

# CLOSER Longitudinal Communications Network (LCN) Terms of Reference

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## 1. Purpose of the network

- To provide members with a forum to discuss common challenges faced within the biomedical and social sciences communications field.
- To provide a forum to share experiences and encourage collaboration on communications across different studies, research centres, and universities.
- To empower members to be more confident in their marketing and communication activities, promoting best practice and staying up to date with the latest developments.

## 2. Accountability

- Agendas are set by the Chair and content is directed by the needs of the group members. Outcomes of discussions and activities from the LCN will feed into discussions held by the CLOSER Communications Group as and where necessary.
- Topics for presentation at the LCN will be discussed within the CLOSER Communications Group to ensure they are relevant and feasible to implement.

## 3. Membership and attendance

- The Chair of the LCN is Razwana Quadir, Communications & Marketing Manager for CLOSER.
- The Deputy Chair of the LCN is Jennie Blows, Communications and Events Manager for CLOSER.
- The LCN is an external facing network representing longitudinal population studies.
- The LCN will also include representation from other organisations where there is a clear link to CLOSER and the work of CLOSER.
- Although there is no limit to the membership capacity of the LCN, the capacity for each meeting is a maximum of 25 attendees. Between 1-3 people from each of the member organisations are welcome to attend any one meeting. Where more than 25 people have accepted an invitation CLOSER will request for member organisations with multiple attendees to select one representative to attend.
- Prospective members will be sought via CLOSER's existing communication channels with study Principal Investigators and Communication Leads, as well as via CLOSER newsletters, blogs, website adverts and social media. On receipt of expressions of interest, the Chair and CLOSER Director will confirm membership based on a) role/area of expertise and b) study or organisation represented. The Chair and CLOSER Director will ensure a diverse range of studies/organisations are represented at the LCN.
- Whilst membership to the LCN is reviewed on an individual basis, it is expected that group members are working directly on communications for longitudinal populations studies as part of their role.
- LCN group members will be automatically added to the 'LCN mailing list'. This mailing list will solely be used to communicate with the members of the LCN group

regarding LCN updates or wider relevant communication updates and/or changes. To opt out, please notify Jennie Blows ([j.blow@ucl.ac.uk](mailto:j.blow@ucl.ac.uk)).

- The quorum for each LCN meeting is as follows:
  - The Chair or Deputy Chair
  - A minimum of 15 members of the LCN, although this will be reviewed as appropriate ahead of each meeting.
  - The relevant invited speaker(s) as applicable
- The CLOSER Director and the wider internal CLOSER team will be invited to attend each meeting.

#### 4. Responsibilities of members

- The below list details the typical types of topics the LCN meetings may be themed around (please note this list is not exhaustive):
  - Study participant communications and engagement
  - Communicating scientific research to different audiences
  - Engaging with government and policymakers
  - Engaging with media and press outlets
  - Monitoring and evaluating communications activities
  - Using marketing and communications tools effectively and ensuring best practice

#### 5. Meetings and procedures

- The LCN will meet 4 times a year (every quarter). Each meeting will be set at least six-weeks in advance. The LCN will meet face-to-face unless circumstances dictate otherwise in which case meetings will be hosted virtually using Zoom.
- Face-to-face meetings will be approximately 4 hours in duration with a lunch break. Virtual meetings will be approximately 2 hours in duration with a short break.
- Agendas and relevant papers will be circulated electronically to group members five working days (one week) prior to the meeting date.
- Terms of reference will be reviewed on a yearly basis to ensure they are fit-for-purpose and remain in-line with CLOSER's aims and objectives.
- Membership requires that contact details are held by CLOSER and shared with wider group members, for example, for the purposes of circulating calendar invites and minutes.

Last reviewed: 30 March 2021

Next review date: February 2022