Buckinghamshire New University

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confirmed by Council with	

Joint Council/Senate Meeting

Minutes

date: **25 November 2013**
time: **4.00 pm**
location: **Boardroom, High Wycombe**

Present:

Christine Beasley (Chair)	Council	Independent Council Member
Antony Bellekom	Council	Independent Council Member
John Boylan	Senate	Academic Dean, DMM
Antonia Byatt	Council	Independent Council Member
Jack Badu	SU	Vice President, Students' Union
Ruth Clemow	Senate	HoS (S&H)
Barbara Dexter	Senate	Director Learning & Teaching
Baljit Dhillon	Council	Independent Council Member
Ruth Farwell	Council/Senate	Ex officio Member and Vice Chancellor
Naomi Franco	Council/Senate	Students' Union President
Derek Godfrey	Senate	Deputy Vice Chancellor
Lauren Griffiths	Senate	HoS (S&H)
Ruth Gunstone	Senate	Director Student Services Directorate
Ian Hillan	Council	Independent Council Member
Michael Hipkins	Council	Independent Council Member
Julie Irwin	Council/Senate	Elected Senate Member
Maggie James	Council	Independent Council Member
Richard Jones	Senate	Teaching (DMM)
Frazer Mackenzie	Senate	HoS (DMM)
Tim Marshall	Council	Co-opted Council Member
Sukhie Mattu	Council/Senate	Elected Staff Member (PSE)
Ken McCrea	Council	Co-opted Council Member
Hilary Mullen	Council	Elected Staff Member (Academic)
Lynette Murphy	Senate	Teaching (DMM, DCV&A)
Jenny Newton	Council	Independent Council Member
Simon Opie	Council	Independent Council Member
Ian Plover	Senate	Director (DMM)
Carol Pook	Senate	HoS (S&H)
Jo Rixon	Senate	Teaching (S&H, PQN)
Keith Ryan	Council	Independent Council Member
Alison Shreeve	Senate	HoS (DMM)
David Sines	Senate	PVC/Executive Dean (S&H)
Linsey Taylor	Council/Senate	Elected Senate Member
Terri Teasdale	Council	Independent Council Member
Shân Wareing	Senate	PVC Learning & Teaching
Sue West	Senate	Academic Dean (S&H)

Piers Worth	Senate	Teaching (S&H SSPiCE)

Officers:

Miriam Moir	(Secretary)	Senate
Marcus Wood	(Minute Secretary)	Senate

Ellie Smith	Council	Clerk to the Council
Vanessa Pilon	Council	Registrar (Governance)

In attendance:

Bob Cozens		Director, Marketing and Student Recruitment
Anne Whitehouse		Head of Marketing
Diane Jamieson Pond		University Communications Manager

Apologies:

Lori Flynn	Council	Independent Council Member
Paul Springer	Senate	Head of Research (DMM)
Brian Tranter (Deputy Chair)	Council	Independent Council Member
Lorraine Watkins-Mathys	Senate	HoS (DMM)

887   Declaration of potential conflicts of interest

887.1   No conflicts of interest were declared or identified.

888   Minutes of the joint meeting held on 19 November 2012

888.1   It was noted that the minutes of the last meeting were confirmed by Council on 18 March 2013.

889   Social Media: Strategy for use by the University

889.1   The use of Social Media is increasing at a phenomenal rate and is here to stay. Users of Pinterest and Twitter are in the millions whilst users of Facebook have reached a billion. Users value Social Media so much that 1 in 3 say that they value freedom to use it at work more than salary and 56% say they would not take a job if they could not use it at work. Users also say that it is hard to curtail usage because resisting it is harder than resisting drinking, smoking, spending money, sleeping and sex. It rewards you in the same way as these by providing pleasure and motivation as well as being compulsive and requiring perseverance.

Although it offers a huge opportunity for marketeers and businesses there are challenges relating to 24/7 and 365 day coverage as well as control. The University has been progressively engaging with and promoting their use of social media since2007 through Facebook Tube, Twitter, Flickr Corporate Pages LinkedIn Company Pages and Hootsuite in 2013.

The University is using Social Media to inform, inspire and engage students, staff and stakeholders as well as:

- Facebook - promoting posts and advertising eg Open Days
- Twitter – engagement with prospective students
- You Tube – course related and University promotion
- The Student Room – Advertising, applicant/student engagement
- Faculties and Directorates – courses, sport and library

The University is also engaging with current students, current events, having positive conversations, mitigating negative discussions and mitigating risks through up to date on-line monitoring tools for Social Media. It is also implementing both an employee policy as well as guidelines for both staff and students.

Future strategy includes:

- More multi-media campaigns – linking off-line, online and social media
- New products - Google+, Instagram, Pinterest, Tumblr, Selfies, infographics and 'big data'

- Define objectives and better use of metrics
  - Integration into overall strategy (use of a variety of media to achieve KPI's)
  - Not just followers and likes but level of engagement
  - Effectiveness and contribution to KPI's measured via tools such as Google Analytics and Double-click - social media messaging to 'paying customer'
- Real-time response to enquiries and comments

889.2   Small Group Discussions
Although the groups were asked to discuss and report on the following the debate mostly took place around the three tricky scenarios:

Thoughts and reactions as well as responses included:
- Responses are prioritised and are not decided by one person
- Positive responses to criticism and issues are well developed
- Need to determine what is effective to get the right commercial benefit
- Monitoring tools and procedures for their use are under progressive development
- The use of facebook and blogs by course teams is a critical part of delivery now and students obtain visual examples instantly on line in lectures and discussions
- Provision of support to staff to develop this part of their delivery by sharing development and good practice – social media for fun is different to social media for business – must use the same language
- Positive response from Twitter user regarding the provision of tutorials to others who want to engage but do not know how
- Use of social media for careers advice and alumni is key to success
- Use can unify a group of students both those studying on campus and externally as well as mixed groups
- Concern was expressed that this is in addition to all the other work academic staff undertake – comments included, when it's working at its best others do the work for you, multi task, do things differently, substitute this for other ways of communication, benefits gained can compensate for time expended

Three tricky scenarios and group responses
1. Twin Towers Fancy Dress
   Students were having fun in a nightclub at the weekend and not on University premises. The University has no jurisdiction and should not comment critically but should support the students who are being vilified through social media to the extent that they may be physically, emotionally and mentally bullied. However there will be implications for the students' future careers especially if they are studying for a professional qualification. Other comments included:
   - Agree a positive response in collaboration with the Students' Union
   - The University has a corporate responsibility to look after its students
   - Consider legal ramifications
   - At what stage does the University get involved and offer support
   - Could this impact on the University's reputation both nationally and internationally
   - Use this as an opportunity to debate and discuss the issue and in doing so provide and develop guidance on both why this caused offence and how responses are developed in future

2. Partner College student's father posted a message utterly criticising a course and the College.   The complaint had been previously upheld and a refund of fee given.
   A number of ways of handling this were suggested as follows:
   - Monitor and see if other students post positive comments – have a prepared response for use if necessary
   - Help colleagues and students understand why the University is not responding
   - Ask another student to post a positive response in support if they were happy with their study – this would be a much more powerful response than any the University could make
   - Should not distance ourselves from this as ultimately the quality assurance is the University's responsibility
   - Distraction Strategy - Ignore completely and raise interest in something else

- Risk assessment is key
- Make sure that it is known where the responsibility for agreeing and implementing responses are made
- Bear in mind that this is one person's view

3. <u>Newspaper article regarding library fines and books not returned to the Library</u>
   A number of ways of handling this were suggested as follows:
   - The University should not comment on this but provide good news comments on other library provision, for example the use of e books
   - Encourage return of overdue books through social media, making it visual and memorable
   - Start a story 'What's the library book you never returned'
   - Social media presents challenges to our ways of working and conventions
   - Use social media for a different way of teaching for example instigating a debate through this medium
   - Do students want tutors involved in 'their space'
   - Need to present the corporate image provided by the University

889.3 The Chair thanked the team for presenting and leading the discussions. She stressed that the recruitment and marketing team would continue to develop the Bucks Brand and Campaign and any additional suggestions should be fed directly back to them.

890   Date of next meeting
890.1 The next meeting of Joint/Senate Council is scheduled to take place on Monday 24 November 2014 at 4.00pm.

The meeting finished at pm

SIGNED: ………………………………….

DATE: ………………………………….

Prepared by Registrar (Governance) – 27 November 2013
Checked by Clerk to the Council – 2 December 2013
Confirmed by the Chair – 2 January 2014