

**SOAS**

**EXTERNAL RELATIONS AND COMMUNICATIONS COMMITTEE**

Friday 19 October 2012, Room 116, 1.15pm - 3.15pm

**AGENDA**

- |      |  |   |
|------|--|---|
| I    | <p><b>Membership, terms of reference and conduct of meetings</b><br/>         To note: Membership and ToR for ERCC<br/>         To note: Procedures for Conduct of Meetings</p>  | <p>Appendix A<br/>         Appendix B</p>             |
| II   | <p><b>Minutes</b><br/>         To approve: minutes of the ERC meeting held on 18 May 2012</p>  | <p>Attached</p>                                       |
| III  | <p><b>Matters Arising</b></p>  |   |
| IV   | <p><b>External Relations Strategy 2011-14</b><br/>         To note: Oral update on External Relations Strategy 2012-15 - Director of External Relations and Development</p>  | <p>Appendix C to follow at next ERCC meeting</p>      |
| V    | <p><b>Development and Alumni Relations</b><br/>         To receive: Progress report and future engagement plans re Centenary Fundraising Campaign and Alumni Relations activities - Head and Deputy Head of Development and Alumni Relations</p>   | <p>Appendix D</p>                                     |
| VI   | <p><b>Reputation and Identity Review</b><br/>         To receive: Update on progress of roll out of visual identity and marketing initiatives - Head of Marketing</p>  | <p>Appendix E</p>                                     |
| VII  | <p><b>Internal Communications/Media Relations</b><br/>         To receive: Update on progress to date and upcoming plans for the Internal Communications action plan and timeline - Communications Manager</p> <p>To receive: Update on progress to date and upcoming plans for SOAS Intranet - Deputy Secretary</p> <p>To receive: Update on progress to date and upcoming plans for SOAS website - Web Content Manager</p> | <p>Appendix F</p> <p>Appendix G</p> <p>Appendix H</p> |
| VIII | <p><b>Events</b><br/>         To receive: Overview of Events plans for 2012-13 and reports on Graduation and Welcome Week - Projects and Events Manager</p>  | <p>Appendix I</p>                                     |
| IX   | <p><b>Brunei Gallery Advisory Panel (BGAP)</b><br/>         To approve: ToR for BGAP<br/>         To note: Minutes of BGAP meeting held in August 2012</p>   | <p>Appendix J<br/>         Appendix K</p>             |
| X    | <p><b>Dates of next meetings 2013</b><br/>         To note: Friday 1 March 2013 Room 116 at 1.15pm<br/>         Friday 17 May 2013 Room 116 at 1.15pm</p>  |   |

**EXTERNAL RELATIONS AND COMMUNICATIONS COMMITTEE****MINUTES**

Friday 19 October 2012 - 1.15pm in Room 116

**Chair:** Mr Donald Beaton

**Members:** Mr David Christmas  
Professor Graham Furniss\*  
Dr Christopher Gerteis  
Mr Evan Hancock  
Mr John Hollingworth  
Mr Harrison Lanigan-Coyte  
Dr Friederike Lüpke  
Dr Dina Matar\*  
Ms Fiona McWilliams  
Professor Anne Pauwels\*  
Professor Iain Scobbie  
Lord Michael Williams\*

**In attendance:**

Mr Duncan Franklin\*  
Mr Paulo Gomes  
Ms Veronica Goluza  
Ms Katie Nugent  
Ms Clare Rhodes  
Ms Zeba Salman  
Mr Michael Sherry

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

**1. Membership, terms of reference and conduct of meetings**

The Chair welcomed everyone and then drew attention to Appendices A and B. The Membership and Terms of Reference, (ToR) and Procedure for the Conduct of Meetings for the ERC were **noted**.

**2. ERC Minutes**

The minutes of the meeting held on 18 May 2012 were **approved**.

**3. Matters Arising**

The Director of Student and Registry Services had looked into the possibility of capturing the money management (and similar) sessions given to students and reported that these sessions were not suitable for recording as they were very interactive and would require live filming. The School was looking into the possibility of installing equipment to film standard lectures which could then be posted on the website (subject to student and other consents/permissions) and it may be possible for management sessions to be filmed that way in the future.

There were no other matters arising.

#### 4. External Relations Strategy 2011-14

The Director of External Relations and Development (ERD) explained that a draft External Relations Strategy (ERS) had not been brought to this meeting as it was being updated to incorporate various important elements such as the revised Vision and Strategy for 2020, the Professional Services plan together with the timeline and activities for the centenary fundraising campaign, (CFC). The results of the feasibility study (which tested the case for support for SOAS) were also due shortly and would inform the ERS for 2012-15.

The Director of ERD would bring a draft ERS for 2012-15 to the next ERCC meeting in March 2013, **(action)**. These years leading up to the School's centenary in 2016 would be crucial and the ERS will have two clear strategic aims:-

- to increase awareness and understanding of SOAS in the UK and overseas and to bring key stakeholders closer to SOAS; and
- to engage the SOAS community to participate in a positive vision of a shared future.

An internal Centenary Project Group will be set up and its members will be drawn from academic staff, professional services staff and students.

It was noted that Development and Alumni Relations (DAR) will be working very closely with academics and would be talking to all ERCC members about the centenary campaign and how they can be involved and supported to do so.

It was also noted that the issues surrounding old connotations of Empire and colonialism should be taken into account when planning the centenary campaign.

#### 5. Development and Alumni Relations

The Head of DAR reported that the results of the feasibility study so far indicated that SOAS needs to increase its major donor pool of prospects in order to realise a significant step up in philanthropic income.

The Deputy Head of DAR reported that SOAS was at the stage of distributing the money from this year's Alumni and Friends Fund (AFF) telephone campaign (which took place in April). The AFF Panel (which includes the Students' Union Co-President for Finance and Communications) decided that the money should be distributed to the SOAS hardship fund, scholarships and various student projects.

The annual AFF reception to thank donors and volunteers who took part in the telephone campaign will take place on Wednesday 6 November.

On a more general alumni related matter, it was noted that there was no formal ceremony for PhD students to mark the end of their course but they can of course attend the annual graduation ceremonies in July.

The Deputy Head of DAR informed members that the DAR Key Performance Indicator was the percentage of alumni contacts and reported that SOAS has 53,000 alumni on its database and was in email contact with 47% of them. The target for 2012-13 is to increase this to 52%. In terms of keeping in touch with alumni. It was noted that there was no SOAS email address for life for alumni. The Chair confirmed that this question had been raised before and the School was investigating this as a possibility. The Chair would report back at the next ERCC meeting **(action)**.

The Deputy Head of Development and Alumni Relations reported that there were a number of Alumni events happening overseas, particularly in the USA and during a trip to Hong Kong/

Singapore in April 2013 with Professor Bob Ash and Professor Michel Hockx. It would be good to hear from academics who were travelling overseas for work to see if any related Alumni events could be organised around any such travel schedules.

## 6. Reputation and Identity Review

The Head of Marketing reported that SOAS' refreshed visual identity was being rolled out gradually across the School from the start of this academic year. Refreshed signage has gone up and the SOAS website has been 're-skinned'. There would be natural replacement of current stocks of materials (such as letter head paper) rather than pulping existing materials. The Head of Marketing emphasised that it was extremely important for the refreshed visual identity to be embedded and used consistently right across the School. He would meet with all ERCC members to explain the usage and roll out of it (**action**).

The committee noted that the Head of Marketing will work with the SU on a new visual identity for the Students' Union (SU) (**action**).

The committee also noted that Marketing will work with:-

- the Deputy Secretary to ensure that a standard form of letter is sent to all stakeholders; and
- the Estates and Facilities Directorate Administrator on a roll out plan of signage etc (**action**).

## 7. Internal Communications/Media Relations

The Communications Manager informed members that the Internal Communications Working Group (ICWG) would be reformed with new members for 2013. It was agreed that it was important to have as many academic members on the ICWG as professional services staff.

Important ongoing internal communications matters include:-

- the Vision and Strategy for 2020 which would be produced for the November Governing Body meeting;
- consultation workshops (taking place in late October and early December) with all staff to determine how the new single campus SOAS will work and how the space should be used; and
- the SOAS weekly news which would be reviewed.

The new Intranet (MySOAS) and the SOAS website will be a key focus in the upcoming year. It was agreed that it was very important for students to have representation on the main SOAS website and for SOAS to have some space on the SOAS SU website.

It was agreed that an Intranet would be of great benefit. The Chair confirmed that a significant investment would need to be made and careful planning was required so that the structure of the Intranet was right. Subject to this, the target date for having a working Intranet is summer 2013.

The Director of ERD reported that the Web Content Manager had been working with nominated web users in each department (who were all on the Web Action Group) ensuring that they were fully trained on the content management system and therefore able to update their department's webpages.

The Communications Manager reported that the Communications team will build up the experts database so that staff were aware of academics' expertise and who was willing to give interviews etc.

## 8. Events

The Projects and Events Manager reported that Graduation 2012 had been a great success with four ceremonies being held over three days. The day when two ceremonies were hosted was particularly well received. In 2013 the plan is to have four ceremonies over two days.

The teams from External Relations and Student and Registry Services worked together to deliver Welcome Week and during 2013 there would be robust systems testing to ensure that everything worked smoothly.

The Chair thanked all staff involved in Graduation and Welcome Week for their hard work.

Other upcoming events and activities are the Bloomsbury Festival (which will take place 20/21 October 2012) and the Insight Day, (focused on converting offer holders) in March 2013. Insight Day 2012 had proved particularly successful and this would be built upon for 2013.

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

The BGAP ToR were **approved**.

The minutes of the BGAP meetings held in August 2012 were **noted**.

The Galleries and Exhibitions Manager reported that:

- visitor numbers over the summer were down due to the Olympics;
- the two current new exhibitions had just opened:-  
'The British in Palestine' 1917-1948 (the opening reception had taken place on 16 October with over 150 guests. Sir John Swire attended a private view of the exhibition on 18 October ); and  
'Sacred Ink' The Tattoo Master (Photographs by Cedric Arnold)  
Both exhibitions had been open during the Bloomsbury Festival weekend and had received a lot of visitors.
- for the 2016 programme two slots have been reserved in April – June and October – December for Centenary exhibitions.

It was noted that Professor Ian Brown (the School's historian) would be in touch with the Galleries and Exhibitions Manager with regard to the Centenary exhibitions.

## 10. Date of Next Meeting

The Committee **noted** that the date of the next meeting is 1 March 2013.

