

## SOAS

### EXTERNAL RELATIONS COMMITTEE

Friday 21 October, Room 116, 1.15pm - 3.15pm

#### AGENDA

- |      |   |  |
|------|---|--|
| I    | <b>Membership, terms of reference and conduct of meetings</b><br>To note: Membership and ToR for ERC<br>To note: Procedure for Conduct of Meetings<br>To approve: Information re Nominated Members  | Appendix A<br>Appendix B<br>Appendix C |
| II   | <b>Brunei Gallery Advisory Panel</b><br>To approve: ToR for the Brunei Gallery Advisory Panel (BAP)<br>To note: Minutes of the BAP meetings held in May & August 2011   | Appendix D<br>Appendices E & F         |
| III  | <b>Minutes</b><br>To approve: minutes of the ERC meeting held on 24 May 2011  | Attached                               |
| IV   | <b>Matters Arising</b>  |  |
| V    | <b>Student Recruitment Strategy Group</b><br>To receive: Oral update from Chair on Student Recruitment/Marketing Project  |  |
| VI   | <b>AFSOAS</b><br>To receive: Report from Head of DAR on progress of AFSOAS  | Appendix G                             |
| VII  | <b>External Relations Strategy 2011-14</b><br>To receive: Draft External Relations Strategy from Director of ERD  | Appendix H                             |
| VIII | <b>Media Relations/Internal Communications</b><br>To receive: Report on Internal Communications action plan and action plan itself from Director of ERD   | Appendices I & J                       |
| IX   | <b>Reputation and Identity Review and Market Research and Intelligence</b><br>To receive: Reports from Head of Marketing on Reputation and Identity Review and Market Research and Intelligence (to include update on Marketing department's plans) | Appendices K & L                       |
| X    | <b>Events</b><br>To receive: Oral update report on School Events programme and plans from Projects and Events Manager   |  |
| XI   | <b>Dates of next meetings 2012</b><br>To note: 24 February 2012 Room 116 at 1.15pm<br>18 May 2012 Room 116 at 1.15pm  |  |
| XII  | <b>Any Other Business</b>   |  |

These minutes are for information only. Any corrections to the minutes will be recorded in the minutes of the subsequent meeting of the committee.

**SOAS, UNIVERSITY OF LONDON**  
**EXTERNAL RELATIONS COMMITTEE**  
**MINUTES**

Friday 21 October 2011 - 1.15pm in Room 116

**Chair:** Mr Donald Beaton (Chair)

**Members:** Mr David Christmas\*  
Professor Rachel Dwyer\*  
Professor Graham Furniss  
Mr John Hollingworth  
Dr Dina Matar \*  
Ms Fiona McWilliams  
Professor Anne Pauwels  
Mr Ali Khan  
Professor Iain Scobbie\*  
Ms Elizabeth Wright  
Ms Sue Young

**In attendance:** Ms Clare Rhodes  
Ms Katie Nugent  
Ms Marva De La Coudray  
Ms Johannah Flaherty\*  
Mr Michael Sherry  
Mr Paulo Gomes

\*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, B and C .The Membership and Terms of Reference, (ToR) and Procedure for the Conduct of Meetings for the ERC were **noted** and the Information re ERC Nominated Members was **approved**.

The Chair mentioned that it was the Head of the Careers Service's last meeting and thanked her for her service to the Committee.

**2 Brunei Gallery Advisory Panel (BGAP)**

The BGAP ToR were **approved**.

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

The Galleries and Exhibitions Manager reported the following:

- The Golden Temple of Amritsar exhibition received almost 22,000 visitors and 1,500 attended the programme of events. It is the third best attended exhibition at the Brunei Gallery. This exhibition highlighted an issue with facilities and coping with such large numbers of visitors especially when there were simultaneous multiple events on in different areas of the Brunei building.

Press coverage had been extensive and high profile guests included Richard Chapman (Parliamentary Advisor to the Church of England), a representative from the office of the Archbishop of Canterbury and John McDonnell MP (Chair of the All Party Group on the Punjabi Community in Britain) who placed an Early Day Motion in the House of Commons congratulating SOAS and the UKPHA on the exhibition.

- The current exhibition 'Weaving the Threads of Livelihood' opened on 14 October. A private viewing and reception will be held on 25 October hosted by the Ambassador Princess Lalla Joumala (a SOAS alumna and cousin to the King of Morocco). Moroccan weavers are giving demonstrations in the Gallery and there is a conference on 3 December.
- Mountains & Water (by the artist Xu Longsen) opens on 1 November in the Brunei Gallery Foyer and Upper Gallery.

The Pro-Director (Research and Enterprise) queried whether there was a possibility of outreach work. Some activity programmes linked to other exhibitions (eg the British Museum) had been able to access grant funding from charities such as John Lyon's Charity had provided £100,000 over 3 years. The Head of Widening Participation informed members that she had already met with John Lyon's Charity and they are very keen to work with SOAS. The Pro-Director (Research and Enterprise) declared an interest as a trustee of John Lyon's Charity.

### **3 ERC Minutes**

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

### **4 Matters Arising**

There were no matters arising.

### **5 Admissions and Recruitment Project Board (Student Recruitment Strategy Group)**

The Chair reported that the School has set up an Admissions and Recruitment Project Board to oversee reviews of both admissions processes and student marketing and recruitment with the aim of improving SOAS' admissions processes and capacity for strategic marketing and recruitment. The Chair agreed to update members on progress at the next meeting (**action**).

### **6 American Friends of SOAS**

The Committee **received** the report on the progress of American Friends of SOAS (AFSOAS) from the Head of Development and Alumni Relations and attention was drawn to the three key aims and objectives: the creation of a vibrant alumni network, raising SOAS' profile in the US, and producing philanthropic income for SOAS.

AFSOAS has already received a number of gifts including a pledge for £90,000 from a foundation for scholarships (the Caipirinha Foundation) and a significant legacy. Members noted that such involvement is key to the School's centenary campaign. However it was observed that work was needed with regard to how to engage all US alumni and to update the School's records on US alumni in the 55 years plus age bracket.

In response to questions from the Chair the Head of Development and Alumni Relations confirmed that although by necessity AFSOAS was a separate legal entity from SOAS AFSOAS' strategy would always be in line with SOAS' External Relations strategy and centenary campaign.

It was **agreed** that the Head of Development and Alumni Relations would investigate the possibility of including former staff members in the alumni database and report back at the next meeting (**action**). The Pro-Director (Research and Enterprise) would be happy to help

with any information in this regard and it was noted that Professor Ian Brown would also be a useful source of information.

In response to a question from the Student Union's Co-President for Finance and Communications, the Head of Development and Alumni Relations confirmed that there were no immediate plans for a separate AFSOAS campaign focused on recent graduates based in the USA. With regard to future plans relating to recent graduates, the Director of External Relations and Development confirmed that the External Relations Directorate would be very pleased to work with the Students Union.

In response to a question from the Governing Body Member on whether the tax implications had been investigated as holding monies in the US was obviously subject to different tax laws than those applicable the UK, the Head of Development and Alumni Relations stated that he is looking into this and will report back at the next meeting **(action)**.

## **7 External Relations Strategy 2011-14**

The Committee **noted** the draft External Relations Strategy document and the activities included.

The Director of External Relations and Development welcomed comments from the Dean of the Faculty of Languages and Cultures and agreed that there should be no more than three or four key projects for the centenary campaign, such as core infrastructure objectives, (bricks and mortar), academic priorities and any other factors which impact on the student experience.

The Director of External Relations and Development reminded members that Appendix H was not a final draft of the School's External Relations strategy as producing this was dependent on certain centenary objectives being finalised, such as whether SOAS was able to secure the lease on the North Block and academic initiatives.

In order to involve a wide range and number of academics in centenary planning, the Director of External Relations and Development was in the process of scheduling meetings with all Heads of Departments to take place before Christmas. She would consult the Student Union's Co-President for Finance and Communications to obtain student feedback and ideas re the centenary.

The Director of External Relations and Development agreed to update the Committee on the External Relations Strategy and centenary planning at the next meeting **(action)**.

## **8 Media Relations/Internal Communications**

The Committee **received** the Report on the Internal Communications action plan and the action plan itself.

The Director of External Relations and Development reported that the Information and Internal Communications Committee had earlier that day approved the setting up of a Web Policy Board (to examine matters at a strategic level to ensure that the School's public facing online presence supports its academic priorities and is fit for purpose) which she will chair and a Web Action Group (an operational group to ensure the accuracy of website content) which will be chaired by the Web Content Manager). The Web Action Group will publish an agreed list of departmental representatives who will be responsible for the upkeep of their department's web pages.

In response to questions the Director of External Relations and Development confirmed that:

- it would be absolutely clear which individual had responsibility for updating their department's webpages; it would not just be the responsibility of a committee or board, it would rest with a named person;
- although some staff had commented that the School's content management system was not particularly user friendly as it was a significant capital expense there were no plans to change it at the present time;
- Student Registry Services, the Academic Development Directorate and the External Relations Directorate are planning a review of student communications.

It was agreed that the five key actions from the Internal Communications action plan and a timeline be brought to the next meeting by the Director of External Relations and Development **(action)**.

The Pro-Director (Research and Enterprise) commented that the review of the School's telephone system currently being carried out by Library and Information Services should be linked up with the other communications reviews. The Director of External Relations and Development confirmed that both these issues would be discussed by the Internal Communications Working Group.

## 9 Market Research and Intelligence

The Committee **received** the report on Market Research and Intelligence.

The Head of Marketing invited comments and highlighted the new programme proposal concept note. This would be a very short outline document (including possible career paths) to be completed by the academic proposing the course before being sent to Marketing. It would then be sent to the Faculty Learning and Teaching Committees for a business case evaluation.

## 10 Reputation and Identity Review

The Committee **received** the report on the Reputation and Identity Review and approved the recommendations and clarification of the SOAS name in its visual identity so that SOAS would be referred to as "SOAS, University of London" and "School of Oriental and African Studies" would be used only as a descriptor. The Committee also approved that the existing visual identity using the SOAS tree logo should be refreshed. If available, the Head of Marketing will bring the draft guidelines on the new visual identity to the next meeting **(action)**.

The Head of Marketing confirmed that SOAS had complete worldwide trademark coverage for the current SOAS tree logo.

## 11 Events

The Projects and Events Manager presented the Autumn 2011 SOAS Public Events programme booklet. This was the first time this had been produced and it was widely welcomed. It was **agreed** that the Projects and Events Manager would liaise with academic departments if she or any of the events team are made aware of events which may be suitable to be billed as a public programme and also reported that it was intended to set up a web events mailing list in due course.

The Projects and Events Manager informed members of the various activities which have been showcasing events on campus and bringing new visitors to SOAS, (including marketing SOAS podcasts and formulating an invitee database). A SOAS wide events forum had been set up and had had its first meeting. The Projects and Events Manager would liaise with the Student Union's Co-President for Finance and Communications so that the Student Union was represented on any such new forum.

**12 Date of Next Meeting**

The Committee **noted** the date of the next meeting was 24 February 2012.

**13 Any Other Business**

There was no other business.

The Chair confirmed that, following the decision to remove 'Any Other Business' from all School committee agendas, the Committee would not have 'Any Other Business' on its Agenda in future.