

# Secretary's Board Bulletin

Malaysia Campus  
third anniversary

Refining The  
Heriot-Watt  
University Brand

Global  
Recruitment  
and Marketing  
Conference



Podcast: **Highlights from the October 2015 meeting**

## Welcome to the October edition

The theme of global university emerged as the common topic in our discussions at the October Board. Our international focus has been underlined in the latest [THE World University Rankings](#) where we were ranked 46th in the world, 17th in the UK and second in Scotland for our international outlook.

Recruitment and Marketing Conference, plus our work on refining the Heriot-Watt brand are all examples of how we are achieving a global university. Summaries from the Services and a video are also included to make it easier for you to access the latest news from the Board.

Our features this month on the Malaysia Campus' third anniversary, the Global

**Ann Marie Dalton**  
Secretary of the University

We appreciate your  
feedback so please send  
your ideas and comments to

*ProfessionalServices@  
hw.ac.uk*

# Malaysia Campus third anniversary

On 27 September Heriot-Watt University Malaysia (HWUM) celebrated its third anniversary with 140 colleagues coming together for a short ceremony – and some cake! This celebration marked the campus' journey from its early beginnings back in 2012 to a newly built £35 million campus, which is the first university in Putrajaya.

This anniversary also marks a significant milestone for HWUM, with more than 1,000 students now currently studying 27 programmes at the Putrajaya Campus.

We will continue to focus on HWUM's global presence and seize global opportunities, targeting students from Indonesia, India, Pakistan, Nigeria and Kazakhstan.

## Campus Transfer success

As part of our global outlook, we are planning a second Campus Transfer for students between the Malaysia and Edinburgh Campuses in 2016. This builds on the success of the transfer scheme in September when 30 UK students from SML transferred to the Malaysia Campus. Currently, 12 Malaysian students are studying at the Edinburgh Campus, in EGIS, EPS and MACS.

If you have any questions or would like more information please contact [Janice Yew](#), Chief Operating Officer and Registrar (Malaysia).



# Refining The Heriot-Watt University Brand

Our University needs to make sure that we are presenting our brand in a way which is relevant and attractive - encouraging aspiring students and talented colleagues, as well as partners and research funders, to actively choose Heriot-Watt.

To support this, we have engaged The Roundhouse, an agency experienced in working with universities, to help refine our brand and develop our promotional positioning. Early work by the agency has involved contributions from senior managers and leaders across the University, along with colleagues across international campuses.

- **We want your views**

This initial collaboration has helped us to create a new draft brand 'boilerplate' which aims to succinctly describe who we are and how we are distinct. Once agreed, it will form the foundation for our brand guidelines plus our future creative approaches and campaigns. It's therefore really important that this boilerplate is recognised and owned by our Heriot-Watt community.

To help achieve this, we need your feedback. Please view the [Heriot-Watt: Boilerplate pdf](#) and send your views to [heriotwattfeedback@theroundhouse.co.uk](mailto:heriotwattfeedback@theroundhouse.co.uk) by **Friday 30 October**.

You can also view the presentation [Refining and re-positioning the brand](#), which provides more details on the recommendations and next steps.

For more information please contact [Martyn Spence](#), Director of Marketing and Communications

# Global Recruitment and Marketing Conference

Following the successful Global Recruitment and Marketing Conference held in January 2015, the 2016 Conference has been scheduled for Tuesday 19 and Wednesday 20 January and will take place at our Edinburgh Campus.

Colleagues from Schools and Professional Services at our Scottish Campuses, recruitment and marketing colleagues from the Dubai and Malaysia Campuses, plus the China & East Asia and India Offices are all being invited once again.

The Conference will focus on aligning recruitment and marketing activities throughout the world while coordinating international recruitment activities in key markets. The current plan is to use the first day of the workshop to focus on strategic issues while the second day will look at how we can enhance our operations on a practical level.

- **What topics should be on the agenda?**

Please send your ideas and feedback on the agenda items to [Mike Bates](#) by **Friday 6 November**.

We are particularly keen to hear from our colleagues in all Schools. Once we have gathered your ideas on what topics should be covered, a more detailed agenda will be shared with all attendees.

Please contact [Mike Bates](#), Director of Student Recruitment, if you have any questions or would like more information.

# 1.

## REPORT FROM THE DIRECTORS OF ADMINISTRATION IN THE SCHOOLS



Schools have been heavily involved in induction and enrolment activities for a record number of new students this academic year. This has been a major achievement for all involved in the recruitment and admission of students, but also puts pressure on the existing infrastructure at the Edinburgh Campus. The recent announcement of a £14 million investment programme to be delivered this year on the campus is to be welcomed as we strive to ensure a high quality student experience.

The School of Management and Languages will be hosting its Third Thought Leadership event on Thursday 29 October. This event will debate what ethical finance in Scotland can and should involve. More information can be found at: <http://www.hw.ac.uk/schools/management-languages/industry/cpd/ethical-finance-in-scotland.htm>

The School of Energy, Geoscience, Infrastructure and Society implemented its new support structure on 1 September. Work is underway to ensure that appropriate office space is in place for the new teams by the end of October. A number of academic support vacancies were advertised following the approval of the new structure and appointments are in the process of being made.

# 2.

## CAMPUS SERVICES

### Sports Union

Freshers' fortnight went very well with a number of induction events for key volunteer groups in the Student Union before Freshers' week. Approximately 800 people visited the Sports Fair on the Friday afternoon of Freshers' after an extensive Festival of Sport and Exercise programme with a number of free 'come try' sessions delivered by clubs and volunteers.

Dance has now been formally accepted into the recreational programme, while the Student Unions is working with Handball Scotland to create interest in the sport and to advocate using the facilities at Oriam.



### Community Sport Hub

Walking Football has commenced at Balerno Community High School with 15 regular attendees and the programme embedded into the adult education programme. Plans are taking place for similar sessions here at the Heriot-Watt Edinburgh Campus and at Napier University's Sighthill Campus.

The South-West Edinburgh Basketball Club has launched with approximately 30 children signed up so far, in age groups from under 8 to under 12. By Christmas the club aims to have around 80 participants.

The Hub will roll out a student coach development project called Active Community in October. College and University students across South-West Edinburgh will have access to netball, basketball, football and rugby coaching courses with delivery expected back into the community through clubs and schools.

# 3.

## GOVERNANCE AND LEGAL SERVICES

### Legal Awareness Training

Colleagues are invited to attend sessions of the 'Legal Awareness Training Programme 2015' delivered in conjunction with CMS Cameron McKenna.

Sessions recently held and coming up include:

**Date:** Wednesday 7 October  
**Topic:** The implications of Consumer Protection Law for Universities

**Session Outline:** In recent years the Office of Fair Trading has undertaken a number of investigations in the Higher Education sector. The Competition and Markets Authority has recently issued guidance on compliance with consumer protection law for Higher Education Institutions. This session will provide a practical overview and guidance on the key considerations for the University.

**Date:** Wednesday 21 October  
**Topic:** Bribery Act

**Session Outline:** An overview of the requirements of the UK Bribery Act as they apply to the University, with a focus on risks for the University to be aware of when managing its compliance with anti-bribery and anti-corruption legislation.

**Date:** Wednesday 4 November  
**Topic:** In Sickness and In Health

**Session Outline:** As the concept of disability continues to evolve with recent decisions extending protection to some obese employees, employers need to keep up-to-date with their legal obligations.

Further details of the full timetable can be obtained from Sheena Cummings at [S.M.Cummings@hw.ac.uk](mailto:S.M.Cummings@hw.ac.uk) / 0131 451 8280.

# 4.

## HUMAN RESOURCE DEVELOPMENT

### National Pay Review

The Universities and Colleges Employers Association (UCEA) held the second and final Dispute Resolution meeting with the trade unions on 17 September in respect of the 2015-16 pay round. UCEA confirmed that the level of the full and final pay offer remains unchanged. UCEA's final offer is for a 1% uplift on all points of the 51 point spine, save for the first eight points where larger increases would apply (of between 2.65% and 1.2%).

The offer also includes two new pieces of joint work on matters relating to the gender pay gap and to casual and hourly paid staff. Although two of the trade unions emphatically accepted the offer, three (UCU, Unite and EIS) rejected it and invoked the Dispute Resolution procedure. The three trade unions in dispute will consult their committees and members again now that the Dispute Resolution procedure has concluded. In the meantime, Heriot-Watt waits on implementing the final offer.

### iHR

The system has just reached its first anniversary. Thank you to all colleagues who are using iHR, and who were involved in its development and implementation. We will continue to develop iHR, and always welcome feedback on how it is used and could be used better.

### Holiday carry over

A minor change has been made to iHR to allow part-time calculations to be carried forward correctly and to save them being entered manually. The seven days (carry-over leave) should be pro-rata allocated to colleagues iHR entitlement by the end of October and can then be booked and viewed in the system.

Colleagues are reminded that any time carried over must be taken by Friday 15 January 2016, at which time any untaken carry-over will automatically be removed from the system. More details can be found at: [https://intranet.hw.ac.uk/ps/hrd/i\\_HR/Pages/default.aspx](https://intranet.hw.ac.uk/ps/hrd/i_HR/Pages/default.aspx)

## 5. INFORMATION SERVICES

The Principal visited the Edinburgh Campus Library on Friday 7 September to see and hear about our new services and facilities. More details of the visit can be found at: <http://informs.hw.ac.uk/2015/09/08/the-principals-visit-to-the-library/>

The Edinburgh Campus Library will be open 24x7 throughout Semesters 1 and 2. By second week of this semester we are already seeing the Edinburgh Campus Library half full.

## 6. MALAYSIA CAMPUS



The Malaysia Campus welcomed 385 new undergraduate and 94 postgraduate students this September, bringing the total student population to 1,010 students. This includes 30 students from the School of Management and Languages who have arrived from the Edinburgh Campus for a semester of study.

12 students from the Malaysia Campus have transferred to the Edinburgh Campus to continue their studies.

Heriot-Watt University Malaysia celebrated its third anniversary on 27 September. Colleagues celebrated the occasion with an exhibition of pictures illustrating the origins, development and achievements of HWUM.

The very first two Malaysian foundation graduates have won Shell scholarships to undertake their undergraduate studies at HWUM. The scholarship provides the full tuition fees and an annual living allowance.

## 7. MARKETING AND COMMUNICATIONS

The Service facilitated a significant contribution to the BBC's Intelligent Machines week looking at robotics and artificial intelligence, with academics from Mathematics and Computer Sciences and Engineering and Physical Sciences interviewed for a number of BBC programmes.

Social media reach significantly increased this month. This was boosted by our improved results in the World Rankings and Sunday Times/Times Good University Guide, our research funding success and the Principal's visit to Beijing, where the post featuring a picture with Will.i.am was seen by over 52,000 people.

Thanks to information Services, the new Funnelback search facility is live on our website so prospects in China are now able to search our website, great news for student recruitment.

Building on our successful 'Study Space' campaign, a new 'Learning and Teaching Matters' campaign has been developed with Academic Registry. This campaign, targeted at students, was launched with a new poster series designed by Media Services which has already driven 650 people to a bespoke landing page. Posters in the same design are also being used to highlight learning facilities improved this summer.

Overall improvements in website performance continued with a 27% increase in traffic to our Malaysia landing page and a 6% increase in overall users.

## 8. REGISTRY SERVICES

### Timetabling

For 2015/16 timetabling, in addition to the usual course, student group and room timetables, all colleagues can now view individual staff timetables online at: <http://www.hw.ac.uk/students/studies/timetables.htm>

## Admissions

UCAS Admissions for the 2016/17 cycle is now open. Whilst these are being received by the University the returning of decisions will not commence until November. This is to allow the completion of the 15/16 cycle and the necessary system updates to be actioned for 16/17.

## Graduations

Arrangements for Graduation ceremonies are underway for the following ceremonies:

- 9 October, Moscow
- 19-20 November, Edinburgh
- 24-25 November, Dubai
- 28 November, Malaysia
- 30 November, Singapore
- 2 December, Hong Kong
- 20 March 2016, Trinidad

More details can be found at: <http://www.hw.ac.uk/students/studies/graduation.htm>

## Learning and Teaching Matters



A student-facing poster campaign and accompanying website ([www.hw.ac.uk/ltmatters](http://www.hw.ac.uk/ltmatters)) has been launched. The campaign aims to promote the quality of learning and teaching across all campuses and provide students with targeted messages/links during the academic year. If colleagues want to highlight a story, development or matter

related to learning and teaching, then this would be an accessible, visible place for it to be publicised. Please contact Ian Glen at [I.J.Glen@hw.ac.uk](mailto:I.J.Glen@hw.ac.uk).

## Student Conduct: Discipline, Appeals and Complaints

Following changes made to Regulation 50: Student Discipline and Regulation 36: Student Appeals, the supporting procedural documents have been updated and are available on the web at: <http://www.hw.ac.uk/students/studies/record/discipline.htm>

# 9. STUDENT RECRUITMENT

## Open Days

The first Edinburgh Campus Open Day took place on 25 September with approximately 2,000 visitors attending. The programme included an expanded range of events around the campus.

Car parking required additional planning this year, with Campus Services and Student Recruitment staff working together to manage a new parking plan to accommodate the extra demand for parking spaces.

Further Undergraduate Open Days are planned on 10 October and 28 November (Scottish Borders Campus) and Saturday 31 October (Edinburgh Campus).

The Postgraduate Open Day will be held on 4 November (Edinburgh and Scottish Borders Campuses).

## European Association of International Education Conference

A major international conference on international education took place in Glasgow from 15– 18 September in Glasgow. Over 5,200 delegates attended from around the world and considered issues relating to international student mobility, recruitment, exchange and development.

Heriot-Watt, along with all other Scottish universities, was one of the key sponsors with prominent Heriot-Watt branding used in all promotional literature. Around 40 delegates visited the Edinburgh Campus on Tuesday 15 September with new and existing partners able to discuss development of links.



# The School and Professional Service representatives of the Board are:



**Ms Ann Marie Dalton,**  
*Secretary of the University  
(Chair)*



**Mr Darren Cunningham,**  
*Director of Administration  
(MACS)*



**Mr Derek Penman,**  
*Director of Administration (EPS)*



**Ms Sheelagh Wallace,**  
*Director of Administration  
and Registrar (Dubai)*



**Mr Mark Adderley,**  
*Director of Human Resources*



**Mr Malcolm Deans,**  
*Director of Campus Services*



**Mr Campbell Powrie,**  
*Director of Administration (SML)*



**Mr Tony Weir,** *Head of  
Research and Legal Services,  
Research and Enterprise Services*



**Mr Mike Bates,**  
*Director of Student Recruitment*



**Ms Maggie Dunn,**  
*Director of Administration (SLS)*



**Mr Mike Roch,**  
*Director of Information Services*



**Ms Vivienne White,**  
*Director of Administration (TEX)*



**Ms Philippa Burrell,**  
*Director of Administration (EGIS)*



**Ms Morag Heggie,**  
*Director of Administration (EBS)*



**Mr Martyn Spence,**  
*Director of Marketing  
and Communications*



**Ms Janice Yew,**  
*Chief Operating Officer  
and Registrar (Malaysia)*



**Ms Sue Collier,**  
*Director of Governance  
and Legal Services*



**Mr Andrew Menzies,**  
*Director of Finance*



**Mr Paul Travill,**  
*Academic Registrar*