



## **NOMINATIONS & ENGAGEMENT COMMITTEE**

### **MINUTES OF MEETING OF 09 OCTOBER 2014**

**1700hrs, Boardroom, Milton Road Campus**

**Present:** I Young (Chair); K Bradford; M Cahill; A Johnston

**In attendance:** S Breadner; P Davis; J Van Herk; M Walker (Clerk); C Wilson

#### **1 WELCOMES & APOLOGIES**

- 1.1 Apologies were received from Diane Erasmuson
- 1.2 The Committee Chair welcomed Jeroen Van Herk, ECSA Student President, to the meeting as an observer.
- 1.3 The Committee NOTED that the Vice-Principal Corporate Development had taken voluntary severance; therefore the Director of OD & Communications was the Committee's sole Executive Lead. Members also NOTED that the Executive Lead's remit had been extended to include Marketing, formerly an area led by the VP Corporate Development.

#### **2 DECLARATIONS OF INTEREST**

- 2.1 No declarations of interest were received.

#### **3 MINUTES OF PREVIOUS MEETING**

- 3.1 The Committee APPROVED the Minutes from 20 May 2014 as an accurate record of the meeting.

#### **4 MATTERS ARISING**

- 4.1 Actions from the previous meeting were either marked complete or on the agenda

#### **5 COMMUNITY PLANNING PARTNERSHIPS (CPP)**

- 5.1 The Committee Chair welcomed the Deputy Principal to the meeting.
- 5.2 The Committee NOTED the establishment of a College CPP Group and its membership, which aligned with the College's strategic objectives and ROA requirements.

- 5.3 Members NOTED the Scottish Government's drive to ensure colleges' effective involvement with community planning through alignment with 'key priorities'. The Deputy Principal informed Members that the CPP Group would work to address these priorities at their first scheduled meeting.
- 5.4 The Committee DISCUSSED the College's CPP engagement and recognised it as an important area of development, which linked strongly to the Edinburgh Guarantee. The Committee Chair asked about opportunities for mature learners, and the Deputy Principal provided reassurance that all learners would fit with the CPP's 'key priorities'.

**C Wilson, Deputy Principal, left the meeting.**

## **6 BENEFICIAL LINKS TO THE BOARD**

- 6.1 The Committee NOTED a verbal update from the Governance Director regarding the development of 'beneficial links to the Board', as highlighted under the *Review of the Committee's Operation* at the previous Committee meeting (*minute 14.2 /20.05.14 refers*).
- 6.2 The Committee NOTED that the Committee Chair, Executive Leads and Governance Director had met on 03 June 2014, and agreed that the VP Corporate Development would produce an *External Engagement & Communications Plan*, to provide Members with an holistic overview of the College's interactions with external agencies. This would then lead to a more detailed paper on beneficial links considering areas of focus, a programme of activity, and the different committee roles.  
  
Members NOTED that in light of the VP Corporate Developments voluntary severance arrangements an *External Engagement & Communications Plan* could not be provided to the Committee.
- 6.3 The Committee AGREED that the Committee Chair, Executive Lead and the Governance Director would meet to discuss beneficial links again, whilst considering connections to the Brand Review and the updated Strategic Plan.

## **7 COMMUNICATIONS STRATEGY UPDATE**

- 7.1 The Committee NOTED a report on the Communications Team's progress towards the implementation of the Communications Strategy. The report covered key areas of public relations, events, stakeholder engagement, internal communications, digital media and brand.
- 7.2 The Committee NOTED the positive media coverage received by the College since May, and the success of recent events including the Staff Conference and the Graduation Ceremony. The Committee Chair, on behalf of Members, wished to congratulate all those staff and students involved in the graduation on an 'excellent' event.
- 7.3 The Committee NOTED a draft Staff Engagement Plan, developed by the Communications and OD Teams, which highlighted a wide variety of staff engagement events for various stakeholders. The Executive Lead informed

Members that the Staff Engagement Plan had been published in June, and that a number of 'aspirational' events had subsequently been planned.

- 7.4 *Paragraph 7.4 presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 30, Prejudice to the Effective Conduct of Public Affairs.*
- 7.5 The Committee NOTED that the operational budget for Communications had been reduced, and that further savings would be identified as part of the College's drive to breakeven in 2015/16. The Committee AGREED that the Committee Chair and the Executive Lead would meet to discuss the operational budget and its alignment with the expectations of Board members and other key stakeholders.

***M Cahill left the meeting.***

## **8 HR, OD & COMMUNICATIONS UPDATE**

- 8.1 The Committee NOTED a report highlighting all activities under the remit of the Director of OD and Communications. Members NOTED that since the drafting of the report, Marketing had been assigned to the directorate.
- 8.2 The Committee were asked to determine which activities should continue to be monitored under Nominations & Engagement Committee, and those to be deferred under the Policy & Resources Committee. Members briefly DISCUSSED the activities and their alignment to each committee.
- 8.3 Members AGREED that the Committee would consider the report again, with the inclusion of a breakdown of Marketing activities, once the Policy & Resources Committee had met and approved its terms of reference.
- 8.4 The Committee welcomed advice from the Governance Director that in light of the formation of the Policy & Resources Committee, it was anticipated all committees would review activities within their remit and the level of committee alignment.

## **9 BRANDING REVIEW REPORT**

- 9.1 The Committee NOTED a report on the next steps of the Brand Review project, following an extraordinary meeting of Board Members, the Executive and the Brand Project Team on 29 September 2014.
- 9.2 The Committee NOTED the next phase of Project 1, which included the agreement of a Brand Wheel, and a robust process of refinement, engagement and consumer testing.
- 9.3 The Committee DISCUSSED the matters related to commencement of *Strategic Brand Interpretations* and *Implementation* (Projects 2 and 3 respectively), including:
- (i) budgetary constraints;
  - (ii) resource implications to conduct each Project in-house;
  - (iii) proposed timescales for brand implementation; and,
  - (iv) the importance of Touchpoint Analysis as a tool for brand alignment.

- 9.4 Members NOTED the limited budget for both Projects 2 and 3. The Committee Chair AGREED to consider the issue further with the Executive Lead, as part of a meeting to discuss the directorates operational budget (minute 7.5 refers).
- 9.5 The Committee AGREED that the Brand Review would become a standing item on the agenda.

## **10 COAT OF ARMS UPDATE**

- 10.1 The Committee NOTED a verbal update by the Governance Director on the Coat of Arms, following the outcome of the design competition in April 2014.
- 10.2 Members NOTED that the Marketing Team were now developing the winning designs, in consultation with an heraldic artist and the Lord Lyon, with a view to a design going forward to the Lord Lyon in November 2014.

## **11 MONITORING OUR PERFORMANCE**

- 11.1 The Committee NOTED the Monitoring Our Performance out-turns related to the Committee's remit for 2013/14.
- 11.2 The Committee AGREED the 'Red Indicators' and NOTED that all three indicators should be removed or amended as part of the Strategic Plan Review, and replaced by appropriate objectives for future monitoring.

## **12 REVIEW OF THE 2013-18 STRATEGIC PLAN OBJECTIVES**

- 12.1 The Committee NOTED the *2013-18 Strategic Plan Objectives* related to '*Understanding Our Core Business*'; and '*Valuing Our People*', as part of the on-going review of objectives.
- 12.2 Members DISCUSSED the Strategic Plan Review and the associated KPIs for each revised objective. The Committee queried whether the strategic objectives set the College on correct path for the next 4 years, and AGREED that a 'bigger conversation' on the College's aims was required.
- 12.3 The Committee AGREED that the wording of the strategic objectives and tactics required further consideration, and queried the information used to establish KPIs and set targets.
- 12.4 The Committee recommended that the Executive continue to review *2013-18 Strategic Plan Objectives*, prior to consideration by the Board.

## **13 BOARD APPOINTMENTS**

- 13.1 The Committee NOTED a skills profile circulated to Staff and Student Board Members and the Executive and Leadership Teams, as part of a recent consultation exercise.

13.2 The Committee NOTED that an initial meeting between the Chair and Tony Jakimciw, who had agreed to act as an independent advisor to the Chair throughout the appointment process, had taken place. A second independent person will be identified to participate in the shortlisting and interview panel.

13.3 Members NOTED that the open recruitment process would commence in November, prior to interviews being held in December.

## **14 ANY OTHER COMPETENT BUSINESS**

### **14.1 COMMITTEE MEMBERSHIP**

14.1.1 The Committee NOTED a tabled paper proposing arrangements for student representation on the Nominations & Engagement Committee and the Capital & Infrastructure Committee.

14.1.2 The Committee AGREED the following:

- (i) Diane Erasmuson, Vice-President (Education), would receive the available vacancy on the Nominations & Engagement Committee, as the Student Member;
- (ii) Jeroen Van Herk, Student President would receive the available vacancy on the Capital & Infrastructure Committee, as the Student Member.

14.1.3 The Student President thanked the Committee and stressed the importance of student representation on both committees.

### **14.2 BOARD MEMBERS TENURE**

14.2.1 The Committee NOTED that two members of the Board of Managements tenure on the Board would expire before the end of December.

14.2.2 The Governance Director informed Members that no meeting of the Board or its committees had been scheduled between 10 December 2014 and 25 February 2015, whilst the migration process was on-going.

14.2.3 The Governance Director AGREED to put forward a recommendation to December's Board meeting to propose an interim arrangement, for both affected Members.

## **15 DATE OF NEXT MEETING**

15.1 The date of the next meeting is 28 April 2015 at 16:00, Milton Road Campus.

***The meeting closed at 1830hrs***