

Alumni Advisory Board Meeting Minutes

Date: 2/9/19

Time: 17:30-20:00

Location: CC.G.05 Stratford Campus

Facilitator: Charlie Werren (Alumni Engagement Manager), Kamile Hudson (Senior Alumni Engagement Officer), Joan Saunders-Reece (Chair) and Jacqueline Malcolm (Vice-Chair)

In Attendance

Alumni Advisory Board Members, Vanessa Varvas (Chief Marketing Officer), Ian Pickup (Chief Operating Officer), Kelly Atkins (Head of Events and Alumni)

Item one: Introduction and Overview from Ian Pickup

Ian Pickup joined the meeting and provided members with an overview of his job and his responsibilities, including: Student well-being, Centre for Student Success and Library and learning services. He would like to work closer with the Alumni Advisory Board and sees the value in their experiences and knowledge.

Ian also mentioned the convocation activity that will be happening for new UG students this year and that students would be given pins with the crest on for new students.

Board members would like the opportunity to be able to purchase pins as perhaps an add on when purchasing their passport cards.

Actions:

Alumni team to look into pins for alumni, once the alumni brand is confirmed.

Item two: Vanessa Varvas- Update on brand and visual identity

Vanessa joined the board to provide an update on progress of the new brand and visual identity. She shared a video that outlined how the new logo was created and story behind it.

Vanessa explained the vision for the universities brand update and expressed that only phase 1 has been completed and that there is more to the project than what has been seen so far. She spoke about the need for sub-brands for different areas, as well as colours for different schools, she mentioned that the Alumni service is also included in this roll out as well.

Vanessa described some of the difficulties that UEL and many other universities are facing, including a drop in applications and a drop in 18 year olds in the UK, as well as external issues including Brexit, funding complications, HE caps being lifted. She assured that UEL is working hard to minimise the impact of these factors and is working extremely hard to improve UEL's reputation.

Vanessa showed the latest clearing videos which are being used (BeTheNext). The feedback from the videos was positive.

Actions:

- Alumni team to invite Vanessa to the first board meeting of 2020
- Kamile to share #BeTheNext video with the board

Item three: Alumni and Graduation report – Jacqueline Malcolm

Jacqueline and Joan both attended one of the July 2019 graduation ceremonies. Jacqueline provided the board with a report on how the ceremony went and how it felt to go through the process. She expressed that the graduation ceremony was a brilliant event, she described how she had the opportunity to see how the Alumni Engagement Office connects with the graduates on the day. Both Joan and Jacqueline expressed the need to have more alumni attend graduation ceremonies in the future.

Jacqueline also spoke about changing the student reception to the Alumni reception and having the room filled with alumni to welcome graduates to the network.

Actions:

The board are to put forward a plan in regard to alumni involvement at the graduation ceremonies from 2020.

Item Four: Sub-Committee recaps

Communications: Jaasir was not able to attend. A quick update was given about the app development.

Actions:

Jaasir and subcommittee board members to meet with those who are looking after the UEL app.

The subcommittee will meet before the next board meeting.

Give back: Discussion was focused on the mentoring circles and mentoring surgeries as well as the need for adhoc mentoring opportunities.

Actions:

Jacqui and subcommittee boards to meet with the UEL mentoring team to move the project forward.

The subcommittee will meet before the next board meeting.

Alumni Success: Discussion was focused on the difference between the UEL Alumni Awards and the project being taken on by the board.

Actions:

Vadi to clarify the project and its goals, as well as the criteria for the project.

The subcommittee will meet before the next board meeting.

Item Five: Alumni Engagement Office Update, Charlie Werren

Charlie Werren presented an update on what the alumni team has been up to since the last meeting.

Actions:

Alumni team to circulate dates for the rest of the year.

Item six: Alumni General discussion

A board member spoke about the need for alumni to be able to create online profiles and to be able to speak with other grads. UEL Connect was mentioned as a solution for this, Charlie also informed the board about the future migration to a CRM system and how this will make a difference.

A board member mentioned about the need to tell more students about what the alumni service is and how it benefits students. Charlie mentioned that we deliver presentations to final years students as well as PG students, and that we are now expanding our reach to first and second year students as well through activities like our upcoming #BeTheNext Alumni Panel Event taking place on the 25th September, and also through our events that we always invite nominated final year students to attend.

Actions:

Alumni team to recirculate joining instructions for UELConnect.

Alumni team to recirculate information on #BeTheNext panel and networking event.

Next meeting: Thursday 12th December, 5:15 – 7:45 pm, University Square Stratford Campus, followed by Christmas Networking event, venue TBC.