

SOAS

EXTERNAL RELATIONS AND COMMUNICATIONS COMMITTEE

Friday 23 May 2014, Room 116, 1.15pm - 3.15pm

AGENDA

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| I | <p>Minutes
 To approve: minutes of the ERCC meeting held on 28 February 2014</p> | Attached |
| II | <p>Matters Arising</p> | |
| III | <p>Brunei Gallery Advisory Panel (BGAP)
 To note: Minutes of BGAP meetings held in April 2014
 To receive: Oral update on Brunei Gallery activities and future plans - Galleries and Exhibitions and Manager</p> | Appendix A |
| IV | <p>Centenary Celebrations
 To receive: Oral update on Centenary Celebrations – Director of External Relations and Development</p> | |
| V | <p>Annual Report – ERCC and External Relations Strategy
 To note: Annual Report on the work of the ERCC including update on External Relations Strategy - Director of External Relations and Development

 To note: Action Plan update 2013/14</p> | Appendix B |
| VI | <p>Marketing and Student Recruitment
 To receive: Progress report on Marketing and Student Recruitment activities and future plans – Interim Director of Marketing and Student Recruitment</p> | Appendix C |
| VII | <p>Development and Alumni Relations
 To receive: Progress report and future engagement plans re Centenary Fundraising Campaign and Alumni Relations activities – Director of Development and Alumni Relations</p> | Appendix D |
| VIII | <p>Communications and Media Relations
 To receive: Progress report on internal communications, media relations and digital media (including website development) – Head of Communications</p> | Appendix E |
| IX | <p>Date of next meeting
 To note: Friday 17 October 2014 - Room 116 at 1.15pm</p> | |

SOAS, UNIVERSITY OF LONDON
EXTERNAL RELATIONS AND COMMUNICATIONS COMMITTEE

MINUTES

Friday 23 May 2014 - 1.15pm in Room 116

Chair: Mr Graeme Appleby

Members: Professor Nadjé Al Ali*
Mr Johann Barbé
Professor Richard Black
Mr David Christmas
Dr Christopher Gerteis*
Mr John Hollingworth
Dr Friederike Lüpke*
Dr Dina Matar*
Ms Fiona McWilliams
Professor Anne Pauwels*
Mr John Robinson*
Lord Michael Williams*

In attendance: Ms Marva de la Coudray
Ms Catriona Finlayson
Mr Duncan Franklin
Mr Matthew Gorman
Ms Madeleine McGowan
Ms Clare Rhodes
Mr Martin Whiteside

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

1. Apologies

Apologies had been received from Professor Nadjé Al-Ali, Dr Christopher Gerteis, Dr Dina Matar, Professor Anne Pauwels, John Robinson and Lord Williams.

2. ERCC Minutes

The minutes of the meeting held on 28 February 2014 were **approved**.

3. Matters Arising

The Action Points from the minutes of the meeting held on 28 February 2014 were discussed:-

- minute 2 - the Director of Student and Registry Services had been asked for clarification of how SOAS' conversion rates

- compare with other institutions and now reported that the relevant data was simply not available and therefore Planning was unable to benchmark the School's conversion rates;
- minute 4 – Dr Gerteis and the Head of Widening Participation have been added to the circulation list for the reports on admissions;
 - minute 6 –Marketing and Student Recruitment (MSR) did not have the necessary information to answer the question of what proportion of all London students are SOAS students – the Director of MSR will report back at the next meeting (**action**);
 - minute 7 – the philanthropic Due Diligence procedure has been amended and the numbering corrected. A new overarching Ethical Gift Acceptance Policy will be brought to ERCC in due course and the Director of Development and Alumni Relations (DAR) is working with the Research and Enterprise Office, the Brunei Gallery and Library and Information Services in terms of gift acceptance and donor stewardship;
 - minute 8 – the Web Content Manager reported on the question of how and where any information on the SOAS website could be automated, for example:-
 - the Content Management System has the capability to publish out the same information as will go into the prospectus; and
 - when the School intranet is up and running the staff contact database can be linked with what appears on the public website.

There were no other matters arising.

4. Brunei Gallery - update on Brunei Gallery activities from the Galleries and Exhibitions Manager and Brunei Gallery Advisory Panel (BGAP) Minutes

The minutes of the BGAP meetings held in April 2014 were **noted**.

The Galleries and Exhibitions Manager reported that:-

- Current exhibitions in the Brunei Gallery are *Living Shrines: Uyghur Manifestations of Faith, Saints and Islam in Western China* (a joint event with SOAS' Music department) and *The Spiritual Highway: Religious World Making in Megacity Lagos*;
- SOAS took part in the Museums at Night initiative this year which had been successful;
- The Arts of South East Asia exhibitions has been brought forward to coincide with the Alphawood lecture on 27 May and will now be on display until summer 2016;
- The *Empire Faith and Kinship: the Sikhs and the Great War* exhibition will be opened on 8 July by the Secretary of State for Culture Media and Sport, Sajid Javid;
- *The Rainbow behind the Black* exhibition proposed for early 2015 will not be going ahead as neither the Brunei Gallery or

Dr Hassan Hakimian has had any response from the Arts of Heritage organisation in Saudi Arabia;

- the flood damage in the lower level galleries has now been repaired;
- while negotiations are ongoing with the Percival David Trust the Nigerian Ogun State Marquettes have been moved to the Lady David Gallery;
- the existing Directors' portraits have been restored and returned to SOAS; and
- Night at the Museum Mile – as part of the Museum Mile SOAS has been approached by Fox Promotions regarding the forthcoming film *Night at the Museum 3* (which is being filmed at the British Museum) – the idea is for the promotion to focus on the area SOAS covers with the Brunei Gallery hosting family friendly events in October half term with ongoing publicity/partnership paid for by Fox Promotions.

The Director of ERD reported that ERD are looking at ways in which it can work with and support the Brunei Gallery. The Marketing Manager, Creative Services is on the BGAP and a member of the DAR major gifts team will be appointed as point of contact with the Brunei Gallery.

5. Centenary Celebrations

The Director of ERD reported that the Centenary Celebrations' three key objectives are:-

- profile raising – in the UK as well as our key regions (of expertise and in key territories eg USA);
- building a sense of community – amongst the whole SOAS community: staff and former staff, students and alumni, honorary members and volunteers, partners; and
- fundraising to support core SOAS aims and projects.

The Centenary Celebrations will run from June 2016 - July 2017. The launch of Senate House North Block could be combined with a centenary scholarship event attended by the University of London's Chancellor, HRH The Princess Royal. The Princess Royal will be invited to at least one high profile event as part of the Centenary Celebrations.

The Centenary Celebrations budget is due to be signed off by the Centenary Planning Group in July and it would look at ways in which the centenary campaign can be funded through 'business as usual' activities. The Pro Director (Research and Enterprise) commented that research themes were a significant part of the centenary campaign.

6. Annual Report – ERCC and External Relations Strategy

The Director of External Relations and Development (ERD) spoke to the report at Appendix B.

It was noted that the Annual Report would go to Resources and Planning Committee in the autumn and a new draft External Relations Strategy 2014/17 would come to the committee's next meeting on 17 October.

7. Marketing and Student Recruitment

The interim Director of MSR spoke to the report at Appendix C.
It was noted that:-

- the School's new Customer Relationship Management system (CRM) is now up and running and MSR is focussing on achieving improved conversion rates. It was agreed that it would be helpful to show how conversion rates work at different stages of the cycle;
- the MSR team are being nominated for the first time in three categories at the Higher Education Information Services Trust (HEIST) awards which will take place in July; Best Student Recruitment Campaign, Marketing Department of the Year and Best Prospectus – the nominations for this award form an important part of raising the School's profile in this area and the interim Director of MSR will report the outcome of the awards at the next meeting (**action**);

Members discussed the School's entry requirements and what grades they offered to prospective students and whether lower offers were made to prospective students from disadvantaged backgrounds.

8. Development and Alumni Relations

The Director of Development and Alumni Relations (DAR) spoke to the report at Appendix D.

It was noted that:-

- cash received for the financial year to April 2014 is £10.1million and pledged income is £21.4million;
- in terms of major gifts, the Garfield Weston Foundation have given the School £332,000 for Senate House North Block and DAR are waiting to hear from the Wolfson Foundation whether the School has been granted a significant gift to support lecture and seminar room space;
- DAR is developing a more robust gift income forecast which will enable the Development team to be better informed;
- the first American Friends of SOAS scholarship has been awarded to start in September – this is the first scholarship to be generated entirely by a regional alumni group;
- DAR is working with MSR to establish a more joined up approach to strategic activities in key territories around the world;
- legacy fundraising will be a focus for DAR – although legacy cash income to April 2014 is £415,000 this can be grown;
- the Annual Fund telephone fundraising campaign will take place from 1 June for six weeks with over 40 student callers; and
- the Director of DAR will report back on the outturn for 2013/14 at the next meeting (**action**).

9. Communications/Media Relations

The Head of Communications spoke to the report at Appendix E.

It was noted that:-

- there has been good coverage of the launch of the SOAS China Institute and the School is hoping to build increasing awareness of SOAS;
- the Communications team is continuing to build a database of SOAS academic experts (which currently stands at around 35-40 academic experts), and media training continues to be offered; and
- Twitter is being increasingly used by academic departments and SOAS' messages are being re-tweeted all over the world.

The Head of Communications reported that there had been a delay to the launch of MySOAS due to technical capacity.

Members discussed the need for internal communications to be proactive and timely. Internal communications will be a major area of focus for the Communications team during the Autumn term. The Director of ERD reported that a new dedicated internal communications officer had just been appointed which would provide valuable and much needed communications resource. The Internal Communications Working Group is to be re-established and suggestions are welcome from members for the names of academic colleagues who would like to join the Group. Meetings will commence in the 2014/15 academic year.

10. Date of Next Meeting

The Committee **noted** that the date of the next meeting is Friday 17 October 2014.