

**GOLDSMITHS
University of London**

COUNCIL

EXTERNAL RELATIONS AND DEVELOPMENT COMMITTEE

Minutes of the meeting held on 26 May 2010

Present: Baroness Morris of Yardley (in the Chair), Ms Vicky Annand, Mr Tim Crook, Ms Donna Hartwell (Secretary), Mr Hugh Jones, Professor Caroline Knowles, Professor Simon McVeigh, Mr Michael Metelits, Mr David Mungall

In Attendance: Ms Annette Bullen

Apologies: Ms Jennifer Clutten, Mr Geraint Fox, Mr Gerald Lidstone

1. MINUTES

Resolved :

that the minutes of the meeting held on 1 February 2010 be approved.

2. REVIEW OF ACTIONS ARISING FROM PREVIOUS DISCUSSIONS

Received:

A brief paper from the Committee Secretary giving an update on progress on topics previously discussed (10.227)

Under this item, and given our previous interest in the College's relationships within Lewisham, the Registrar and Secretary reported how keen the new Warden was for Goldsmiths to engage more fully with the local area, making our southeast London home more a benefit rather than an accident of history. In particular, he wished to maximize the presentation of the arts and educational institutions in the area, perhaps along the lines of a 'New Cross Corridor'.

The Committee felt this idea could be extended to include greater visibility for students recruited from the local area.

The Committee noted also that plans to celebrate the history of the College in a public display were being led by the Director of Marketing, Recruitment and Communications and not the Director of Development as stated in the Secretary's report.

3. DEVELOPMENT ISSUES : HONORANDS

Received:

A paper from the Director of Development looking at the College's relationship with its Honorands and exploring ways to make more of these relationships in the future. (CONFIDENTIAL10.228)

The Committee noted that there was a general 'College feeling' that more should be done to develop relationships with Honorands but quite what this meant had never been fully explored. This discussion sought to finally unravel the issues involved and come up with a clear way forward.

Ultimately, the Committee concluded that there was no one size fits all solution and that each case would need to be considered on its own merits. Some Honorands would bring prestige and inspiration simply by their presence at Presentation Days while relationships with others could be nurtured over time, bringing benefits to the College through research opportunities, commercial links or financial support. The point was that a strategic approach was needed from the outset.

The detailed recommendations of the Committee are listed below and will now be reported for consideration to the Honorary Degrees and Fellowships Committee.

Recommended :

- (i) As a starting point, the Honorary Degrees and Fellowships committee should consider the potential relationship with the Honorand as part of the initial selection process. Then what happens next can be tailored to fit each individual case.

This would need to be handled delicately and with skill perhaps with an appropriate Relationships Manager appointed for every Honorand. The experience of each Honorand on their Presentation Day should be individually tailored and could perhaps include, for example, a departmental visit

- (ii) When developing a strategy for involving Honorands, recognising that a person's interests are often wider than their recognised discipline and may cut across many of our departments
- (iii) To continue to steward relationships beyond the initial contact. At present, Honorary Fellows and Graduates coming to events at the College are left to their own devices with only the new Honorands being 'metted and greeted'.
- (iv) The Honorand database, currently a spreadsheet held in the Warden's office, should be shifted to Raiser's Edge, the new relationship management software being implemented in the Development and Alumni Office. The greater sophistication of this software will assist in creating a more strategic and tailored approach to Honorand relationships in future

- (v) In keeping with the College's desire to raise the profile of its unique history, a prominent space should be found for erecting a Roll of Honour detailing our Honorary Fellows and Graduates, currently only available virtually on the web
- (vi) Finally, the Committee were particularly interested in the idea of creating a new role, that of Patron, such as exists in many charities. This was seen as a way of conferring a new level of honour with a more defined role, with the College becoming a part of the person's identity/public life

The Honorary Degrees and Fellowships Committee might also wish to consider:

- (vii) Adding something to the nomination form so that the nominator could indicate the kinds of future activities their nominee should be included in, such as an 'invite to lectures' tick box
- (viii) Where a future Honorand is already known, the offer letter should be hand-delivered
- (ix) Developing the idea that what makes being a Goldsmiths Honorary Fellow or Graduate special is the fact we continue our relationship with them
- (x) Including a few paragraphs in the offer letter outlining the benefits of being an Honorary Fellow or Graduate along with a mini citation setting out the reasons for their nomination
- (xi) Circulating information about the Honorands-elect more widely, particularly to academic departments, prior to the ceremonies
- (xii) Finding out what Honorands think of their experience. We don't currently know
- (xiii) Adding something to the initial offer letter along the lines of "I've asked (name) to be your contact however you'll also receive details from (give names)" to mitigate against the many different people who need to be in touch with them prior to the conferral

The Committee thanked David very much for his paper which had provided the basis for a very useful discussion.

4. DEVELOPMENT ISSUES : ALUMNI RELATIONS STRATEGY

Received :

The draft Alumni Relations Strategy (10.229)

The Committee noted that a statement had been received from the Head of Corporate Governance and Information Management to the effect that she had

not been consulted during the preparation of the draft Strategy as received, although she had subsequently been sent a copy, and had provided information to the Development and Alumni Relations office which could be taken into account in a later update.

The Director of Development began the discussion by summarising Alumni Relationships; in a nutshell, he said, it was the simple act of building relationships, weaving the narrative of Goldsmiths into the ongoing lives of our former students. Work on this was now proceeding apace following the appointment of Genevieve Kantoch as Alumni Relations Officer, a post that had been vacant since mid 2009.

He went on to explain that one of the reasons for publicising the draft policy here today, beyond the desire for feedback, was to promote the idea that alumni relationships concern us all, not just the Development and Alumni Office. Useful data was held in pockets throughout College, particularly in academic departments, and for the alumni database to have the greatest utility it was essential that this information be shared.

One of the biggest problems his department faced was with both the quality and quantity of alumni data available, with pre-1990 details held only on microfiche or in paper files. A pilot project was underway to capture the names and courses of alumni between 1945–1957 with an external agency then researching additional information, such as current contact details. If successful, the Development and Alumni Office would bid for extra budget to continue this work.

David praised the part the International Recruitment team had played in developing Alumni Relationships, particularly for developing and maintaining a number of international alumni groups as part of their recruitment activities.

The Committee thanked David for the draft Alumni Relations Strategy which they were happy to endorse. It will now go to the Senior Management Team for approval.

5. WHOSE LIFE WILL YOU CHANGE? CAMPAIGN

The Director of Development brought to the attention of the Committee a campaign being run by the Council for Advancement and Support of Education (CASE) to promote the idea of giving to Universities. The Committee were particularly taken with its strap line: “Whose life will you change”.

6. NEXT TOPIC FOR DISCUSSION

The Committee decided that a paper on ‘Events’ would form the basis of the next discussion and the Director of Development was asked to write it. The Committee Secretary would liaise with the Chair about an additional topic closer to the meeting.

7. NEXT MEETING

The date of the next meeting is Wednesday, 8 December 2010 at 2.30 p.m. in Room 110, Deptford Town Hall.