

GOLDSMITHS
University of London

FINANCES AND RESOURCES COMMITTEE

EXTERNAL RELATIONS AND DEVELOPMENT COMMITTEE

Minutes of the meeting held on 28 November 2006

Present: Baroness Morris of Yardley (in the Chair), Ms Vicky Annand, Mr Tim Crook, Mrs Rosie Dewhurst, Mr Geraint Fox, Dr Richard Grayson, Mr Alex Law, Mr Gerald Lidstone

In attendance: Donna Hartwell (Secretary), Mr Michael Metelits

1 MEMBERS OF THE COMMITTEE

This being the first meeting of the External Relations and Development Committee, members introduced themselves, giving details of their background as well as their current role.

2 COLLEGE POLICY ON CONFLICTS OF INTEREST

Received:

a paper from the Head of Secretariat which brought together in one document several previously existing policies, already approved by Council (S06.133).

3 BRANDING

Received:

A report from the Head of Communications & Publicity (S06.163).

The Head of Communications & Publicity outlined the work in progress for the identity and rebranding exercise, highlighting in particular the research underpinning the project which had shown Goldsmiths as challenging and edgy, with a strong reputation for tolerance and diversity. On the negative side, the Mission Statement had been criticised for not being unique. A new Mission and Values statement had been formulated as a result, with input from both the Senior Management Team and Council, however the Committee felt the Values underpinning the mission might not be currently shown in the most appropriate order. With the groundwork of the project now complete, the new brand was being rolled out in stages, with all stationery to be changed by Christmas. To fully implement the project, it was important that departments kept to a coherent, single brand approach rather than the disparate use of logos and identities that had occurred in the past.

The Committee was supportive of the changes to the visual identity but believed the real challenge lay in raising awareness of the values underpinning it. In addition, the perception of Goldsmiths as a College of Art or Education needed to be overcome and it was felt real impact could be made in this area by staging an event to launch the new brand. As there was little money for this, however, the role of the Warden was seen as crucial in disseminating the message of what Goldsmiths was about, with the importance of the role of the British Council in shaping international perceptions also being noted.

The Committee asked the Head of Communications and Publicity to bring the Rebranding PR plan to the next meeting when the issue of how to raise awareness of Goldsmiths' values to all actual and potential stakeholders, in all markets, could be addressed.

4 THE NEW COMMITTEE SYSTEM, AND TERMS OF REFERENCE, COMPOSITION AND MEMBERSHIP

Received:

- (i) a paper from the Head of Secretariat detailing the new Committee Structure, the Terms of Reference and Composition of the Committee and giving guidance on how the new Committee system links with the Strategic Planning Process (S06.153)
- (ii) the Strategic Aims of the College (S06.165)
- (iii) a paper on Committee Responsibilities in Relation to the Corporate Plan by the Head of Planning which set out the activities and targets being undertaken by departments in relation to the strategic aims falling within the Committee's remit, as set out below (S06.166)

The Committee was concerned to define its role and place within the Committee system particularly as its work potentially intersects with that of several other committees. The ensuing discussion centred on the strategic aims falling within the Committee's remit and how best to monitor them :

Strategic Aim 6 – “To develop effective interactions between the College's research and teaching activities and business, especially the creative and cultural industries and the public sector, and to contribute to the economic, social and cultural well-being of local communities”.

Strategic Aim 10 – “To ensure through an effective external relations strategy that the College's qualities and achievements are communicated and appreciated, and to build relationships with alumni and other stakeholders in order to obtain varied and sustainable contributions to the work and development of the College”

Regularly reviewing the table of targets and activities provided by the planning department was thought the logical route, at least as a starting point, which could possibly be augmented by more detailed reports from selected departments at future meetings. However, as the table of strategic activities was currently under revision as part of the departmental planning process, the Committee decided to leave a more detailed scrutiny of the contents until the next meeting.

In summing up what its role should be, it was felt the Committee's scrutiny of activity being undertaken in pursuit of the strategic aims should be high-level, looking for synergies and importantly, omissions, and aiming for greater college wide co-ordination by drawing out the major themes of the work currently being undertaken. In pursuit of this, Pro Wardens would be asked for details of initiatives they were involved with which would be viewed in conjunction with departmental strategic activities at the next meeting. The Committee would also look for ways in which potential research projects could be used to aid recruitment, perhaps by undertaking an audit of links and collaborations. This would be considered in more detail at the next meeting.

The Committee also noted that activity in support of Strategic Aims did not always receive budgetary recognition at the level of the involved department.

Secretary's Note : the Committee wondered how best to feed back to departments any comments they might have regarding their strategic activities and targets; the Head of Secretariat and Head of Planning have advised that the proper path is via a report to the Senior Management Team

5 NEXT MEETING

Noted:

that the next meeting of the External Relations and Development Committee would be held on 19 February 2007

DH
December 2006