



The University of Manchester

ALUMNI ASSOCIATION ADVISORY BOARD

Minutes of the Meeting held on 21 November May 2012

Present: Janine Watson (Chairman), Jayne Charnock, Shazia Chaudhry, Professor Rod Coombs (Deputy Chairman), Simon Morrison, Ian Rankin, Andrew Spinoza, Paul Sutherland, Michael Taylor, Sharon Youngson

Apologies: Joel Oxberry, Patrick Hackett, Nick Pringle, Chris Cox

In attendance: James Cumbers, Markus Karlsson-Jones, Claire Kilner (Secretary), Emma Packham, Ellen Robotham, Richard Scream, Paula Barrow (for item six)

1. A report from the Chairman

RECEIVED: A report from the Chairman

NOTED: Janine Watson and Rod Coombs attended the Science Dinner on 20 November, hosted by Dame Nancy Rothwell; Chris Cox acted as Master of Ceremonies. Professor Brian Cox and Professor Andre Geim each gave a talk; Robin Ince presented (co-host of *The Infinite Monkey Cage* on Radio 4 with Brian Cox). The event was attended by selected London-based alumni, mostly existing donors. An auction was held by an alumnus who is a senior auctioneer at Sotheby's. The auction raised around £20,000. Thanks went to all who attended and organised.

Foundation day, celebrating the establishment of the newly merged University, was a great success. Took place on 24 October. Dame Kathleen Ollerenshaw was presented with an Honorary Degree along with four others, including Mick Hucknall (lead singer of Simply Red), John Timpson (Chairman of retailer Timpson's) and Philip Craven (President of the International Paralympic Committee).

Cockcroft Rutherford Lecture, two back to back lectures were given 21 June, presented by Professor Brian Cox. It was very entertaining, informative and included clips from his forthcoming BBC series *Wonders of Life*. A vote of thanks went to all the staff involved in organizing the lecture; it was a great privilege to be a part of it.

Kate Bradbury, Alumni Officer - Events, has had a baby girl, Cerys, and will return from maternity leave in February 2013.

Peter Readle, outgoing Alumni Representative to the Board of Governors, was taken thanked for his six years service and taken to dinner by Will Spinks, University Chief Operating Officer, and Janine Watson. After an election at the AGM in May, Andrew Spinoza was put forward for approval by the Board of Governors to act as Peter's successor.

A thank you to Sharon Youngson was made for her service on the Advisory Board; she will step down after her term of office came to an end in August. Ian Rankin's term of office also expired in August but he will remain on the Board for a further 12 months while constitutional changes are made.

2. Minutes of the meeting held on 16 May 2012

RECEIVED: The minutes of the last meeting were received and approved following discussion of matters arising.

3. Matters arising from the minutes of 16 May 2012

Regarding putting minutes of the Advisory Board minutes online; it was agreed by the Board that this should happen for minutes of future Advisory Board meetings once they had been approved by the Board. It was suggested that approval of minutes should be done electronically to save time. Two caveats were also agreed, as recorded in the minutes of the last meeting: i) minutes should be redacted before publication where necessary and ii) meetings should enter private session, and minute taking suspended, when discussing sensitive issues. Minutes of past meetings would not be posted online unless a specific request for those minutes had been made.

4. Report by the Director of Development

RECEIVED: A verbal report from Claire Kilner, Head of Alumni in the absence of Chris Cox, Director of Development.

A welcome was made to new members of staff: Paul Winter joined from the RSPB as our Development Officer for the Faculty of Life Sciences. Emma Davey joined in November from King's College London. Craig Edwards would join in December from the Royal Academy of Arts as a fundraiser the John Rylands Library.

Breaking of the ground event took place for the new Manchester Cancer Research Centre. The University successfully bid for funding for this joint venture with Cancer Research UK and The Christie. Kate White, Head of Philanthropy for the Faculties of MHS and FLS was closely involved.

The Partner's Circle was launched in London in October. This is a giving circle of donors who have donated to the University at a specific level.

The Global Leadership Board and the North American Foundation for The University of Manchester visited campus in October as they do periodically. They were very impressed with the newly opened Alan Gilbert Learning Commons. They were also very warm to the increasing of alumni activities stepping up in the USA.

Your Manchester Fund calling campaign: 3460 alumni were contact and over £100,000 was pledged over five years. The USA call segment was postponed until after Hurricane Sandy had passed. Once it went ahead it raised \$30,000 in pledges. The Advisory Board visited the call room in 2011 and found this a very valuable experience to see first hand the excitement and the buzz in the room. Board members were warmly encouraged to visit the call centre again if they wished.

A foundation link with an alumnus has resulted in a £300k gift to the Humanitarian and Conflict Response Institute.

A new Alumni Association Facebook page has been launched: www.facebook.com/AlumniUoM

Joint administration of a LinkedIn page, established by an alumnus, has also been taken on by DDAR: <http://linkd.in/W7wBkQ>

The London Dinner, taking place on 28 November, in the Churchill War Rooms has sold out. It will include a talk by Dr Max Jones, a senior lecturer in Modern History. The dinner would be hosted by Dame Nancy Rothwell.

DDAR sent a message of sympathy to alumni in the USA and Caribbean who may have been affected by Hurricane Sandy. This was warmly received with dozens of thank you messages.

An eNewsletter would be sent on 22 November. As part of the increased activity in the USA a tailored version of the eNews would be segmented out to alumni in the USA and would include a special 'Happy Thanksgiving' message.

In September we held three receptions in China; Beijing, Shanghai and Hong Kong. There were lots of opportunities created relating to the Hong Kong Foundation for The University of Manchester and other alumni groups in China. A new alumni group based in Beijing has arisen as a direct result and promises to be very active. Keith Brown, Vice President and Dean of the Faculty of Humanities, hosted each event.

The School of Law recently held an event with the Faculty-facing Alumni Relations team; they are generally making very positive progress in engaging with academic and professional service colleagues in Schools and Faculties.

Janine met with Chris Cox on a one-to-one basis and discussed the programme of work currently being undertaken in DDAR. Janine thanked everyone in DDAR on such high productivity.

Action: Board members to receive the new staff structure of DDAR, for information.

5. Minutes of the 2012 AGM of the Alumni Association

RECEIVED: minutes of the 2012 AGM

NOTED: Dame Nancy updated the gathered alumni on headline University news. An election was held to nominate the Alumni Association's preferred candidate for Alumni Representative to the Board of Governors. Andrew Spinoza was nominated.

The constitution of the Alumni Association which was drafted eight years ago was now due for a review and would be looked at in future meetings of the Advisory Board.

6. Presentation on University Branding by Paula Barrow, Head of University Marketing

RECEIVED: Presentation by Paula Barrow

NOTED: The metrics the University used to measure to monitor its reputation have been published in the new 2020 strategy. Reputation is one of the strategic goals and is one of the University's KPIs (Key Performance Indicators). Every two years the University uses an omnibus survey which asks respondents to rate which Universities they think are the in the top five in the UK after Oxbridge. Currently UoM was just in the lead in this measure. The sample size of this survey was over 2,000.

There is some work going on around a marketing index used by Marketing Manchester. This measures the most influential cities in the world. In Manchester, the University would certainly be a

contributor for Manchester's score. Marketing Manchester was very keen to work with the University and was discussing a promotional video about Graphene.

Key stakeholders were primarily UG prospective students however, closely followed were business and city stakeholders, research councils. Alumni were a key group as well. Natural partners of the University such as research partners, government, international environment partners were also important stakeholders. One board member emphasised the importance of parent of students as they have a huge influence on prospective students.

Paula Barrow was thanked and invited to come back in the future. The Advisory Board would be willing to act as a sounding board for marketing ideas.

Secretary's note: Janine left the meeting at this point and Andrew Spinoza deputised as Chairman of the meeting.

7. The proposed new Alumni Association Constitution

NOTED: The constitution can only be changed at an AGM. The process is ongoing to draft a new constitution and would be tabled at a future Advisory Board meeting. The Board would be presented with options as to what direction to take with the constitution. If additional meetings were required to discuss the constitution either a working group would be formed with Board members or an additional meeting would be held in between the next Advisory Board meeting on 6 February and the AGM 27 March.

Secretary's note: an additional Advisory Board meeting has been scheduled for Wednesday 6 March, 4pm.

8. The proposed 'Duties and Responsibilities of an Alumni Advisory Board Member'

RECEIVED: proposed 'Duties and Responsibilities of an Alumni Advisory Board Member'.

NOTED: Board members were invited to consider this paper and feed comments back to Claire Kilner for discussion at the next Advisory Board meeting.

9. A report on the student feedback regarding the Global Impact Awards (GIA)

RECEIVED: report on the feedback from GIA awardees and a special report from 'Gold Award' winner Josh Rowan.

NOTED: Josh Rowan, the 'Gold Award' winner commented in his report that 'my general goal was broad – to use my time effectively, to help as many people as possible'. It was becoming more difficult to decide which applications were the most deserving. In future the criteria would move further away from students who wished to further their studies and focus more at the giving and caring side of the project work.

The plan for the 2012-13 awards was as follows: applications would open on 3 December and the deadline would be 11 January 2013. At the meeting on the 6 February the Advisory Board would be asked to approve the recommendations made by the GIA working group.

A member of the Board commented that the object of furthering study shouldn't necessarily preclude a project's merit, but it should be balanced with the benefit to a local community. The GIA

working group should be flexible as to how this is interpreted. Occasionally there may be a need to make an award to someone whose sole motivation is community enrichment.

ACTION: Claire Kilner and Paul Sutherland could work on a redrafted set of criteria for approval (via email) of the Advisory Board.

Secretary's note: Due to a low response rate, the application deadline for the GIA has been extended. Therefore applications would be considered at an additional Advisory Board meeting held on 6 March 2013.

10. An update on the Alumni Association Outstanding Alumni Awards to be awarded at the December graduations

NOTED: Two outstanding alumni awards would be made to two alumni during the December graduation ceremonies: composer Paul McCreesh for the Faculty of Humanities and biochemist Duncan Casson for the Faculty of Life Sciences. Advisory Board members were invited to join the relevant graduation ceremonies and to meet with the awardees. Claire Kilner noted that participation was warmly encouraged and was part of the proposed duties and responsibilities of Advisory Board members. Simon Morrison and Andrew Spinoza were involved in Mark Kermode's award and found it a highly valuable experience.

11. The Alumni Communications schedule for 2012-13

RECEIVED: Alumni Communications schedule for 2012-13

NOTED: Any queries should go to Claire Kilner.

12. The Alumni Events Plans for 2012-13

RECEIVED: The Alumni Events Plans for 2012-13

NOTED: Claire agreed to consider changing the format of the existing ProManchester annual lecture in order to align it more closely with DDAR objectives. Potential speakers were suggested by members of the Board present. Andrew Spinoza offered to act as a mediator with ProManchester. Further suggestions from the Board as to potential speakers and changes to the format were welcomed, to be fed through to Claire.

ACTION: Andrew Spinoza to feed back to the group on any updates concerning ProManchester.

13. A report on the alumni magazine Editorial Board meeting

NOTED: The Editorial Board met once a year to gather ideas and discuss themes. Advisory Board members also sat on the Editorial Board, including Patrick Hackett, Simon Morrison who attended in November 2012. The meeting is usually serviced by the Alumni Officer for print Communications (Donna Prince-Hu). Any ideas for articles should be passed to DDAR via Claire Kilner.

Action: Board members to receive the requests sent to alumni for anecdotes and memories which would feed into specific themes of the magazine.

14. Draft Starter Pack for alumni representatives (Alumni Advisory Board members, General Assembly representatives, Board of Governor representative)

RECEIVED: Draft starter pack for alumni representatives

NOTED: To be discussed more fully at a future Advisory Board meeting.

15. Attendance and menu choices for the Advisory Board Dinner on 6/12/12

RECEIVED: Menu for Market Restaurant, Northern Quarter, Manchester

NOTED: Menu choices to go back to Claire Kilner.

16. Any Other Business

Claire would send an outlook calendar request to Board members for the following dates:

- AGM Wed 27 March 2013
- AAAB 6 Feb 2013
- AAAB 24 April 2013
- AAAB 24 July 2013
- AAAB 23 October 2013

Secretary's note: an additional Advisory Board meeting has been scheduled for Wednesday 6 March, 4pm.

A member of the Board proposed to hold the meeting an hour earlier to fit all of the business of the meeting into the time allowed, for example 4pm for a 4.15pm. This was put to the meeting and agreed by all present.

AGREED: the next meeting would begin one hour earlier and then continue at that time from then on.

17. Date and time of next meeting

Advisory Board meeting: Wednesday, 6 February 2013 at 16.00 for a 16.15 start.