

**Alumni Association Annual General Meeting 2017**  
**Sunday 10 September, 10am – 12pm**  
**Convention Room, Burleigh Court, Loughborough University**

**Attendance**

Chair

Paul Drummond, Alumni Association President (PD)

Present

Emma Leech, Director of Marketing and Advancement (EL)

Alison Barlow, Stakeholder Relations Manager (AB)

Katie Wilson, Engagement Officer (KW)

Connie Stovell, Engagement Intern (CS)

Five members of the Alumni Advisory Board

Thirteen members of the Alumni Association

**1: Welcome and introductions**

- Paul Drummond welcomed the group to the meeting.

**2: Minutes of the last meeting**

- The actions of the 2016 meeting were discussed. The sport event clashed with a major University event and did not take place. Coffee mornings were discussed and PD noted that other activities were the current focus.
- The minutes of the 2016 Annual General Meeting were passed.

**3: Alumni Association Constitution and Operating Procedures**

- PD gave an introduction to the new Constitution and Operating Procedures.
- PD noted that the new Constitution will be taken to University Senate and Council for formal approval.
- The documents outline the way in which the Association is governed.

- There was a question about why the documents were being updated. PD responded that the updates would allow for operating procedures to be drawn up separately from the constitution. The Constitution explains what and why things are done, the Operating Procedures explain how they will be done. PD noted that there were no fundamental changes to the Constitution.
- Alumni Advisory Board member, Alan Vaughan Thomas noted that the Constitution is seen as a static document and the Operating Procedures intend to give further details and be a more fluid document in the future.

#### **4: An update from the Alumni Association President, Paul Drummond**

- PD gave his President's update. This covered the recent election, meetings, international activity, donor activity and expert work. PD also talked about governance and plans for 2017-18.
- PD discussed the interest in collaborating and connecting further with alumni groups in the UK and overseas. There was a question regarding how alumni are contacted and if there is strong enough messaging, particularly to groups overseas. AB commented that all alumni receive a monthly newsletter as well as bespoke messages where applicable.
- A member of the association asked about the "yes" and "no" options on alumni update forms and sign-ups for receiving email communications. There were some questions surrounding why this is necessary if people are still in contact. It was explained that the General Data Protection Regulations (GDPR) require the University to obtain permission to contact alumni after May 2018.
- *Please see Appendices 1 and 2 for more information.*

#### **5: An Engagement update from Stakeholder Relations Manager, Alison Barlow**

- AB gave an update on the activity in Alumni Relations alongside the wider Stakeholder Relations activity, including internal and external communications. This included an introduction to the team, an outline of what the team do, statistics on engagement activity over the last year and an update on alumni communications work.
- AB urged all alumni to share updates and news stories with the team.
- There was a question about how many alumni are out of contact with the University. AB noted that around 40,000 alumni are completely out of contact.
- *Please see Appendix 2 for more information.*

#### **6: Questions and discussion – from the floor**

##### ***Halls of Residence***

- A question was raised regarding connectivity with the Halls of Residence. It was suggested that the Alumni Advisory Board members should return to their Hall to give talks to the students to discuss the heritage of Loughborough.

- AB noted that the Engagement team have been working to engage with the Halls to collaborate more closely.
- AB also discussed the new sharing policies that are in progress with the Students' Union. This will enhance the quality of data in the Engagement team to raise awareness of activity that alumni took part in during their studies.
- EL commented that the Marketing and Advancement team work closely with the Halls to collaborate and work together as much as possible.
- A member suggested that each hall should produce something to share the history of each hall, encouraging alumni of each hall to contribute.
- EL noted that this has been suggested within the Halls as a potential piece of online work.
- There was a question regarding whether Hall reunions are held. EL noted that KW works with the halls to facilitate reunion activities to connect alumni with the Hall reunions.
- Alan Vaughan Thomas noted that the halls data held by the University isn't as strong as it could be. KW commented that the update forms on the alumni website have been separated to simplify the system and to encourage stronger data gathering.

### ***Lost alumni***

- There was a question about what framework is in place to trace lost alumni.
- AB discussed the plans for the project, which include an online campaign as well as contacting people through regular communication methods. The team would also be working to encourage alumni to share the messages with their friends to update details.

### ***International activity***

- A question was raised about how much alumni activity there is in Africa.
- PD discussed the model for the international alumni activity and noted that the Alumni Advisory Board and the Engagement team are very keen to hear more about the activities that are going on all over the world and to find out how they can be supported.
- PD noted that the focus for the next couple of years is to increase advocacy and networking to engage more widely with the international alumni communities.

### ***University Staff members of the Association***

- A comment was made about how previous members of staff can be engaged within alumni activities.
- EL noted that many former staff are also local, and therefore are involved in some of Alison Barlow's activities within the local community. Data of former staff is not held centrally.

### ***Alumni email accounts***

- A question was asked about the deletion of the alumni email accounts. PD confirmed that this is the case as the University moves away from Google. Accounts will become inactive on 1 December 2017. New email accounts will not be created.

### ***Lboro Connect***

- The online mentoring platform is available to use as an app.

### ***Events***

- There was a question raised about why coffee mornings no longer take place and that without them the former members of staff feel disengaged.
- EL noted that everyone is invited to any open events that are held. Many events are however invitation only or for very specific groups of people. EL commented that coffee mornings and some previous events have detracted from some of the activities that need to be undertaken.
- PD noted that this should be reviewed as part of a wider topic of engaging all alumni.
- AB added that the team are working to trial new events.
- Alumni Advisory Board member, Alison Walker, noted that she is keen to contribute to this area of activity as a local alumna.
- EL added that she is happy to consider what kinds of events would be of interest and to look into how to move this forwards.

**ACTION:** Consider how to reengage with local alumni and former members of University staff.

*PD closed the meeting.*

## Appendices

### Appendix 1

# Loughborough University Alumni Association General Meeting 2017 President's Update

## Alumni Advisory Board

### Membership

Alumni Advisory Board Members hold office for a period of 3 years and can stand for election for a further period of 3 years. This year, four members stood down from the Alumni Advisory Board and four new members joined the Alumni Advisory Board on 1 September 2017.

*Table 1: AAB Membership from 2016-17 into 2017-18*

Standing Down	Continuing	New Members
Alex Lyness	Alan Vaughan Thomas	Aman Dhall
Gemma Godfrey	Alison Walker	Natalie Panto
Michael Brookes	Alok Choudhary	Sameedha Rich-Mahadkar
Ming Ng	Basheerhamad Shadrach	Samuel Edmonds
	Charlotte Mason	
	Jacky Yau	
	Oliver Sidwell	
	Paul Drummond (President)	
	Ralph Powell	
	Ravi Pau	
	Yvonne Lumley	

We would like to thank Alex, Gemma, Michael and Ming for their work as AAB Members and the contribution they have made during their period in office. We would also like to welcome Aman, Natalie, Sameedha and Samuel as Members of the AAB.

### Elections 2017

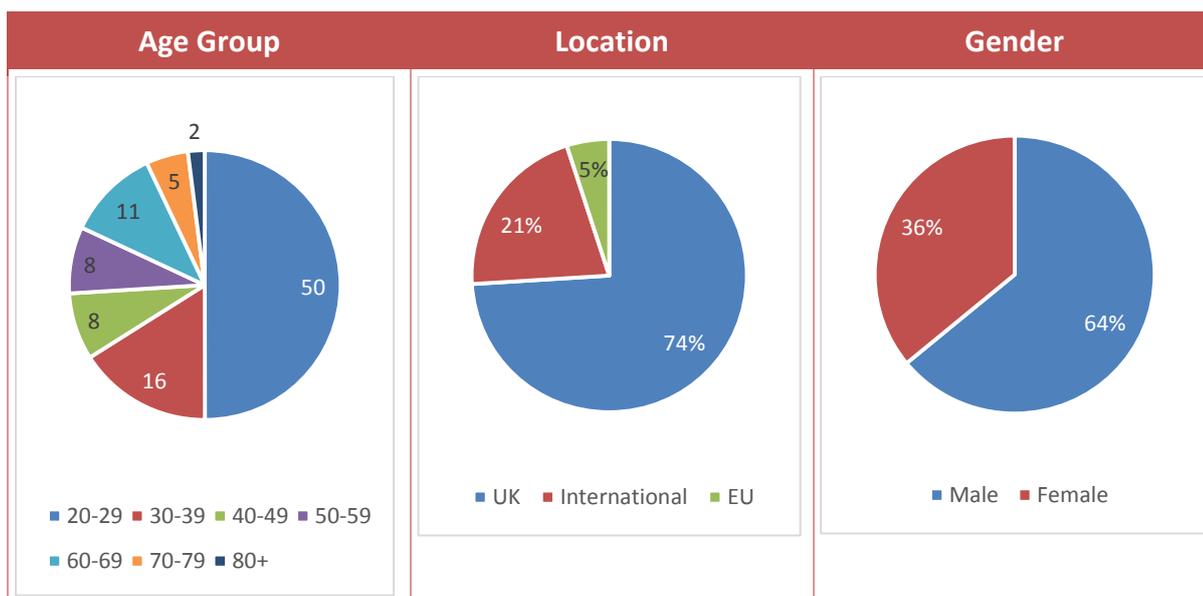
Elections for the Alumni Advisory Board improves year-on-year in terms of the level of interest and the quality of the candidates. This year we had forty-four candidates and we thank all of them for showing their interest in the Alumni Association and the Alumni Advisory Board.

The Alumni Association Constitution states that “... *The Advisory Board may at its sole discretion review the nominations for election to the Advisory Board and produce a shortlist of candidates for the sole purpose of achieving a representative balance on the Board.*” A shortlist of thirteen candidates was put forward to the final election and a total of 375 votes were cast to select the four new members.

The Alumni Advisory Board and the Engagement Team will work to harness the enthusiasm displayed by the unsuccessful candidates and where possible will involve them in future alumni activities.

In terms of the distribution of votes, there was a good spread across the various demographics with the hot spot being UK based / 20-29 age group. This also reflects the work the University and Students' Union have done in promoting the Alumni Association to current students and recent graduates. We also have interest from alumni who graduated over 50 years ago – this interest is clearly shown in the annual reunion weekend. We do, however, need to explore ways that we can get a higher proportion of our 165,000 alumni to vote in next year’s election.

*Table 2: Demographic Distribution of AAB Election Voters 2017 (375 Total Votes)*



### Meetings 2016-17

The following AAB meetings were held in 2016-17. Except where noted, the meetings were held at the Loughborough University campus:

- ▶ 28 October 2016;
- ▶ 27 January 2017;
- ▶ 7 April 2017;
- ▶ 4 August 2017 – Loughborough University London.

The meetings are generally between 2pm and 4pm. Throughout the year, we have been improving the ability for remote connection for AAB members who cannot physically attend the meeting. We have moved from Skype and trialled Skype for Business, GoToMeeting, Adobe Connect and Cisco

conferencing. With the webinar-type services we have had video/audio interaction and the ability to share presentations, etc. This has proved very useful in connecting our overseas AAB members and anyone else who cannot physically attend the meetings.

On behalf of the AAB, the President thanks Katie Wilson, Katharine Green and Alison Barlow from the University Engagement Team who have put a lot of effort into moving us forward with this virtual connectivity; it has transformed the effectiveness of our AAB meetings. This was undertaken in a professional and effective way during a period of transition for the team into a new organisational structure under Emma Leech, the Director of Marketing and Advancement.

## Activities 2016-17

### Alumni Events

Details of all the Alumni events for 2016-17 is provided by the University's Engagement Team in their update to the General Meeting. AAB members have been present at most, if not all, of these events in order to promote the Alumni Association and support the University with its four strategic objectives for alumni:

- ▶ Advocacy;
- ▶ Experts;
- ▶ Employers;
- ▶ Donors and Sponsors.

### University Council

As its representative, the President of the Alumni Association is a lay member of the University Council, the University's governing body. The President attended all the University Council meetings during 2016-17:

- ▶ 20 October 2016 (Away Day);
- ▶ 24 November 2016;
- ▶ 30 March 2017;
- ▶ 6 July 2017.

Attending these meetings amplifies the point that Loughborough University is a World Class University that is now in the top 10 in the UK. The University's teaching and research excellence has been tangibly recognised as has the "student experience". It is the partnership working between the University and the Students' Union that has delivered these results. To be a World Class Alumni Association, we also need to work in partnership with the University and the Students' Union, aligned with the four key strategic objectives.

One of the most visible outcomes of the University Council was the appointment of Lord Coe as the University's sixth Chancellor, following the University Council meeting at Loughborough University London on 30 March. What is also clear is the University's ambition and the capital investment programme that underpins that ambition. Several major developments are planned, encompassing academic, enterprise and residential projects often supported by some significant alumni donations. These are exciting times for the University.

## Member Activities

### Advocacy

Spearheaded by Ming Ng, and in support of the University, there has been increased and effective engagement with the international alumni community, particularly in China, Hong Kong and India. Alok Choudhary has engaged with the India alumni group and has been advising incoming students as an alumnus. Another alum in India runs a regular “Monday Club” and Alok is trying to engage further with this alum.

The alumni engagement in China, Hong Kong and India could now be replicated to better engage other international alumni groups, noting that the structure would be different across different countries and groups. Showcasing this engagement model may enable smaller groups to form organically in smaller countries and regions – there is regular activity in these groups that is not always reported back to the University’s Engagement Team.

It is important to consider the strategic international markets in which the University currently operates to ensure that resources are used effectively. For example, this would align to the increasing number of international receptions the Vice Chancellor is now holding, helping in the preparation and build up to these events as well as supporting any follow-up activities. In addition to increasing the advocacy for the University, there is always the opportunity for philanthropy as well.

### Experts

Guest lectures have proved to be an effective way for alumni to share their expertise with current students. There has been AAB member engagement with senior members of staff from the engineering department to raise awareness of the Alumni Association and linking this to the STEM Ambassadors Programme.

AAB members have been working with Tracy Bhamra, Pro Vice-Chancellor (Enterprise), on plans for a “Loughborough in the North” event.

These activities emphasise the STEM and entrepreneurial credentials of the University and its alumni. This also aligns with the University’s objectives and its drive to remain a Top 10 University. Alumni can contribute significantly to this and the AAB will endeavour to facilitate this more in the future.

### Donors and Sponsors

Through its rag events, the Students’ Union has been raising over £1,000,000 annually for local, national and international charities. The Annual Fund is a way in which alumni can do something similar.

Many alumni, including AAB members, contribute to the University’s Annual Fund that supports a wide variety of projects that transform the student experience, enhance research and teaching, and support students in financial need. This is an area where more alumni can contribute affordable

amounts on a regular basis and help to grow this Annual Fund and deliver more transformational outcomes.

AAB members have also been working with the University's Events Team in trying to set up many fund-raising events, such as a park run.

"Every little helps!"

## **Governance**

On behalf of the Alumni Association and the AAB, the President thanks Ralph Powell and Gemma Godfrey for crafting an updated Constitution and a new set of Operating Procedures to improve the governance of the Alumni Association and its Alumni Advisory Board:

- ▶ The Constitution sets out the "what and why?" for the Alumni Association;
- ▶ The Operating Procedures determine how the Constitution's actions and obligations will be discharged by, amongst others, the Alumni Advisory Board and the Alumni President.

These documents bring clarity to the operation of the Alumni Association and the Alumni Advisory Board and are separately presented for information to the General Meeting. This is a major step forward in the governance of the Alumni Association.

## **Plan 2017-18**

### **Meetings 2017-18**

The provisional plan for AAB meetings is:

- ▶ 24 November 2017, Loughborough campus;
- ▶ 2 February 2018, Loughborough campus;
- ▶ 27 April 2018, Loughborough campus;
- ▶ 20 July 2018, Loughborough University London.

The meetings will be held between 2pm and 4pm, although the timing may change to better suite overseas AAB members. Improvements already made in virtual meetings, with appropriate webinar tools, will be moved further forward. With the University Engagement Team's help, the most appropriate tool to use for all future meetings will be determined.

### **Key Performance Indicators (KPIs)**

Whilst completing the governance activities during 2016-17, the AAB also started its consideration of KPIs to set the targets for and measure the delivery of its contribution to the University's strategic objectives.

On behalf of the Alumni Association and AAB, the President thanks Alison Barlow, the University's Stakeholder Relationship Manager, for drafting a set of KPIs for the AAB's consideration in the April 2017 meeting. For 2017-18, the focus will be on Advocacy and Philanthropy; Expert KPIs can be considered during 2017-18 for introduction in 2018-19; Employer KPIs will be considered in 2018-19.

Table 3: Proposed KPIs 2017-18 - Advocacy

Advocacy Activity	Metric	Target
Engagement with International Alumni Groups	Number of meetings / calls	TBA
	Number of formal events attended	TBA
	Number of informal events attended	TBA
	Number of International Alumni Groups represented at General Meeting	TBA
Networking Events	Number of Loughborough University events attended	TBA
	Number of other Alumni networking events attended	TBA
Finding Lost Alumni	Number of contactable Alumni	TBA
	Number of Alumni details updated	TBA
Alumni Association News Stories	Number of stories submitted	TBA
	Number of stories used	TBA

Table 4: Proposed KPIs 2017-18 – Donors and Sponsors

Donor & Sponsor Activity	Metric	Target
Annual Fund	Number of potential Annual Fund donors identified	TBA
	Number of donors contributing to the Annual Fund	TBA
	Annual Fund value	TBA
Legacy and Sponsorship	Number of potential donors and sponsors identified	TBA
	Value of donations, legacies and sponsorship	TBA

Whilst the above KPIs are related to the delivery of the University's objectives, the AAB will also consider KPIs that relate to the benefit that can be delivered from alumni to alumni over and above the networking and alumni events already planned.

**Dr Paul Drummond**  
**President, Loughborough University Alumni Association**  
**Chair, Loughborough University Alumni Advisory Board**

10 September 2017

*Please see the attached PDF document for appendix 2.*