

LOUGHBOROUGH UNIVERSITY OF TECHNOLOGY

Minutes of the 233rd MEETING OF THE UNIVERSITY COUNCIL
held on 20 October 1995

Dr. S.C. Miller

Mr. R.H. Boissier (ab)	Professor J.R. Hough (ab)
Dr. W.R. Bowman (ab)	Professor M. Hutchinson
Professor L.M. Cantor	Mr. E. Lodge
Professor J.V. Dawkins	Mr. B.W. Manley (ab)
Dr. J.A.W. Deboo	Professor A.J. Meadows
Mr. S. Dorrell (ab)	Professor J.N. Miller
Dr. A.M. Duncan	Dr. L.R. Mustoe
Dr. A.S. Durward	Mr. D'A.T.N. Payne
Professor M. Evans	Mr. E.G. Payne
Dr. A.N. Fairbairn	Mr. W.M.M. Petrie
Professor J.P. Feather	Professor I Reid
Mr. G.P. Fothergill	Sir Denis Rooke
Sir Frank Gibb	Professor M. Shaw
Mr. S. Gorton	Mr. M. Shuker (ab)
Mr. J. K. Green	Mr. N. Slater (ab)
Mrs. V. Green	Mrs. C. Stephens
Professor N.A. Halliwell (ab)	Mrs. J.A.M. Strong (ab)
Mr. P.W. Harrisson (ab)	Dr. A. Thorpe
Miss J.E.L. Harvatt (ab)	Professor D.J. Wallace
Professor H. Heaney	Professor C. Williams
Dr. T. Higgins	Mr. C.S. Woodruff
Professor J.A. Horne (ab)	Mrs. H.M. Woodward

By invitation: Mr. J. Bodoh (Lloyd Northover Citigate)
Mr. S. Dragicevic
Mr. D. Eacott
Professor R. McCaffer
Professor H. Thomason

In attendance: Dr. J.E.M. Elliott
Dr. D.E. Fletcher
Ms. E.A. Howarth
Mr. H.E. Jones (for Minute 95/72)
Mr. H.M. Pearson

Apologies for absence were received from Mr. Boissier, Dr. Bowman, Professor Halliwell, Mr. Harrisson, Miss Harvatt, Professor Horne, Professor Hough, Mr. Manley, Mr. Slater and Mrs. Strong.

95/69 Professor E J Richards

The Chair informed Council of the recent death of Professor Elfyn Richards, the University's second Vice-Chancellor. Professor Richards had been an influential Vice-Chancellor and had steered the University through its most formative years. It was AGREED that a letter should be forwarded to Professor Richards' widow expressing Council's sympathy.

95/70 Vice-Chancellor's Business

The Vice-Chancellor reported that:

- .1 With other staff he had visited Singapore and Malaysia in September for the University's special degree ceremonies for the increasing number of those countries' students graduating from the University. The events had been successful and had been much appreciated by parents. Relationships with alumni had also been strengthened during the visit and various institutions visited. Shortly before the visit a memorandum of understanding had been signed with Malaysian Telecom and British Aerospace with a view to setting up a Telecom University. The Vice-Chancellor reported as an illustration of the Singapore Government's commitment to education that it had provided £250M to establish an endowment fund at Nanyang Technological University and would match external funds raised to a total of £500M.
- .2 The Student Services Building was nearing completion and the Tennis Centre was essentially complete with the formal opening planned for 28 November. Work on the new Sports Hall had now commenced.
- .3 A fire had recently occurred in a laboratory in the Chemistry building. The damage had been limited to that laboratory, with minor smoke damage elsewhere, due to the safety work conducted on the building in recent years. An estimate of the costs of repair had not yet been made.

A member drew attention to potential problems that might arise in regard to access by emergency vehicles from vehicles parked at some of the University's access sites. It was AGREED that this should be further investigated.

- .4 The booklet of Staff Training and Development activities had recently been published, showing an excellent range of training programmes. There were, however, more management development programmes needed for staff. Copies of the booklet could be provided to Council members on request.
- .5 Professor Meadows was to be congratulated on the forthcoming award of an Honorary Degree by City University for his contribution to Information Science.

95/71 Corporate Identity (COUN 95:45)

- .1 The Senior Pro-Vice-Chancellor informed Council that the decision to consider the University's Corporate Identity had been taken some 18 months previously. The University's image was considered to be too heterogeneous for a time of increasing competition and Loughborough University of Technology was felt no longer to be an appropriate title for a good portion of the institution. Student applications to the University fell by one sixth in 1995, and the University was placed 36th in the applications ranking, which, while respectable, was not as high as could be expected. Since the setting up of the Corporate Identity Steering Group and the appointment of the consultants Lloyd Northover Citigate there had been widespread consultation on the subject internally and external opinion had been sought through a survey conducted by HEIST.
- .2 Mr Bodoh of Lloyd Northover Citigate presented examples of the large variety of visual images currently presented by the University and thereby the non-consistent image portrayed. He reported that research findings had shown a majority of those surveyed internally to feel that the title The Loughborough University of Technology no longer demonstrated what the University offered, and the HEIST research had indicated that this title positioned the University

firmly among the new Universities. Following detailed market research, design criteria for a new corporate visual identity had been identified. Without intending to pre-empt a decision on the University's title, design work had been undertaken on the basis of the title Loughborough University. Two possible designs were presented to Council for consideration.

- .3 Discussion on the name of the University was then opened to members. During a lengthy discussion the following comments were amongst those raised:
- (i) Special meetings of General Assembly and Senate had been held to discuss the issue and whilst there were staff wishing to retain Loughborough University of Technology as the title the balance had been in favour of Loughborough University.
 - (ii) It was of concern that former students, who were an important source for future recruitment, had not been involved in the research study. It was reported, however, that correspondence with some Guild members a few years previously on the proposed merger with Leicester University had shown active support for the dropping of 'of Technology' from the University's title.
 - (iii) Concern was expressed about aspects of the HEIST report. The Vice-Chancellor informed members that the HEIST report had been extensive and the summary presented to Council had extracted from the report those conclusions which were soundly based.
 - (iv) It was suggested that the gender imbalance highlighted in the HEIST report was a societal rather than University problem. It was, however, not to be assumed that science/engineering students would continue to be predominantly male and the University would need to be active in increasing the participation of females.
 - (v) It was noted that no research had been conducted with overseas students, the evidence from that audience being essentially anecdotal.
 - (vi) The initials LU could lead to confusion with other institutions such as Leicester and Leeds. Conversely the initials LUT could result in confusion with Luton. In terms of the current e-mail identification the HEIST research had shown the current 'LUT' identifier not to be distinctive. An e-mail identifier such as Lbro could help to reinforce the University's identity.
 - (vii) 'Loughborough' and 'University' were the important words in the title. 'Loughborough University of Technology' gave hints of insecurity whereas 'Loughborough University' demonstrated confidence. The University's image should portray its identity, location and also simplicity. 'Loughborough University' achieved all this.
 - (viii) There was a need for the issue to be resolved or it would continue as a shadow over the University.
 - (ix) Should a change in title be approved there should be no change of style by the University. The quality of the product remained all important.

- (x) 'Loughborough University of Technology' was distinctive whereas 'Loughborough University' would place the institution with most others. One member's perception of 'of Technology' was that the University aimed to keep pace with Technology. If change was needed perhaps other approaches should be explored.
 - (xi) There was potentially zero gain with the removal of 'of Technology' from the University's title but a potential loss to engineering departments. With a shortened title the University would need to redress the balance in its promotional literature and make clear the technological aspects of the University.
 - (xii) There was no intention of deprecating the importance of engineering at the University. There was, however, a need for public recognition that other disciplines had earned parity of esteem.
- .4 The Chair summarised Council's overall view as being supportive of simplification of the University's title. There was heartfelt regret by some members of the loss of 'of Technology' from the title, but acceptance that the University must now make a positive move forward.
 - .5 Council then discussed the visual aspects of the University's corporate identity and in particular the two designs presented by Mr Bodoh. It was reported that £33K had been spent so far on the Corporate Identity exercise and more expenditure could be anticipated. Council was assured that good value could continue to be expected. Ultimately with a system in place for the University to manage its Corporate Identity it could expect considerable economies of scale over time as a result .
 - .6 It was suggested that further work was needed on the designs presented, neither of which could stand alone, and also that this provided the ideal opportunity for involving the local community in a design competition. The Vice-Chancellor, however, expressed the concern of Senate that with the imminent publication of certain crucial promotional documents it was important that the University's visual identity was resolved without delay. It was AGREED that the Corporate Identity Steering Group should, with the support of the Consultants, take the matter forward. The need for market testing on students was emphasised.
 - .7 Council was informed that a change to the University's title would involve an amendment to the Charter and Statutes and therefore the approval of the Privy Council. Council then voted for the change of name to Loughborough University as follows:

For : 25
Against : 1

The Chancellor asked for his abstention from the vote to be minuted.

The Special Resolution to amend the Charter and Statutes accordingly was therefore passed, and would require confirmation at the next meeting. In the meantime the Registrar would alert the Clerk to the Privy Council of the likely need to amend the Charter and Statutes.

- .8 At the request of a member the Chair assured Council that with the change in the University's name there was no question of any diminution in the University's engineering and technology effort.

95/72 Student Intake Position 1995 (COUN 95:46)

Council received a report from the Senior Assistant Registrar (Student Office) on the Student Intake Position for 1995, and noted that the figures as presented did not take into account any subsequent student withdrawals. Council was informed of the very satisfactory outcome, with a record student intake representing a growth of 8.6% compared to 1994, which had been achieved without a diminution of standards. The 16% drop in initial applications had been felt in part by all Schools of Study, but particularly Engineering and Pure and Applied Science. It was reported that all Universities in the established sector had experienced a drop in applications of about 5-10%. In response to a query it was reported that there was no evidence that the drop in applications was greater for campus universities. In this regard Council was informed that Leicestershire was currently the largest single provider of the University's students. The Senior Assisant Registrar and Admissions Tutors were thanked for their successful efforts.

95/73 Guide for Members of Governing Bodies of Universities and Colleges in England and Wales (COUN 95:47)

Council received the Guide and considered a paper thereon from the Registrar. It was RESOLVED to reaffirm the terms of reference and membership of the Senior Staff Salaries Committee and RESOLVED to endorse the recommendation that a Register of Members' Interests be established. A member requested in regard to para. 4.19 of the Guide that it should be noted that it was open to any member to request that a minority vote at Council be minuted.

95/74 Membership of Council and its Committees (COUN 95:48, COUN 95:49)

- .1 The membership of Council for the Session 1995-96 was noted.
- .2 Further to Minute 95/51.3 of the 231st Meeting, it was RESOLVED to approve a list of appointments to vacancies on Council Committees and Joint Committees with Senate.

95/75 Duties and Responsibilities of Members of Council (COUN 95:50)

The duties and responsibilities of Members of Council were noted.

95/76 A Guide to Funding Higher Education in England (COUN 95:51)

A copy of the Guide was received.

95/77 University Court

Council noted that the 1996 Annual Meeting of the University Court would be held at 2.00 pm on Wednesday 31 January 1996. All members of Council were members of the University Court.

95/78 Dates of Future Meetings

Wednesday	20 December	1995	at 10.45 am
* Friday	16 February	1996	" "
Wednesday	27 March	1996	" "
Wednesday	17 July	1996	" "

(* only if required: at least two weeks notice to be given).

20 December 1995

