

GOLDSMITHS
University of London

FINANCES AND RESOURCES COMMITTEE

EXTERNAL RELATIONS AND DEVELOPMENT COMMITTEE

Minutes of the meeting held on 19 February 2007

Present: Baroness Morris of Yardley (in the Chair), Ms Vicky Annand, Mr Geraint Fox, Dr Richard Grayson, Mr Gerald Lidstone

In attendance: Ms Donna Hartwell (Secretary), Professor Simon McVeigh, Mr Michael Metelits

Apologies: Mr Tim Crook, Mrs Rosie Dewhurst, Mr Alex Law

6. MINUTES

Resolved:

that the Minutes of the meeting held on 28 November 2006 be approved.

7. REBRANDING PR PLAN

Received:

from the Head of Communications & Publicity, the draft Rebranding Implementation PR Plan (07.060) and a paper detailing the strategic aims and actions of the Communications & Publicity department (07.061)

The draft Rebranding Implementation PR Plan describes the “high level” actions associated with the brand implementation; a more detailed Operational Plan exists for departmental use. Key to the PR Plan’s success is ongoing evaluation of media coverage, which will be supplemented by a systematic programme of stakeholder research starting in September 2008, if a bid for additional resources is successful.

The target implementation date for the print and web rebranding is December 2007. The Committee noted however that many members were experiencing difficulty in obtaining new stationery despite having submitted their orders some months ago and therefore wondered how achievable this target might be. It was decided this was an issue the Committee should flag up to SMT along with a request for an explanation as to why the Reprographic were taking so long to fulfil stationery orders. The Committee asked for its support for the proposed programme of change management planned to underpin the rebranding strategy, along with their support for the Rebranding PR plan generally, to be noted to SMT also.

To further increase Goldsmiths’ profile, it was suggested that a handful of “experts” within the College be promoted to the media in a targeted and pro-active fashion. The Communications & Publicity department would be in contact with the Politics department following the meeting to explore this possibility further. Discussion then turned to the possibility of a future audit of links/relationships/interests across the College which could form the basis of an eventual contacts

database. Responsibility for such a database would most comfortably sit within the Communications & Publicity department, although the Committee noted, at present, there were insufficient resources to cope with this.

In a similar vein, the Committee noted that many high profile events involving staff, for example book launches, took place off campus, thus depriving the College of a potential PR opportunity. It was therefore suggested that an annual party be held to celebrate staff achievements collectively, to which appropriate media could be invited. Department Heads should also be made aware of the importance of communicating details of high profile events involving their staff, particularly to the Communications & Publicity department.

8. STRATEGIC ACTIVITIES BEING UNDERTAKEN BY DEPARTMENTS

Received:

a paper from the Planning Department detailing activities being undertaken by departments in relation to Strategic Aims 6 and 10 (S06.166)

Contrary to the Committee's expectations, this paper had not been updated with new initiatives since the last Planning Round and discussion was therefore deferred. The Planning Department anticipate updating this information in December.

9. STRATEGIC ACTIVITIES BEING UNDERTAKEN BY PRO WARDENS

Received:

a paper from the Committee Secretary detailing the initiatives being undertaken by Pro Wardens which fall within the scope of Strategic Aims 6 and 10 (07.043).

Professor Simon McVeigh, Pro Warden (Research & Enterprise) was in attendance and spoke to this paper, highlighting the development of the College's Corporate Plan and stressing the importance of developing objectives to underpin the College's strategic aims, both for the College generally and departments specifically. The areas in which he was personally involved and which touched upon the strategic aims of interest to the Committee, i.e. aims 6 and 10, were twofold, namely (a) looking at external relationships generally and (b) increasing the dissemination of research. Creating greater access to research represented a real sea change in the culture at Goldsmiths, and involved looking more closely at the external impact of research, seeking ways to project what the College does and, in due course, would involve the production of an annual publication. A dynamic and interactive website focusing on "hot topic" research themes would be a key element in increasing the external impact of the College's research.

Talk of the research website led the Committee back to the issue of the PR Plan and whether the resources existed to rebrand the website (and develop the research website) by the deadline of December 2007. The Committee believed sufficient resources were not in place and, again, wished their concerns to be raised to SMT, with feedback to be received in time for the next meeting.

10. NEXT MEETING

Noted:

that the next meeting of the External Relations & Development Committee would be held on 4 June 2007.