

**GOLDSMITHS
University of London**

COUNCIL

EXTERNAL RELATIONS AND DEVELOPMENT COMMITTEE

Minutes of the meeting held on 8 June 2011

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

In attendance: Ms Annette Bullen, Dr Philip Broadhead

Apologies: Mr Geraint Fox, Mr Michael Metelits

1. WELCOME

Welcome to James Haywood, President of the Students' Union and the new student representative on our Committee.

2. MINUTES

Resolved :

To approve the minutes of the meeting held on 8 December 2010

3. WHAT HAPPENED NEXT?

Received:

A paper from the Committee Secretary giving a brief outline of what had happened to ideas discussed previously following the meeting (11-269)

4. GOLDSMITHS GRADUATE EMPLOYABILITY STRATEGY

Received:

A paper from the Pro Warden (Students and Learning Development) (11-41)

Philip Broadhead, Pro Warden (Students and Learning Development) introduced the Graduate Employability Strategy, the major components of which should be fully implemented by the beginning of the academic year 2011-12.

The College recognises that in an increasingly competitive employment market, graduates will need to be able to relate their achievements to the requirements of potential employers. It will become ever more important that the skills and attributes gained from their study are clearly understood and able to be articulated by graduates, potential employers and business partners.

The attributes looked for by employers would not be mapped *onto* the curriculum but rather, students needed to be made aware of the attributes their education naturally equipped them with, and both students and academic staff needed to be able to communicate this in language employers understood. The Committee was clear : employability must not shape academic content.

Other important enablers would be work placements and internships and a more prominent role for the Careers Service. The appointment of a Placements Co-ordinator was seen as crucial in implementing this strand of the Strategy and would be key in maintaining contacts already established by departments as well as in developing new ones. These contacts were now more precious than ever in an environment where our competitors were similarly trying to provide workplace experiences for their students.

Although students had not been asked directly what their employability needs were, Philip explained that responses in the National Student Survey, completed each year by final year students, pointed the way to what was most important.

The Committee commented that alumni seemed under-used as a resource, not only in providing useful links and contacts but also in terms of sharing their experience – both to inspire but also possibly injecting a note of realism. Unfortunately however, as David Mungall explained, information on the career paths of alumni has never been collected so at the moment this is not possible. The Committee suggested an alumni census to remedy this.

Resolved:

That Development and Alumni should conduct a census to gather information on the jobs and career paths of alumni. It should be clearly distinguished from fundraising activity, perhaps forming part of a programme to highlight different ways of giving

5. PUBLIC DIPLOMACY

Received:

A paper from the Registrar & Secretary (11-260)

This paper arose as a result of our time in the Evening Standard last November, which raised issues about how the College manages reputation and media issues during difficult times.

Before commencing this discussion, the Committee first wished to acknowledge the work of the press and communications team and to make clear that this was not so much about the day to day techniques of media management, but a longer view of what the College should bear in mind for the future.

Attention then turned to the principles of academic freedom and freedom of expression which the Committee wished to emphasise should be treasured even if the results were sometimes uncomfortable.

Looking at what could be done differently in future, it was suggested that it was not always necessary to provide a comment. By doing so, it may appear that we have something to apologise for. But we do not have to be responsible for our staff and students' actions when they are not here.

The Committee felt the most important remedy lay in cultivating friends and journalists in an ongoing fashion, who could comment for us when the chips were down. In any case, if our academic integrity was unimpeachable, then the occasional bad press would not hurt. This, combined with a steady stream of good and interesting news stories, would mean that the occasional negative report would not unduly influence the public's perception of Goldsmiths.

Resolved:

The Committee Secretary would ask the Press Team to comment on the above in time for the next meeting, and in particular to address the issue of how cultivating friends and journalists would be co-ordinated.

6. NEXT MEETING

It was agreed that the new Strategic Plan would form the focus of the next meeting and in particular, the strategic pillar 'London and the World'. In addition, the Warden would be invited to give his fresh perspective on Goldsmiths' external profile. The Committee Secretary was asked to find out how many staff were members of local associations via a quick email survey prior to the meeting.

The date of the meeting is Wednesday 30 November, 2011 at 10.30 a.m.

David Mungall also registered his interest in writing a paper on Alumni Relations, highlighting international relations in particular, for a future meeting, possibly June.

DH
30.08.11