



The University of Manchester

ALUMNI ASSOCIATION ADVISORY BOARD

Minutes of the Meeting held on 6 February 2013

Present: Jayne Charnock, Patrick Hackett, Simon Morrison, Joel Oxberry, Ian Rankin, Nick Pringle (from item 5 onwards), Andrew Spinoza, Paul Sutherland, Michael Taylor, Janine Watson (Chair)

In attendance: Martin Conway (for item 5), Rod Coombs (Deputy Chair, left after item 5), Chris Cox, Claire Kilner (Secretary), Richard Screation

Apologies: Shazia Chaudhry

1. A report by the Chairman

RECEIVED: Verbal report from the Chairman

NOTED: Kate Bradbury returned to work this month after having a little girl, Cerys. Jean Jones, who assists with events on the Alumni Relations team, will be retiring later this month after nearly 12 years of service to the University.

Secretary's note: Board members gave a vote of thanks to Jean for her support of the Advisory Board and Alumni Association events for a long and distinguished career.

Donna Prince-Hu, who co-ordinates the Your Manchester magazine project, has taken extended leave for personal reasons.

Janine Watson was invited to deliver a video address to the South Korea alumni group who are holding a dinner on Saturday 23 February.

2. The minutes of the meeting held on 21 November 2012

RECEIVED: Minutes of the meeting held on 21 November 2012

NOTED: Chris Cox did not attend the last meeting, therefore the report which was attributed to him should be attributed to Claire Kilner only.

Names of suggested individuals as speakers for a potential ProManchester event in the future should be removed. It was agreed that in general the Chatham House Rule ought to be applied when members of the Board were expressing an opinion or making a tentative suggestion.

ACTION: The minutes were approved, pending the above changes, and would be published online as agreed at the last meeting. Minutes online will now appear here from now on and will require users to login into Your Manchester Online:

<https://www.yourmanchester.manchester.ac.uk/NetCommunity/alumni-association-advisory-board-minutes>

3. Director of Development's Report

RECEIVED: Report by the Director of Development with Richard Screatton, Senior Alumni Officer

NOTED: The University has passed two milestones. A recent gift took us over £100,000,000 of gifts committed to the University. The gift was Rory & Elizabeth Brooks' pledge to the Brooks World Poverty Institute for their third installment of investment; £4 million over 3 years. We also had our 10,000th donor of record; a 2011 graduate who gave £20.11 to celebrate the year of her graduation, pledged during the last call campaign.

The Hong Kong Foundation for The University of Manchester: alongside NAFUM, over the last 18 months we have developed a philanthropic foundation for Hong Kong. Gifts beginning to come through including a high level pledge for a Presidential scholarship to attract one of the very best scholars from Hong Kong or China.

Global Graduates programme: this has been piloted with four students, two visited the New York, and two went to Singapore. They visited alumni who gave them experience of their business sector. We received great feedback. We want to continue doing this New York and Singapore, possibly expand to Hong Kong, Dubai and other areas. Our donors will fund their travel, alumni will provide the insights and experience while the University provides the infrastructure. This is a small pilot but could become very substantial.

Richard Screatton: In the last year, the number of alumni volunteers has increased from 100 to over 750 involved in activity related to the student experience, recruitment and employability. For example in Manchester Gold, our flagship mentoring scheme, 320 alumni contributed to this in the last semester. We set up a branch of mentoring specifically for Doctoral research students. We have also set up speed networking events, which allows students to talk to several alumni in quick succession about a specific professional area.

A member of the Board queried how outcomes were captured. Richard replied that qualitative feedback from alumni was recorded. The number of volunteered hours committed was also recorded. This specific question, of measuring volunteer engagement, is being discussed across the alumni relations sector. One method may be to compare returns on the DLHE survey between groups of students who participated in volunteer programmes with alumni and those who did not. A periodic attitudinal survey may also be an effective measure.

The proportion of students applying to University of Manchester from backgrounds where there is little tradition of University attendance (Widening Participation students) remain robust despite the increase in tuition fees. Around 25% of UoM students come from households where the income is below £25k. In the Russell Group, only Liverpool has a higher figure than this.

A Board member commented that it had been reported in the Guardian Online that a significant number of UoM students come from a background of foster/institutional care and therefore do not have access to financial support from parents. Financial assistance to care leavers going to University has been given in the past by Local Education Authorities but this will reduce. UoM gives approximately £4k to assist with fees for these students. This is another example of UoM fulfilling a CSR remit.

ACTION: Circulate the relevant Guardian Online article to the Board:

<http://www.guardian.co.uk/social-care-network/2013/feb/06/councils-cutting-funding-care-leavers>

A Board member queried whether the University collected data on WP students e.g. via the DLHE survey. Did WP students make use of mentors? University colleagues replied we do track academic achievement of WP students and were working on building up a broader set of metrics.

A Board member commented that as internships and mentoring schemes tend not to be paid, WP students need to get paid work over their summer – so ability to do unpaid internships is more limited compared to students from wealthier backgrounds. A University colleague commented that ideally we would like to make funds available for students in order to free them to pursue an unpaid internship.

Discussions and ideas around these themes are welcome from all Board members.

4. The proposed new Alumni Association Constitution

RECEIVED: The proposed new Alumni Association Constitution

NOTED: Martin Conway, Deputy Secretary of the University, joined the discussion for this item.

Discussion was focused on areas of the constitution which were substantially different from the previous version.

Paragraph 3 is new; it states that the Alumni Association is a formally constituted body of the University. This mentions Alumni Association Officers, the Advisory Board, regional, international alumni contacts, groups and associations and the need for all of these roles to be accredited by the Board of Governors.

Paragraph 4 articulates alignment of the Alumni Association with the current (and potential future) strategic plan(s) of the University. A number of current strategic goals are listed for inclusion e.g. Employability, Student Experience, etc.

Clause 4.3 mentions the philanthropy which is carried out by DDAR. This is a new addition as importance should be given to educating alumni about the philanthropic work done by DDAR.

AGREED: swap the content of clause 4.3 with that of 4.5 so that benefits to members of the Alumni Association were higher up.

Paragraph 5 addressed membership and has added detail. It defines alumni as people who have been a student for at least one full semester. Voting privileges will be reserved for full graduates. A Board member commented that this will be of real benefit for international students here for only a term on, for example, an ERASMUS scheme. We cannot have an election without a clear electoral register therefore the specifics had to be made clear in this way.

Paragraph 6: Officers of the Association. A small change would be proposed regarding the roles of Chair and Deputy Chair. It recognizes the role of the Secretary which is separate from the Board, who is not a member but supports and advises the Board. It was important that there were two officers and that the more senior role, the Chairman, was always an alumna or an alumnus.

ACTION: Board to receive a link to the previous constitution

http://www.manchester.ac.uk/medialibrary/alumni/2005_constitution.pdf

The paragraph regarding Patrons was removed. The Association had never appointed anyone to this role and a need for it could not be envisaged.

Paragraph 8: Meetings of the Association.

This would need to be discussed in more detail. We may want to alter the format of the AGM and replace it with two open meetings per year. In order to make the voting more democratic, we may introduce other voting mechanisms e.g. online voting. Two open meetings would allow for one meeting to be held in Manchester and another at another location, potentially anywhere in the world. Links could be created using video conferencing technology. Caution would need to be taken if we were to open up voting and we would need to avoid unworkable or impractical results. Appropriate safeguards would be put in place, for example specific criteria in job descriptions and the Advisory Board acting as the Nominations Committee before approval by the Board of Governors.

AGREED: At present the alumni body of over 270k contactable members was represented by an AGM which has substantial constitutional significance but had a de facto restriction for attendees to be based in the NW of England. Therefore voting needs to be opened up, with proper safeguards in place. This point touched on an important distinction made in the newly drafted constitution about the Advisory Board (acting as the Nominations Committee) determining suitability, as opposed to eligibility, of candidates for representative positions.

ACTION: University colleagues and Martin Conway to define the parameters of the Manchester-based open meeting in terms of offering a forum for input and dissemination and to broadly define what is meant by 'open meeting'. This paragraph to be redrafted for the next Advisory Board meeting.

The option remained open to use the Cockcroft Rutherford lecture as an open meeting in addition to the lecture. Dame Nancy already uses this opportunity to deliver news on the University. A Q&A session before and/or after the lecture could be added to turn it into an open meeting.

A University colleague commented that the University has moved to online voting when staff need to be polled, we could consider extending the site license for the necessary software for conducting online voting.

Paragraph 9 Advisory Board

9.4 has been changed to remove references to 'Faculty Representatives', these roles will be replaced with 'co-opted members'.

ACTION: The recent graduate representative should be five years from graduation, not 10 years.

AGREED: Paragraph 9.8 - at least three meetings a year was sufficient, whereby extra meetings could be scheduled as required. The scheduling of meetings should take account of international time zones where international participation was required.

AGREED: Paragraph 9.10 the inverted commas around the word 'vote' should be removed. The term 'general consensus' was too loose.

ACTION: Sub-paragraph 9.10 to be redrafted and made as clear as possible.

ACTION: University colleagues will review the whole of paragraph 9 with Martin Conway's assistance.

Paragraph 10: Alumni Association contacts, groups and associations

Data protection was a consideration under this paragraph. The University can share data with formally recognized groups so it is an important distinction to make between individual contacts, groups and formal associations. Also, there are examples of international associations where there may be a reputational risk.

Any international group which needed to comply with the law of its country and thereby write its own constitution, that constitution would sit alongside other international group guidelines which we would expect an alumni group or association to abide by.

It was very important that there is feedback from groups to allow flow back of data and information to the Division within a Data Protection safeguarded system. Ultimate responsibility for data protection of alumni lay with the University.

ACTION: In paragraph 12, the reference to AGM should be changed to 'open meetings'. The reference to EGM should be removed.

Rod Coombs had to leave the meeting at the end of this item.

5. The proposed 'Duties and responsibilities of an Alumni Advisory Board member'

Paper tabled at the last meeting on 21 November 2012.

NOTED: A question was raised: were there any penalties for non-attendance at the minimum two Advisory Board meetings per year, or any other meeting where attendance was expected? A normal rule was for a 'three strikes and out' policy on attendance, subject to the discretion of the Chair.

ACTION: Penalties on non-attendance at required meetings by Advisory Board members would be considered and the 'Duties and Responsibilities' would be amended as appropriate.

AGREED: Pending any amends to be made according to the above, the outline of the proposals was accepted.

6. Alumni Advisory Board representation on the Alumni Social Responsibility and Volunteer of the Year Awards panel

RECEIVED: Verbal report from Richard Screaton

NOTED: These awards are an element of the Universities social responsibility agenda. There is a category for alumni to recognize local and international communities. Jayne Charnock sat on the judging panel last year and the Advisory Board is invited to volunteer a member to sit on the panel this year. Judging would most likely take place in April, with an award ceremony being held in May.

ACTION: When a date for the SR&VY award judging was confirmed – this would be circulated to the Board.

Two Board members expressed interest if the dates were workable.

Secretary's note: Since the meeting took place Patrick Hackett has confirmed he will volunteer to be on the judging panel.

7. Global Impact Awards

RECEIVED: Verbal report from Paul Sutherland

NOTED: This year, the timing of the application window was brought forward to December 2012-January 2013. There were several applications submitted but a much lower number than in previous years. Conclusions were drawn that the Christmas break and exam preparation period was a significant factor. James Cumbers has advertised an extended deadline of 28 February in order to attract a greater number of applications.

Paul Sutherland will meet with James on 19 March, following the additional Advisory Board meeting on 6 March, to review the submitted applications.

AGREED: DDAR will disseminate the results of the applications and the impact of the winning projects to the alumni body through usual communication channels.

8. Nominations for the Outstanding Alumni Awards 2013

RECEIVED: Verbal report from Richard Scream. Hardcopy nominations from each Faculty for Outstanding Alumni Awards.

NOTED: There have been ten applications this year, an increase on last year.

Members were asked to choose one candidate per Faculty and to confirm they were in agreement in cases where there was only one candidate.

Board members were asked to take the nomination papers away and to consider them, then respond to a poll via email.

Secretary's note: A doodle poll was circulated to Board members with a deadline for responses of Tuesday 26 February 2013.

A Board member queried whether there was any conflict of interest if a nominee was also a donor. An award would never be given to someone purely on the basis of having them giving a financial gift but it would be recognition of a significant contribution to the community and possibly to the University through a range of means e.g. voluntary work or leading projects with a community benefit. We have given Outstanding Alumni Awards to NAFUM board members who will have been on clear record as major donors to the University.

9. A briefing on the arrangements for filling vacancies for alumni representatives to the General Assembly

RECEIVED: Verbal report from Markus Karlsson-Jones on the process for filling vacancies for alumni representatives to the General Assembly.

NOTED: Five of the 20 Alumni Representatives to the General Assembly would come to the end of their three year term on 31 August 2013. We have advertised five vacancies to alumni via post and the monthly eNews in January and February. We have also invited the existing Alumni

Representatives to seek re-election. The deadline for applications was the 18 February and applications would be considered at the next Advisory Board meeting on 6 March. If there were more candidates than vacancies, an election would be held at the Annual General Meeting on the 27 March.

AGREED: The Board ought to give consideration to the gender and demographic balance among General Assembly alumni representative candidates and to work to increase the diversity of General Assembly representatives.

Secretary's note: 13 applications had been received by the deadline.

10. Any Other Business

Your Manchester Magazine

Changes have been made to the production of the magazine in response to Donna Prince-Hu taking a career break until December 2013. In the interest of following as closely as possible the production schedule, a freelance project manager and a freelance creative writer have been appointed on a temporary basis. The project manager has experience in delivering alumni magazines and is a former colleague of Claire Kilner from The University of Sheffield, as well as an alumnus of The University of Manchester who receives *Your Manchester* magazine each year. The creative writer is a former colleague of Claire Kilner from The University of Nottingham who writes for the alumni magazine for that university. Therefore both project manager/editor and writer have excellent and evidenced experience working on similar projects at other Russell Group universities. They are also both available to take on *Your Manchester* within our time frame. These arrangements are temporary and freelance support was sought as a means of expediting the project in the timeliest manner.

The University has chosen to avoid employing a range of freelance writers this year in order to simplify and expedite the project. Some of the content will still be generated by DDAR.

There may be some change to content as would normally happen in order to ensure the content remains current and topical, but what the editorial board has proposed and suggested will remain the basis for the content that is used.

No decision has yet been taken on the arrangements for next year's magazine. Several pressures apply to the timely delivery of the magazine, for example the MBS Network magazine, donation forms and the update form. Therefore there is an imperative to minimise disruption to the production schedule as far as is possible. There is a distinction between production and delivery of the magazine, which is a matter for DDAR, and the role of the editorial board who advise and comment on the subject matter and content of the magazine. Claire has consulted with the Director of DDAR and with Alan Ferns, the Director of Communications for the University, and all are in agreement with these measures.

Conversation may be opened among a wider group beyond the editorial board, for example some Board members are expert on magazines and the transition to web.

ACTION: Query data returned on the President's Questionnaire 2010 as to whether alumni who responded online said that they preferred to receive the magazine in print.

Jean Jones' retirement

Jean's retirement date is 5 March, but her last day will be 15 February. There will be lunch in Christies Bistro at 1pm on that day. Jean had been so central behind the scenes to so many of the events run by DDAR.

11. Dates of future meetings

Date of next meeting has been confirmed as 6 March, 4pm for 4.15pm in the Whitworth Council Chamber. The main topics will be the Constitution, the Outstanding Alumni Awards, selection of candidates for Alumni Representatives to the General Assembly and any other matters which concern the Annual General Meeting on 27 March.

Board members are warmly encouraged to attend the Annual General Meeting and to give it their support.

Special Advisory Board Meeting: 6 March 2013

Annual General Meeting: 27 March 2013 at 17.15

Advisory Board:

Wednesdays at 16:15: 24 April 2013, 24 July 2013 and 23 October 2013

Secretary's note: Board members are encouraged to engage with DDAR on Social Media:



Like the Facebook page: www.facebook.com/alumniuom

Follow on Twitter: @AlumniUoM www.twitter.com/alumniuom

Join the LinkedIn Group: The University of Manchester Alumni Association <http://linkd.in/W7wBkQ>

Visit the Flickr page to view photos of our events: www.flickr.com/manchesteralumni