

SOAS

EXTERNAL RELATIONS COMMITTEE

Friday 18 May 2012, Room 116, 1.15pm - 3.15pm

AGENDA

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| I | <p>Minutes
To approve: minutes of the ERC meeting held on 24 February 2012</p> | Attached |
| II | <p>Matters Arising</p> | |
| III | <p>2012-13 Access Agreement
To receive: Report from Head of Widening Participation on the implementation of the 2012-13 Access Agreement</p> | Appendix A |
| IV | <p>External Relations Strategy
To note: Annual report on the work of the ERC and development of the External Relations Strategy from Director of External Relations and Development (including an oral update from Head of Development and Alumni Relations on centenary campaign plans)</p> | Appendix B |
| V | <p>Reputation and Identity Review
To receive: Update report from Head of Marketing on Reputation and Identity Review and SOAS' new visual identity</p> | Appendix C |
| VI | <p>Media Relations/Internal Communications
To receive: Update report from Communications Manager and Director of External Relations and Development on Vision and Strategy, Internal Communications action plan and timeline, intranet, all staff emails and review of SOAS e-news</p> | Appendix D |
| VII | <p>Alumni Relations
To receive: Update report from Head of Development and Alumni Relations (including SOAS Alumni Relations activities)
To consider: Definition of SOAS Alumni</p> | Appendix E |
| VIII | <p>Remit and name of ERC
To recommend: amended Terms of Reference reflecting the move of responsibility for internal communications from Information and Internal Communications Committee to ERC AND the proposal to change the name of ERC to 'External Relations and Communications Committee'</p> | Appendix F |
| IX | <p>Brunei Gallery Advisory Panel
To approve: Minutes of the BGAP meetings held in November 2011, February 2012 and April 2012</p> <p>To receive: Oral update from Galleries and Exhibitions Manager on Brunei Gallery activities</p> | Appendix G
Appendix H
Appendix I |

Date of next meeting

To note: Friday 19 October 2012 Room 116 at 1.15pm

SOAS, UNIVERSITY OF LONDON
EXTERNAL RELATIONS COMMITTEE
MINUTES

Friday 18 May 2012 - 1.15pm in Room 116

Chair: Mr Donald Beaton (Chair)

Members: Mr David Christmas
Professor Rachel Dwyer
Professor Graham Furniss
Mr Evan Hancock
Mr John Hollingworth
Dr Charlotte Horlyck
Mr Ali Khan
Dr Dina Matar*
Ms Fiona McWilliams
Professor Anne Pauwels
Professor Iain Scobbie*
Ms Elizabeth Wright

In attendance: Ms Marva de la Coudray
Ms Johannah Flaherty
Mr Paulo Gomes*
Ms Clare Rhodes
Ms Zeba Salman*
Mr Michael Sherry

*Those members whose names are marked with an asterisk were unable to be present.

1. ERC Minutes

The minutes of the meeting held on 24 February 2012 were **approved**.

2. Matters Arising

There were no matters arising.

3. 2012-13 Access Agreement

The Head of Widening Participation reported that the external profile raising aspects of the programme had got off to a very good start in 2012/13. The Access Agreement for 2013/14 was due at the end of this month. The figures will be finalised in September 2012. The Insight Day held in March 2012 had helped showcase SOAS to prospective students and the Widening Participation team had been working very closely with the Students' Union in respect of the 2013/14 Access Agreement.

Suitable pastoral care for first year students was discussed. It was noted that first generation students often needed practical support and the School runs Bridging Courses as well as other sessions eg money management. The Director of Student and Registry Services agreed to look into capturing the money management (and similar sessions) on video so that they can be watched online by students (**action**).

In response to a question from the Pro-Director (Research and Enterprise) there was discussion about whether other London universities (eg Kings and UCL) were vying with SOAS to establish

links with prospective students from disadvantaged backgrounds. The Head of Widening Participation confirmed that other London universities were trying to attract the same students but some of the students' schools seemed keen to establish direct links with SOAS and the SOAS Saturday School initiative had reinforced this. The feedback from the Vision and Strategy consultation had revealed that academics generally wanted to see more direct links with schools and community groups.

4. External Relations Strategy

The Director of External Relations and Development (ERD) spoke to the Annual Report to Resources and Planning Committee on the Work of the ERC for the Academic Session 2011/12 (Appendix B) and noted that:-

- the report on matched funding was included because the HEFCE matched funding report came out after last year's ERC Annual Report;
- SOAS brought in the maximum amount of matched funding possible under the three year scheme; and
- on page 2 the text in the second line of the table should read "SOAS total fundraising costs including staff/non staff costs" not "SOAS total fundraising staff costs".

The focus of this year's activities has been preparing for the Centenary Fundraising Campaign (CFC) and getting the right structures and processes embedded (eg SOAS' Gift Acceptance Policy).

A Case for Support has been drafted for the CFC which features the North Block and the second stage of the Library transformation as capital projects together with a wide range of scholarships and academic posts.

The draft Case for Support is to be tested via a feasibility study during the summer and early autumn. Over 50 prospective donors will be consulted and their views sought concerning the projects and costs.

5. Reputation and Identity Review (RIR)

The Head of Marketing reported that the findings from the RIR research had fed into the development of three concepts for refreshing SOAS' visual identity. Design experts Lloyd Northover and the Head of Marketing presented the concepts to members of the RIR Project Board and RIR Steering Group whose members include the Director, Pro-Directors, Registrar and Secretary, Students' Union representatives and academic and professional services staff from across SOAS. In line with feedback received all the concepts included a redrawn tree logo. One concept has been chosen to be further developed and presented to Executive Board for approval.

A communications plan for the roll out of the refreshed visual identity has been drafted. Style guidelines and templates for stationery, leaflets, PowerPoint and posters will be on the SOAS website. The refreshed visual identity will be gradually introduced across SOAS as part of natural replacement cycles. In response to a question from the Director of Student and Registry Services the Director of ERD confirmed that the refreshed visual identity would be incorporated within the SOAS website but in the longer term the website will be completely revamped. The Web Policy Board was overseeing this.

The Head of Marketing will meet with the Galleries and Exhibitions Manager to discuss how the refreshed visual identity can be incorporated into Brunei Gallery projects taking place over the summer.

It is planned that Graduation 2012 will incorporate elements of the refreshed visual identity.

6. Media Relations/Internal Communications

The Communications Manager reported that overall, there had been very positive feedback following the Vision and Strategy focus groups and open meetings which took place in April and May. All feedback has been recorded on the Vision and Strategy webpages which are on the SOAS The Future website <http://www.soas.ac.uk/beyond2020/>. SOAS The Future will continue to run indefinitely, featuring major School projects such as the Centenary plans, (including the North Block) and the Reputation and Identity Review.

The Communications Manager updated the meeting on the Internal Communications action plan and timeline. Updated versions of the action plan and timeline would be brought to the next meeting by the Communications Manager (**action**).

The third Web Policy Board (WPB) meeting is due to be held next week and good progress was being made.

Dr Charlotte Horlyck commented that she understood that updating content on departmental webpages was very difficult and therefore the information was often out of date. It was also very important that students were not relying on an out of date website when deciding whether to apply to SOAS. The Director of ERD confirmed that each department should now have a representative on the Web Action Group who is responsible for ensuring that the department's webpages are updated. These Web Action Group members would be fully trained on the content management system.

The overuse of 'all staff' emails is being addressed by the Internal Communications Working Group. It is working with Library and Information Services to refine access to 'all staff' emails and make much better use of specific recipient lists, (ie opt in/out options) provided that staff did not have the ability to opt out of emails which they needed to receive.

The Director of ERD and the Communications Manager will report back on the progress of the plans for the revised SOAS website and the new SOAS Intranet at the next meeting (**action**).

7. Alumni Relations

It was **noted** that an update paper from the Alumni Relations Manager had been distributed in the meeting with a revised proposed definition of SOAS Alumni. This revised definition was approved by the Committee subject to the following two changes (highlighted in track changes below):-

“The SOAS alumni community includes graduates of the School, former students who have completed a diploma, certificate or a term of teaching, Honorary Graduates ~~or~~ and Fellows, ~~or~~ and former members of staff.”

The Head of Development and Alumni Relations reported that the Alumni and Friends Fund (AFF) telephone campaign which ran from 16 April to 10 May 2012 had been a great success with the focus being on engaging US alumni for the first time and matching student callers to potential alumni donors. The level of engagement was well above the benchmark for UK HEIs and although final figures were not yet available the predictions so far were that the amount raised was in excess of last year's campaign. In response to a question from the Pro- Director (Research and Enterprise) the Director of ERD confirmed that most donors agreed their donation could be put towards one of the areas chosen by the AFF panel.

It was agreed that the Alumni Relations Manager will report on Alumni Relations activities at the next meeting (**action**).

The Registrar and Secretary thanked the Director of ERD and her team for all their efforts resulting in a very impressive campaign which was of real benefit to the School.

8. Remit and name of ERC

The Registrar and Secretary explained that the proposal relating to the remit of ERC would mean that the responsibility for internal communications strategy would be moved from the Information and Internal Communications Committee (IICC) to ERC. The members agreed to **recommend** both the proposal and the amendments to the ERC's Terms of Reference to the Resources and Planning Committee (RPC) (having already considered the proposal at the 24 February 2012 ERC meeting). The members also agreed to **recommend** the change of name to 'External Relations and Communications Committee' to RPC.

9. Update on Brunei Gallery activities from the Galleries and Exhibitions Manager and Brunei Gallery Advisory Panel Minutes

The minutes of the Brunei Gallery Advisory Panel (BGAP) for the meetings of November 2011, February 2012 and April 2012 were **approved**.

The Galleries and Exhibitions Manager reported that:-

- the exhibition slot for the period April – June 2016 had been reserved for the School's centenary exhibition;
- the current exhibitions, (the Disappearing Heritage of Sudan 1820 – 1956 and Kolam – Ephemeral Patterns for Eternal Prosperity) are receiving a lot of good attention. The objects which arrived for The Fabric of Fieldwork exhibition had not been quite what was expected. The Terms of Use Agreement would be revised to cover situations where the content of an exhibition was not what agreed by the BGAP;
- to celebrate the creation of the new School of Arts a series of sculptures by Sokari Douglas Camp will be installed in and around the Brunei Gallery foyer in conjunction with the Centre for African Studies Annual Lecture. The sculptures will remain in place for Graduation;
- a mini exhibition of archive material on Eric Liddell will run over the summer and opens in mid July. Eric Liddell's daughter is coming to view the exhibition on 14 June. The Guardian is interested in a feature and the cast of the stage play Chariots of Fire have been asked to the official opening in July;
- the sixth Brunei Nights event (intended to raise the Brunei Gallery's profile and engage new audiences both internally and externally) was held yesterday. In total, over 1000 guests have attended the events from their introduction in December 2011 to date. All the events had been organised by the Events team and the Galleries and Exhibitions Manager commented that the Events team had been absolutely excellent throughout the initiative;
- the new Loan Agreement (drawn up with Archives and Special Collections) has been approved by the School's solicitors. The accompanying policy will be extended to include internal loan requests.

10. Date of Next Meeting

The Committee **noted** that the date of the next meeting is 19 October 2012.