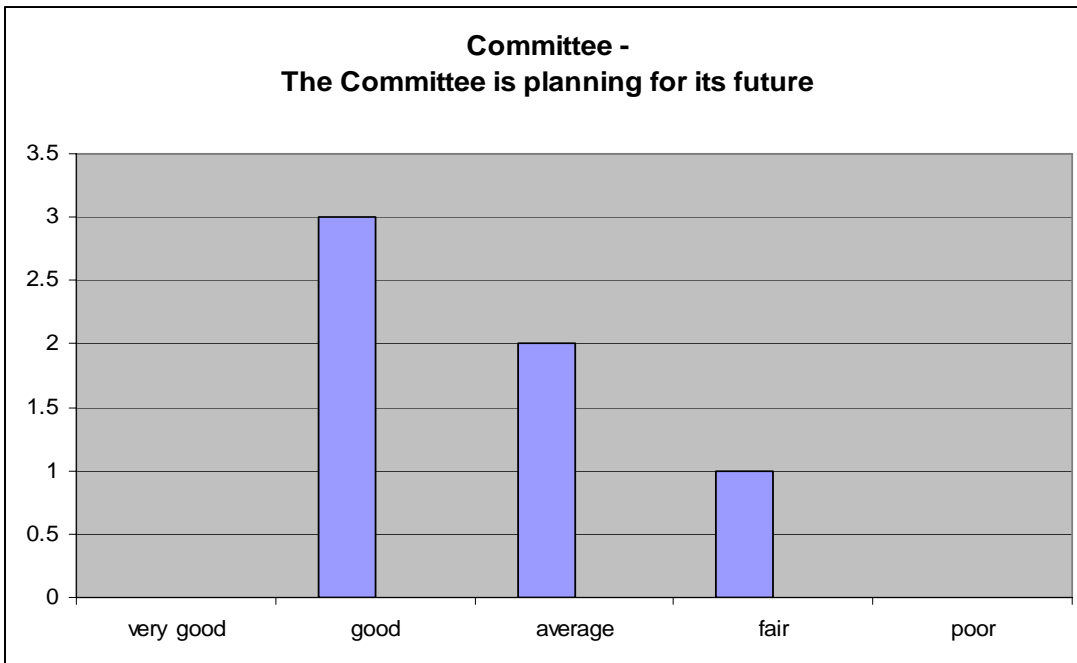
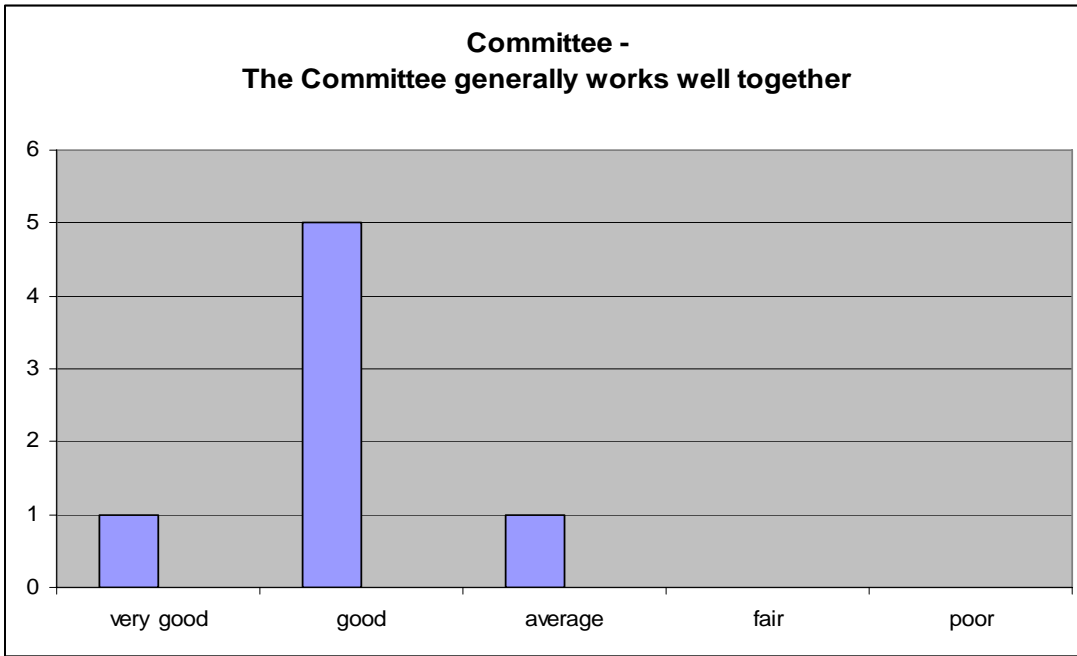
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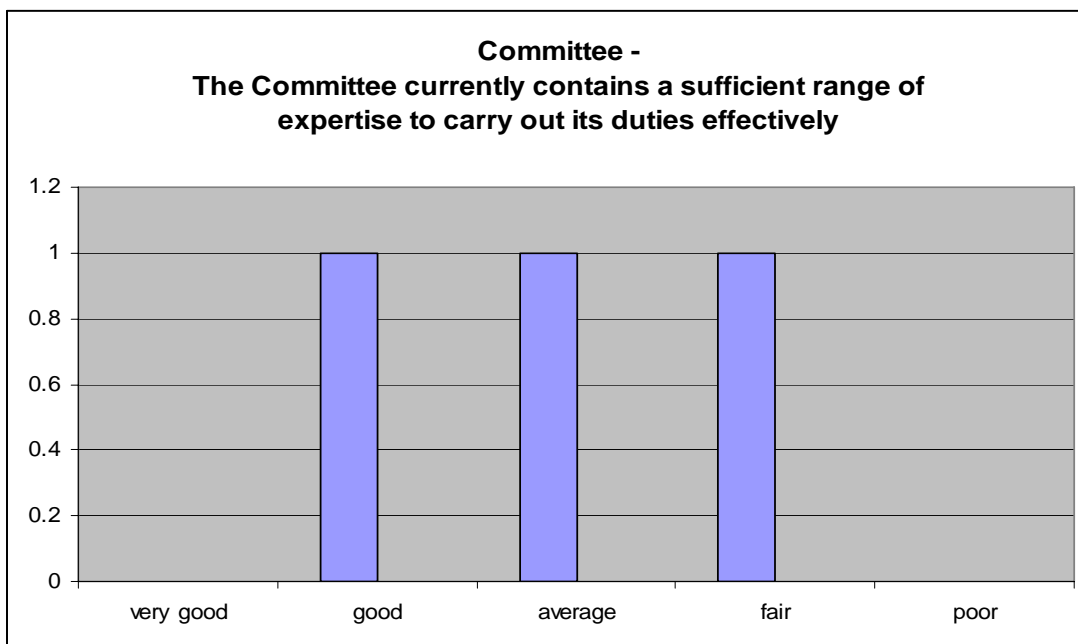
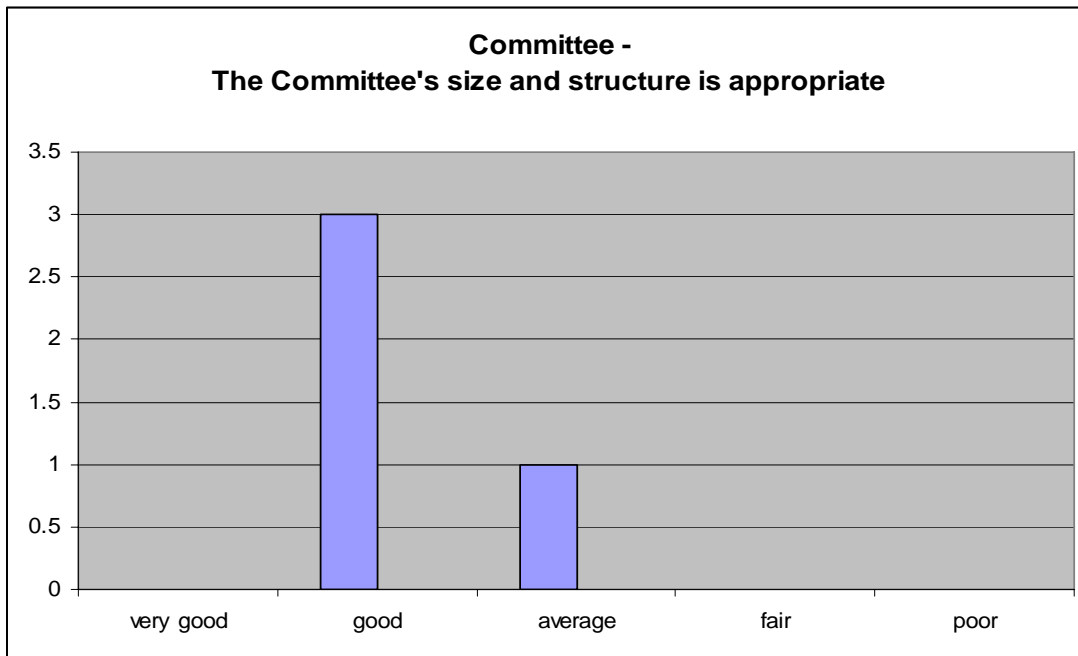
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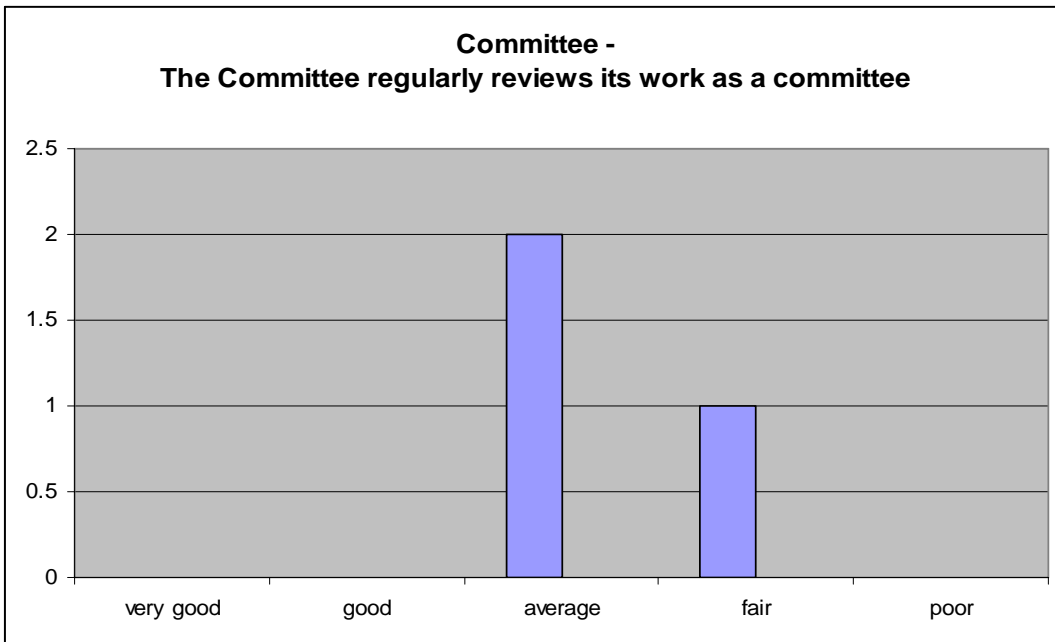
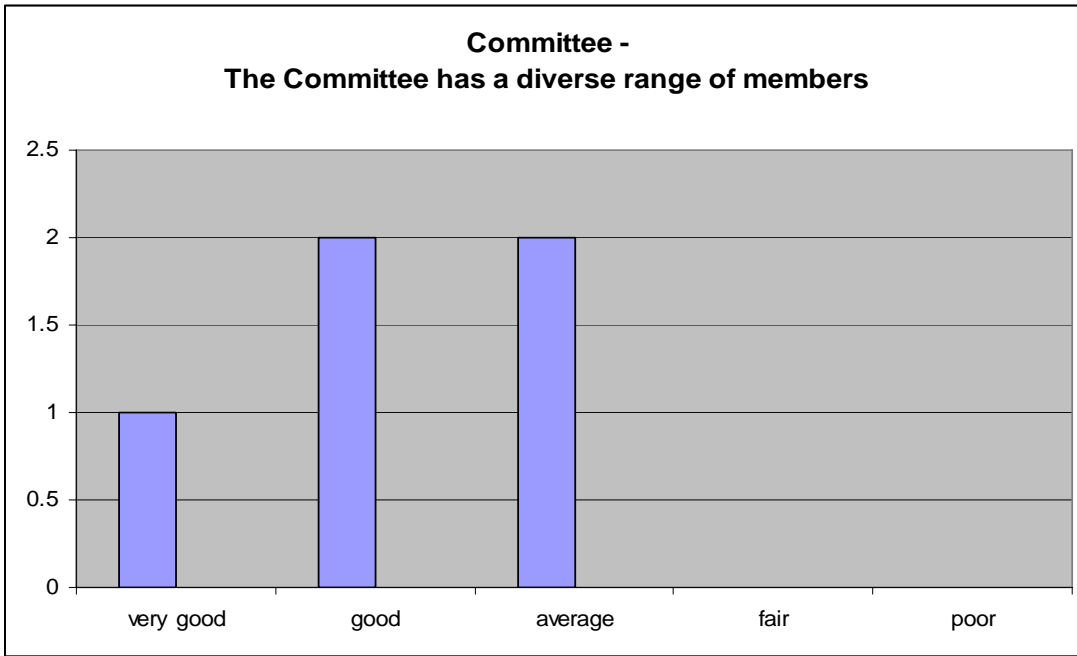
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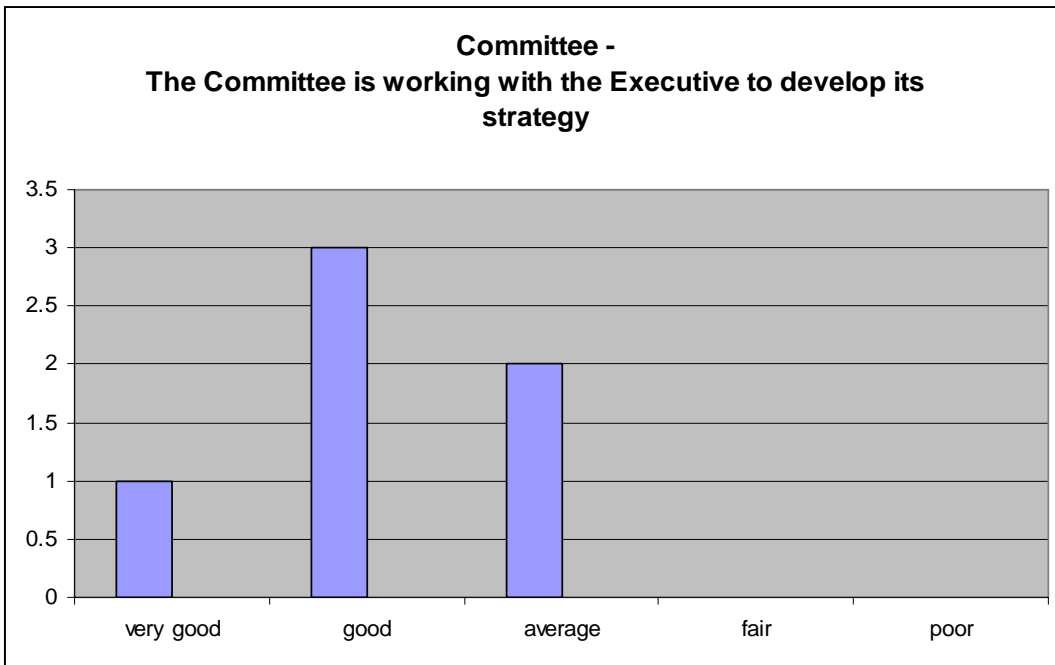
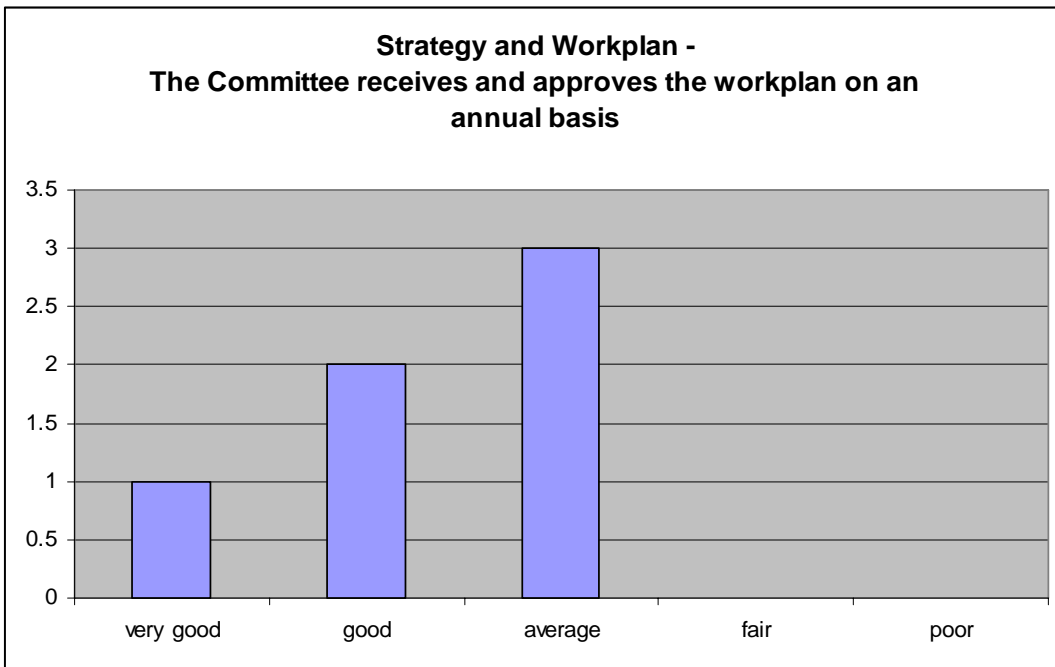
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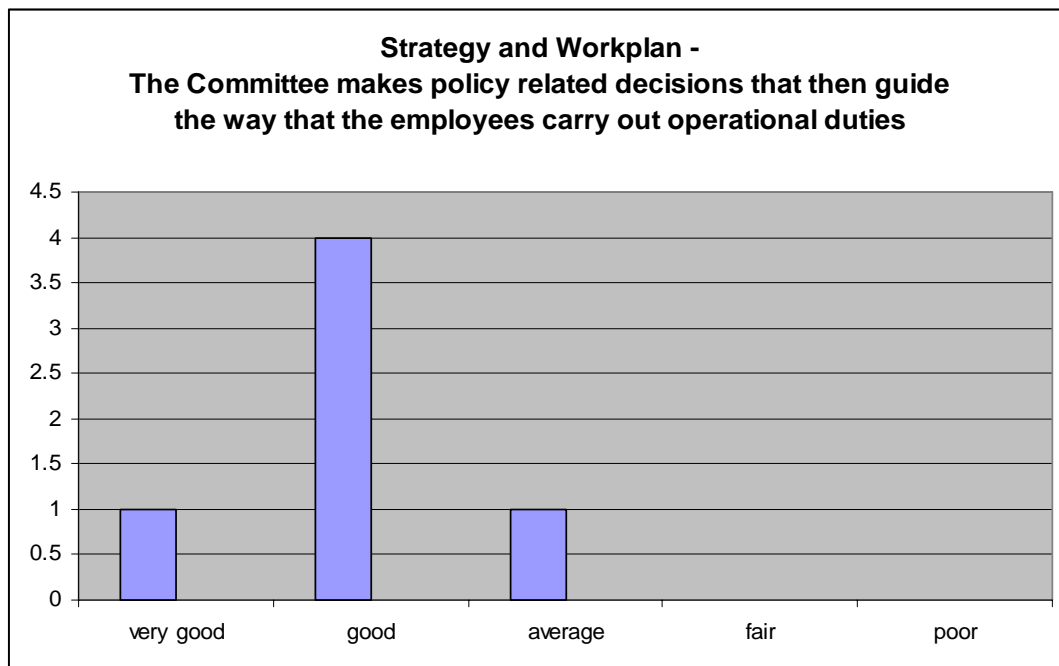
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Comments made on individual questions

Committee administration and support: I receive the agenda and any related papers in good time before the meeting

Four members did not comment.

Three members commented:

“This element cannot be faulted.”

“Which year does this relate to? Not always.”

“Not happy when I first came on to the Committee! Huge improvement since Jacqueline came on board and a clear team ethos developed.”

Committee administration and support: The process of conducting meetings is very clear to me

Six members did not comment.

One member commented:

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“Not happy when I first came on to the Committee! Huge improvement since Jacqueline came on board and a clear team ethos developed.”

Committee administration and support: I understand the written information that I am given by HPC employees

Four members did not comment.

Three members commented:

“The terms of reference and the Communications strategy (responsibilities of members) have been reiterated to all members and are written clearly and legibly.”

“Only recently.”

“Not happy when I first came on to the Committee! Huge improvement since Jacqueline came on board and a clear team ethos developed.”

Committee membership: I know and understand the responsibilities of being a committee member

Five members did not comment.

Two member commented:

“The Committee do their work well, but I always worry that we may not be concentrating in and on the right issues. Is our activity useful?”

“Only a personal view – after some years on the Committee, it would be better to ask about the Committee’s effectiveness and understanding.”

Committee membership: I know and understand my role on the Committee

Five members did not comment.

Two member commented:

“The Committee do their work well, but I always worry that we may not be concentrating in and on the right issues. Is our activity useful?”

“Only a personal view – after some years on the Committee, it would be better to ask about the Committee’s effectiveness and understanding.”

Committee membership: I am clear about the objectives of the Committee

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Three members did not comment.

Four members commented:

“Already covered. (duplicate question).”

“Now – relationship between strategy and work plan. How to evaluate?”

“The Committee do their work well, but I always worry that we may not be concentrating in and on the right issues. Is our activity useful?”

“Only a personal view – after some years on the Committee, it would be better to ask about the Committee’s effectiveness and understanding.”

Committee membership: I feel I am able to contribute in meetings

Three members did not comment.

Four members commented:

“Mostly”

“The progressive atmosphere is clearly apparent within this group of members and it is rare that all members don’t contribute fully at meetings.”

“The Committee do their work well, but I always worry that we may not be concentrating in and on the right issues. Is our activity useful?”

“Only a personal view – after some years on the Committee, it would be better to ask about the Committee’s effectiveness and understanding.”

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Committee: The Committee receives the appropriate information to undertake its role

Four members did not comment.

Three members commented:

“Don’t know yet.”

“On occasions, a summary of some of the very detailed information may be useful.”

“Significant improvement over past few months with new team in place.”

Committee: The Committee has clearly written policies and procedures for how it runs

Five members did not comment.

Two members commented:

“Similar to question asked at 2 ‘The process of conducting meetings is very clear to me’.”

“Don’t know yet.”

Committee: The Committee generally works well together

Five members did not comment.

One member commented:

“The Committee enthusiastically aims to meet its objectives.”

Committee: The Committee is planning for its future

Five members did not comment

Two members commented:

“This is now a strong feature of this committee.”

“Hard to tell fully.”

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Committee: The Committee’s size and structure is appropriate

Five members did not comment.

Two members commented:

“At the moment the committee functions well.”

“I have not been a member long enough to have a reasoned conclusion.”

Committee: The Committee currently contains a sufficient range of expertise to carry out its duties effectively

One member did not comment.

Six members commented:

“This element hasn’t been tested fully yet and generally most members stay with the committees on which they are originally placed. If this question were to be seriously raised one would expect more movement of members on all committees.”

“What is the range? 6 registrants and 3 lay members : balance of skills? Paramedic, Dietitian and Occupational Therapist. List skills. Teaching / Manager / Clinical.”

“Worth co-opting specialists on marketing in same way audit have an accountant.”

“What expertise? Are you talking about expertise in communications/PR etc or within the healthcare professions?”

“I think so.”

“I have not been a member long enough to have a reasoned conclusion.”

Committee: The Committee has a diverse range of members

Four members did not comment.

Three members made the following comments:

“I have not been a member long enough to have a reasoned conclusion.”

“Difficult to tell – range of what? Or just plain common sense!”

“?”

Committee: The Committee regularly reviews its work as a committee

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Three members did not comment.

Four members commented:

“I have not been a member long enough to have a reasoned conclusion.”

“Don’t know yet.”

“? What is regularly? 1 yearly / 2 yearly.”

“This process is only just beginning.”

Strategy and Workplan: The Committee receives and approves the workplan on an annual basis

Two members did not comment.

Five members commented:

“Most recent plan clear and concise.”

“Don’t know yet.”

“Monitoring of Workplan?”

“This is the first year that this element has become effective.”

“This process is fine – a big change from earlier times.”

Strategy and Workplan: The Committee is working with the Executive to develop its strategy

Two members did not comment.

Five members commented:

“Again improving.”

“Yes, I presume so.”

“Repetitive question, similar to Q6 ‘I am clear about the objectives of the Committee’, Q8 ‘The Committee receives the appropriate information to undertake its role’ and Q18 ‘The Committee makes policy related decisions that then guide the way that the employees carry out operational duties’.”

“This element appears to be a strength into the latter part of the year.”

“This process is fine – a big change from earlier times.”

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Strategy and Workplan: The Committee makes policy related decisions that then guide the way that the employees carry out operational duties

Four members did not comment.

Three members commented:

“The Committee relies heavily on the Director of Communications for this element and at this point the process works well.”

“Yes I presume so.”

“This process is fine – a big change from earlier times.”

Suggestions for areas to be tackled

Members were also asked:

“Please suggest five areas that you think that you should tackle to improve the way that you work as a committee over the next year.”

The responses, which are quoted below, have been grouped as far as possible under the subject headings used on the questionnaire.

Committee Administration and Support

- when should we evaluate ourselves and when should we ask outside bodies/persons to evaluate our effectiveness?
- what induction/familiarisation do we provide for new members of the Committee? How is this then elevated?
- An introduction to new members by the Chairman to summarise the aims, objectives and current issues of the Committee.
- Some feed in from senior officers about committee performance
- Adopt an agenda with time limit for each item (time to be determined by chair and executive members).
- Reduce papers printed for meeting – information to be reduced to key points with presentations/use of web.

Committee Membership

- Co-opt expertise in communications and marketing on to the Committee.

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- Further understanding of each others expertise and interests
- If skills balance to be assessed, we need some idea of what the balance is and what the Committee needs e.g. PR expertise and or project management.
- Co-opt registrant or lay members with communications expertise
- Reduce the size of the committee by reducing registrant and lay members.

Strategy and Workplan

- perhaps more emphasis on why we are doing certain things – how strategic? Is it right?
- Difference between reactive and/or proactive
- Focus on creating a workplan that will help pct achieve its core purpose
- Evaluate the effectiveness of the committee on the extent to which it prepares and delivers a strategy that directly supports the corporate objectives
- Put more deliverables into the workplan
- Regular reference to committees strategic aims and actions
- Increase awareness of the role of the HPC among all our stakeholders
- Find new and varied channels of communication to achieve our objectives
- Improve communications between the Registrants and HPC
- Specify priority setting and monitoring – regularity
- Relationship between strategy and workplan and monitoring
- Clearly established communication channels will be identified during the various processes which are already in hand. When established they should form a matrix which is available to the members and will help form opinions as to influencing stakeholders on various topics relevant to each of them. A good example is the fitness to practice trends.
- The Committee may be more adept at capturing emerging issues from the cumulative committees which may impact on the operational plan of Communications. It may be that this identifies a need to prioritise on an ongoing basis throughout each financial year.

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- Discussion of detail – cut down or eliminate where the matter under discussion is not a key part of the workplan

Comments about the self evaluation form

- Another heading needed for 'Management of the Committee'.
- In general the document tends to drift from the personal comment to the collective without any real design.
- Within each headed section the same questions are repeated with a slightly different format, however I have followed the questions and answered them in the laid out format and when answered as an individual they do make sense.
- I felt the questions should be rounded down to possibly 6 utilising the headed sections and removing the duplication.
- I am still not sure of the value of this evaluation when considered by all the committees and the subsequent collation of the information. I feel it may be more useful to appraise the Chairman, the Executive and the Secretariat, possibly with three questions relating to the performance of each areas.

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