HARPER ADAMS UNIVERSITY

Board of Governors

Minutes of the Meeting of the Board of Governors held on 7th April 2017 in the Boardroom

Present:	Mr Mike Lewis	Chairman
	Dr David Llewellyn	Vice-Chancellor
	Mr Tim Burnhope	
	Mr Peter Cowdy	
	Dr John Donaldson	Staff Governor
	Mrs Emma Folkes	
	Mr Richard Hambleton	
	Dr Moira Harris	Staff Governor
	Mrs Lavinia Moroz-Hale	Staff Governor
	Mrs Heather Jenkins	
	Professor Mark Ormerod	
	Dr Julia Pointon	
	Mr Peter Nixon	
	Dr Martin Thomas	
	Mr Campbell Tweed	
	Mr Dominic Wong	
Apologies:	Mrs C Snell	
	Professor P Mills	Deputy Vice-Chancellor
	Mr S Vickers	Vice-Chairman
	Mr M Roach	
	Mr C Bailey	
	Mr F Hammond	President of the Students' Union
In attendance:	Dr Catherine Baxter	University Secretary & Clerk to the Board
	Mrs Liz Furey	Director of Finance
	Mr S Pride	Director of Marketing & Communications (for item 10 only)

Register of Interests

Members were reminded to complete or update their entry in the Register of Interests as necessary.

16/39 **Staff Observers**

Noted: that although three members of staff had hoped to observe the meeting

that some members of the Board may be reticent to make comments due to the large membership. The Chair would continue to actively encourage all members to speak if they wish to do so and it had been suggested by some members that he might ask any particular member to comment if he or she had perhaps not had an opportunity to do so

ii) that further open days were planned to continue the University's proactive focus on recruiting students for 2017/2018, as well as for 18/19.

iii) that the University would be responding to the Governments Industrial Strategy Consultation. In particular the University would be highlighting that food and farming needs are to be re-emphasised as well as a reference to Agri-Tech, which although invested in strongly by the Government in recent months and years was not mentioned in the proposed new strategy. However it was pleasing that the new industrial strategy, amongst its ten pillars, emphasised the importance of skills and investments to rebalance the UK economy across the country. In its response, the University would also mention the £9m Growth Deal 3 agreement to create an Innovation Park for Agri-Tech related industries to the south of Newport. It was hoped that this would continue the University

Foundation had very kindly agreed to support a second chair due to the quality of the field of applicants, and it was hoped that the second appointment could be secured in the near future. Having two appointments would enable the University to create a Centre for Applied Agri-Tech Economics and it was hoped that this development would support the House of Lords recent report on Robotics, where the University had helped to influence members to include in their report a recommendation that the Government should support investment on the use of Robotics in Agriculture and Fisheries as well as focussing on autonomous motor car developments. The report has suggested that a business case for Applied Agri-Tech in Agriculture and Fisheries would be useful, and it was hoped that the two new Chairs' would be able to contribute to this discussion.

xii) that the University had made its TEF submission. The outcome of all submissions would be known in May 2017.

xiii) that since the last meeting the University had been confirmed by the Times as first in the UK for Student Experience. In addition to this during the week preceding the Board meeting, the University had been shortlisted for two Leadership and Management Awards - one for "Outstanding Learning and Teaching" and one for "Outstanding Leadership and Management Team".

xiv) that in the WhatUni Awards which had taken place the previous evening, Harper Adams had been confirmed as "University of the Year" for the second year in a row. It had also been in the top three in all of the categories that in which it had been short listed, and had won the categories for Job Prospects, Student Support Courses and Lectu3.2 (or)(,)1 (he c)-8D
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viii) that the HEFCE grant letter is due to be received on the 12th April 2017. It was anticipated that certain cuts were likely to be contained in the letter and therefore there would be a need to continue to be

forums.

iii) that as members were aware under the Institutional Specific Funding, allocation, University had agreed to designate additional funding to supporting learning and teaching particularly around IT based learning and supporting staff to develop further skills in relation to this. The overall project was now called DELTA - “Delivering Excellence in Learning and Achievement”. Students had been asked to engage with this, and had suggested that the teaching area that they would wish to see refurbished in particular was B Block on the south side of the campus. Proposals for this are currently being developed.

Agreed: to express the Board’s thanks to Andy Jones and his team and to all staff who were engaging so positively with the Learning and Teaching Strategy. **CEB**

16/46 **International Strategy**

Received: a progress report from the Director of Learning and Teaching

Noted:

i) that progress with strategy was moving forward positively and a number of the targets were already being achieved in advance of the anticipated dates.

ii) that at the European Commission Seminar recently attended by the Vice-Chancellor, that there was strong evidence of European

progress with the International Strategy. **CEB**

16/47 **Marketing and Communication**

Received: a report from the Director of Marketing and Communications

Noted:

i) that the review of the Marketing and Communication Strategy had been completed and a copy of the updated strategy was included in the agenda papers for the consideration of members of the Board.

ii) that the aim of the new strategy was to respond to the challenging environment and to identify a range of key projects during the next 6-12 months, which will enable the University to engage with a wider range of potential students. In particular the University hopes to ensure that the Harper "Brand" was better understood and fully communicated in a way that was accessible to all potential audiences.

iii) that there was evidence to date that the new prospectus had been drawing a significant amount of attention and requests for copies had been significantly higher than requests for prospectuses at the same time in the previous year. Response at UCAS Fairs had also been positive. It was recognised that the number of prospectuses ordered or requested was not necessarily an indicator of engagement with the detailed information set out within the publication, although it was indicative that the "Brand" was attracting a wider range, and greater degree of interest.

iv) that the Marketing team were using new software to record firm expressions of interest and to ensure that these were followed up.

v) that the Harper Adams experience would be taking place during the Summer 2017 and as a result of better engagement at a number of recent events, the University would be making contact with 700 potential leads rather than 300 leads in 2016 with respect to issuing invitations to consider attending HAE.

vi) that feedback from visitors attending the University including the recent Harper Ireland dinner had been particularly positive.

vii) that the University had engaged with the Big Bang event held at the NEC, where 75,000 young people had attended. A Big Bang event would be taking place at Harper Adams during Summer 2017.

viii) that the visual identity changes proposed had led to some less positive feedback from current students. This had led to a meeting at which the Vice-Chancellor had explained the reason for the new logo and had confirmed and assured students that the coat of arms would continue to be used on the campus extensively. It had further been agreed that the signs at the entrance to the campus, together with other signage on campus, would feature the full coat of arms and that the logo would be used for marketing purposes. Alumni and students who had expressed concern about the new logo had responded positively to this proposal.

ix) that the College of Arms had also confirmed recently that H.M. The Queen had given permission for the full coat of arms to be formally assigned to the University. This was the first time that a coat of arms originally assigned to individuals had been assigned to a University.

x) that June 2017 would mark the 200th anniversary of the birth of Thomas Harper Adams. The marketing team are currently developing a 12 month long programme to celebrate this and to underline the fact

that the University is proud of its heritage as well as developing a modern and forward looking brand identity.

xi) that work on the access agreement was also critically important and would be focussing on “hard to reach” groups, including white working class boys in rural areas as this had emerged as a particular group that was under represented in higher education.

Agreed: i) to thank Simon Pride and his team for their work in developing the new marketing and communications strategy.

ii) to approve the new marketing and communication strategy as set out in the agenda papers.

16/48 **Report of the President of the Students’ Union**

Received: i) a report by the President on the recent activities of the Students’ Union

ii) the updated Memorandum of Agreement between Harper Adams University and Harper Adams Students’ Union

Noted: i) that the President had highlighted in his report that the Students’ Union continued to progress positively and to aim to widen its appeal to all students. As part of this the Students' Union had reviewed its brand and discussions with students had been positive to date about these proposals. Further discussion would take place with the Students’ Union Trustee Board in the next week.

ii) that the President was actively engaging with external auditors to secure the final audited version of the Student Union accounts. While the Board had been updated at its November meeting on the financial performance of the Students Union, the University Secretary would ensure that a formal copy of the accounts was provided to members as soon as possible. **FH/CEB**

iii) that the Memorandum of Agreement between the University and the Students’ Union have been subject to review and detailed discussion. The copy included in the agenda papers had been agreed by the University’s Management, the Officers and Management of the Students’ Union and by the Student Union Trustee Board.

Agreed: to approve the updated Memorandum of Agreement between Harper Adams University and Harper Adams Students’ Union for the period 30th April 2017 to 31st December 2022.

16/49 **Health & Safety**

Noted: that the Governors’ Health & Safety Policy Statement for 2017/18 was included in the agenda papers. No changes have been proposed to the statement.

Agreed: to approve the Governors’ Health & Safety Policy Statement for 2017/18.

16/50 **Student Regulations**

Considered: i)

iii) that the Trust was aware of the requirements emerging from the fund raising preference service and the new data protection (GDPR) requirements in relation to contacting Alumni.

iv) that the Trust were currently seeking new Trustees and had been successful in securing interest of one new Trustee who had confirmed that she would be willing to join the Trust in the next few months. In the meantime the trust wished to identify other potential new Trustees and members of the Board were asked to submit any suggestions to the University Secretary in due course. **ALL**

16/54 **Committees**

Received: i) a report on the meeting of the Honorary Awards Committee held on 29th November 2016.

ii) a report on the meeting of the Staffing Committee held on 20th January 2017.

iii) a report on the meeting of the Farm Strategy Committee held on 2nd February 2017.

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