



Alumni Association Annual General Meeting 2019

Monday 24 July 2020, 3pm – 4pm

Online

Attendance

Chair

Oliver Sidwell, Alumni Association President (OS)

Present

Alison Barlow, Stakeholder Relations Manager (AB)

Katie Wilson, Engagement Officer (KW)

Martyn Edwards (ME)

Sally Fisher, Engagement Assistant (SF)

Three members of the Alumni Advisory Board

Five members of the Alumni Association

1: Welcome and introductions

- OS welcomed the group to the meeting.

2: Minutes of the last meeting

- The minutes of the 2019 Annual General Meeting were approved.

3: Update from Alumni Association President: Oliver Sidwell

- OS talked about the next round of AAB elections and that in September there would be three new members to the board.
- OS talked about the three current members of the board who are leaving.
- Seven new members joined the board in September 2019, two of those board members are into their second term.
- All 15 members of the board bring different skills to the board which makes them innovative. OS outlines the skills each new board member brings.
- OS mentions how the election process works to become a member of the AAB and when the AAB have had meetings in the past year.

- OS gives insight into what AAB members have been up to over the past year.
- OS talks about how he has been a member of the Loughborough University Council; he organised the 130 Challenge raising over £3000 for the student hardship fund and also created a video which was used for the virtual open day.
- OS informs all about members of the AAB positive news stories. These included Alex Laybourne becoming the Head Coach for the Swedish Rugby team and Aman Dhall named in the top 40 under 40 Agency Reporters in India.
- **Question** – Looking back at the past year, is there anything that comes to mind that has really worked.
OS answers, everyone has a different specialism and different amounts of time to give. AB adds to this by saying having a board that is diverse and representative of the alumni population is important.

4: Engagement update from Stakeholder Relations Manager: Alison Barlow

- AB explains that the alumni engagement team have had a few changes to the alumni relations team and a new alumni president.
- In the newsletters there have been subtle improvements to the design and there has been a focus on content.
- Tweaks have been made to the website structure.
- AB mentions the alumni survey and part of that is around communications and encouraged alumni to give feedback.
- All figures relating to the number of contactable alumni have increased.
- Social Media statistics show there are increases in followers, liking and sharing of content. Over all platforms; Twitter, Facebook, and LinkedIn.
- AB talks about campaigns which have ran this year.
- The #LboroPostcard campaign engaged alumni community in 62 countries.
- The recent campaign Supporting the #LboroFamily which featured 42 alumni, who supported their individual communities in a variety of ways.
- Volunteering has increased and the number of alumni offering support has also increased.
- Ways in which alumni have volunteered has included, featuring in videos for online events/activities, news stories and profiles on alumni, guest lectures, mentoring and panel work to support careers and enterprise.
- AB encourages anyone interested in volunteering to get in touch.
- AB explains there is a focus on international alumni as a key priority. Currently making contact with international alumni, encouraging international alumni to share details of their careers for profiles and news stories which also supports with recruitment, recently had elections in India for alumni volunteers and are looking for international alumni to support through volunteering, there is also foundations for an international buddying scheme.
- AB mentions that the alumni team, work alongside the team responsible for fundraising.

- AB talks about the alumni involvement in the 130 Challenge to fundraise and maybe in the future to do more fundraising activities.
- AB mentions events that focus on reunions and networking opportunities, once things get back to normal these events will resume.
- AB informs that plans for the next year, more scope to do digital events, looking to do a campaign which will appeal to engineering alumni, looking to have opportunities for volunteering through mentoring, benchmarking data on engagement around international alumni.

5: Questions from the floor and discussions

- I am a bit old but is there anything I can help you with?

We will talk to you offline and find a way to get you involved.

- AB asks alumni to get in touch with any ideas.

OS closes the meeting, thanks everyone involved and asks alumni to get in touch if they have any questions.