

SCHOOL OF ORIENTAL AND AFRICAN STUDIES

EXTERNAL RELATIONS COMMITTEE

Tuesday 28th April 2009, 1.15pm

Room 116, Russell Square

AGENDA

- I Minutes**
To approve: minutes of the meeting held on 10th February 2009 [Attached]
- II Matters Arising**
- III HEFCE Strategic Assessment of Widening Participation**
To receive: report from the Widening Participation Co-ordinator on HEFCE's strategic assessment of Widening Participation [Appendix A]
- IV Brunei Gallery Advisory Panel**
To receive: an update from the Head of Art and Archaeology on current and forthcoming exhibitions
- V Departmental updates**
To receive: written reports from Heads of Department on ER Strategy action plans [Appendices B, C, D, E, F]
- VI Draft Marketing and Branding Review**
To receive: an update from the Head of Marketing on the draft review from Kingston City Group on Marketing and Branding
- VII Resources and Planning Committee – end of year report**
To approve: end of year report for Resources and Planning Committee [Appendix G]
- VIII External Perceptions**
To discuss: strategy for managing the School's reputation and raising the School's profile in key markets and with key stakeholders [Appendix H]
- IX Dates of meetings 2009/2010**
To note: the provisional dates for 09/10 meetings:
1.15 Tuesday November 3rd Room 116
1.15 Friday February 26th Room 116
1.15 Tuesday May 25th Room 116
- X Any other business**

SCHOOL OF ORIENTAL AND AFRICAN STUDIES
EXTERNAL RELATIONS COMMITTEE
MINUTES

Tuesday 28th April 2009 at 1.15pm in Room 116

Chair: Ms Sharon Page

Members: Professor Michael Hutt
Professor Graham Furniss
Dr Elizabeth Moore
Dr Nadjie Al-Ali*
Professor Gilbert Achcar*
Professor Werner Menski
Mr Nick Butler
Ms Fiona McWilliams*
Mr Michael Sherry
Ms Sue Young
Mr Alan Parker*
Mr Mpegwa Mwakangata*

In attendance: Ms Dzidra Stipnieks, Mr Craig Pollard,
Ms Marva De La Coudray

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

28 Minutes

The minutes of the meeting held on 10th February 2009 were **APPROVED**.

29 HEFCE Strategic Assessment of Widening Participation

The Committee received a report from the Widening Participation Co-ordinator on HEFCE's strategic assessment of Widening Participation. Members **AGREED** that WP is a core part of the School's vision and mission and that a section on WP should be included in the revised External Relations Strategy.

30 Brunei Advisory Panel

The Committee **NOTED** that the Brunei Advisory Panel had not met. The Head of Art and Archaeology briefed Members on how exhibitions at the Gallery were important to the Department of Art and Archaeology and in some cases were linked to its programmes and courses. It was also reported that members of the Department were working with the Creative Connections team on a funding project. The Committee **NOTED** that the Percival David exhibition had opened at the British Museum.

31 Departmental updates

The Committee received written reports from Heads of Department on progress regarding action points in the External Relations Strategy. Heads of Department answered questions on the use of agents for student recruitment initiatives, the School's fundraising priorities and the development of a journals strategy. It was **AGREED** that more could be done to encourage academic colleagues to support student recruitment activity when they travel overseas.

32 Draft Marketing and Branding Audit

The Committee received an update from the Head of Marketing on the review of Marketing and Branding which was being conducted by the School's internal auditors Kingston City Group. Members **AGREED** that a copy of the final report and action plan should go to the External Relations Committee.

33 Resources and Planning Committee – draft report

The Committee **APPROVED** the end of year report for Resources and Planning Committee.

34 External Perceptions

The Committee agreed that negative external perceptions of SOAS can have a considerable impact on many aspects of School business – student recruitment, fundraising and development, staff recruitment. Members discussed possible courses of action to help the School better manage its reputation and improve internal communications including revamping the School's intranet and working more proactively with the student body. It was **NOTED** that a number of the issues discussed will be addressed in the action plan which is being drafted as part of the Kingston City Group audit.

35 Dates of Meetings 2009/10

The Committee **NOTED** the date of the next meetings:
1.15pm on Tuesday November 3rd in Room 116
1.15pm on Friday 26th February in Room 116
1.15pm Tuesday 25th May Room 116

36 AOB

This was the Registrar and Secretary's last ERC meeting and members thanked her for her work as Chair of ERC and wished her well for the future.

Action points

Minute 29

Section on WP to be included in the revised External Relations Strategy.

Minute 31

Dean, Faculty of Languages and Cultures to update Head of Student Recruitment on travel plans for colleagues in his faculty.

Minute 32

The final Kingston City Group report and action plan to go to the External Relations Committee.

There were no reserved minutes.