



Alumni Association Annual General Meeting 2019

Monday 8 July 2019, 10am – 11am

Edward Herbert Building J002, Loughborough University

Attendance

Chair

Paul Drummond, Alumni Association President (PD)

Present

Alison Barlow, Stakeholder Relations Manager (AB)

Katie Wilson, Engagement Officer (KW)

Sally Jones, Engagement Assistant (SJ)

Callum Parke, Engagement Intern (CP)

One member of the Alumni Advisory Board

Twenty-seven members of the Alumni Association

1: Welcome and introductions

- PD welcomed the group to the meeting.

2: Minutes of the last meeting

- The minutes of the 2018 Annual General Meeting were approved.

3: Update from Alumni Association President: Paul Drummond

- The Board received resignations from Tom Waller and Samuel Edmunds, due to work pressures. Both made successful contributions and will remain valuable members of the Alumni Association.
- The next election period is approaching with seven positions available. Nominations open 15 July 2019 and will close 29 July 2019. Voting will then take place in August and new members will be in post on 1 September 2019.
- PD is coming to the end of a three-year term as President of the Alumni Association. Oliver Sidwell, departing Alumni Advisory Board (AAB) member has been appointed President-Elect and will be in office from 1 September 2019.

- Loughborough continues to build positive relationships with international universities through collaborative research projects.
- PD is active on the Health, Safety and Environment committee, which works to improve the well-being of staff and students.
- PD highlighted activities of other members of the AAB.
- PD explained how alumni can help the Engagement team through offering their time, expertise and networks. Mentoring opportunities are available to alumni looking to share their experiences and support current students.

4: Engagement update from Stakeholder Relations Manager: Alison Barlow

- Focus for 2018-19 was on alumni staying connected, feeling valued and supported. An important strand of work is ensuring contact details are up to date.
- All figures relating to the number of contactable alumni have increased.
- The Engagement team have taken a personalisation approach to the latest e-newsletters.
- AB explained the importance of social media statistics as they demonstrate how responsive and engaged alumni are around the world. It offers alumni a convenient platform to be successful advocates.
- The latest '#LboroMemories' campaign gained high levels of engagement and gave alumni the opportunity to share their favourite photographs from Loughborough. The campaign gathered three years' worth of content which will be posted across social media channels.
Question: Is this GDPR compliant?
Answer: Yes, there was a disclaimer on the website which explained in providing a photograph, alumni are consenting to said photograph being shared.
- AB thanked all alumni volunteers for their contributions. Volunteering figures have increased particularly in the area of guest lectures. Famed alumni such as Ore Oduba and Red Arrows pilots returned to share their inspirational post-graduation stories with students as part of the ongoing Personal Best series.
- Going forwards the team intend to deliver more campaigns, organise new events and create more opportunities for alumni to get involved. Examples of this include an international buddying scheme, designed to connect overseas alumni with a current student undergoing a work placement or study exchange abroad.

5: Questions from the floor and discussions

- What criteria is used to determine Loughborough University's league table rankings?

The National Student Survey (NSS) is a key factor, assessing the overall student experience. Other measures include teaching, research and knowledge excellence frameworks. There are various elements which influence rankings and each league table will have a different emphasis.

- Are there any plans to reinstate the alumni magazine?

Unfortunately, no. With over 170,000 alumni on the University database, it was not cost-effective to continue sending printed magazines. The department is responding to current digital demands and for the most part, has consciously opted to communicate via email.

- Through targeted e-newsletters, are alumni missing out on other University updates?

No, most e-newsletters contain the same news stories. It is the events section which is tailored to offer relevant opportunities which broadly speaking, are more age appropriate. For example, career workshops tend to be better suited to young graduates seeking employment.

- In terms of student recruitment, is the University engaging international alumni and mobilising their networks to encourage students to come to Loughborough?

Yes, the Engagement team works closely with the International office to reach prospective students. A prime example is through pre-departure events where alumni volunteers meet with prospective students to share their positive experiences of Loughborough.

Another example is the Hong Kong alumni group who invite current students to their monthly events. Students can socialise with Loughborough alumni and are introduced to University life.

- Is it possible for alumni to visit the Loughborough University London (LUL) campus, on Queen Elizabeth Park?

Much like Loughborough, the LUL campus is open for alumni to visit at their leisure. The Engagement team will be working on an events programme for 2019-20 and will consider opportunities on Queen Elizabeth Park.