

Secretary's Board Bulletin

Clearing Strategy
2016

50th Anniversary
Garden Party

This month's podcast is available on 365 Video. To access it please use your Heriot-Watt account details: your username in the format `username@hw.ac.uk` and your normal password.



Welcome to the May edition

This month the Board discussed the University's Clearing Strategy. The Clearing Period continues to be of key strategic importance for Heriot-Watt's student recruitment and the Board reviewed the key drivers for maximising student recruitment for the September 2016 cycle. A key tactic being adopted this year is to create a bespoke Clearing 'Call Centre'.

As this year marks the 50th Anniversary of our Royal Charter, the Principal is hosting a Staff Garden Party on 4 June at the Edinburgh Campus. Please make sure you book your tickets on [Eventbrite](#) as soon as possible for you and your family.

You can find out more about these topics in the features section. Summaries from the Services and a video are also included to make it easier for you to access the latest news from the Board.

We appreciate your feedback so please send your ideas and comments to ProfessionalServices@hw.ac.uk.

Ann Marie Dalton
Secretary of the University

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ProfessionalServices@hw.ac.uk

Clearing Strategy 2016

In order to maximise undergraduate recruitment for September 2016 entry, a new approach to Clearing is being undertaken across the University through a Clearing Campaign led by Mike Bates, Director of Student Recruitment.

A bespoke 'Call Centre' will be created for the first time in two computer labs in the Earl Mountbatten building during August. To match the anticipated patterns of demand, School and Professional Services colleagues will be staffing Clearing lines at peak times.

It is estimated that up to 80 staff will be involved in Clearing activities in August 2016 across the University. Key dates are based around Tuesday 9 August for the release of

the Scottish Higher results and Thursday 18 August for A-Level results day. Plans are being developed to keep Clearing lines open through the weekend of 20 and 21 August to maximise Rest of UK and International recruitment.

We will be asking for volunteers from Professional Services to work at the Call Centre during these dates. Training will be provided.

Please contact [Mike Bates](#), Director of Student Recruitment, for more information.



50th Anniversary Garden Party

The Principal's Garden Party, to celebrate the 50th Anniversary of the award of the Royal Charter and the award of the Queen's Anniversary Prize for research, will take place on Saturday 4 June from 2pm – 5pm at the Edinburgh Campus.

Over 500 colleagues have now booked tickets for themselves and their family. Please make sure you book your tickets on Eventbrite as soon as possible. This will help to make sure that there is enough afternoon tea and fizz for everyone!

Guests can take part in tours of the museum and Oriam or play croquet on the lawn. There will also be a fantastic range of sporting and family fun activities including ultimate Frisbee; squash; football; treasure hunts; face painting; bouncy castle and much more.

The afternoon will also feature 'The Innovation Zone' which will showcase science and research displays including 3D Printing; Robotics; Bright Lights; Toxicology; Enlightenment microscopes; The Brain; Anomalous Animals; DNA - Insulin; Historic buildings; Holograms and a 'Rock show'.

All of our guests can also look forward to a delicious summer buffet created by our award-winning chef.

If you are coming, please remember to book tickets for yourself and your family on [Eventbrite](#) for what promises to be a great day.

For more information, or if you have any questions, please contact the Events Team at PR@hw.ac.uk.



1.

REPORT FROM THE DIRECTORS OF ADMINISTRATION IN THE SCHOOLS

Student Recruitment

The key recruitment activity in April was focussed on the series of undergraduate applicant visit days. These saw the University welcome large numbers of prospective undergraduate students to the campus and proved very popular. We are grateful to colleagues involved in student recruitment giving up part of their weekend to support the events scheduled on Saturdays.

Examinations

The semester 2 examination diet is now underway across all campuses. Exam centres and the majority of exam boards are scheduled to take place from mid-May to mid-June to deal with student award and progression.

Go Global

Following the close of the deadline for applications on 1 April, just over 250 applications were received from students looking to take part in inter-campus mobility in academic year 2016/17.

British Council Going Global Conference

Professor Richard A Williams, University Principal and Vice-Chancellor, attended the British Council's Going Global Conference from 3 to 5 May in Cape Town, South Africa. He gave a presentation on the topic of "University partnerships: delivering international impact?".

Ruth Moir, Assistant Principal for International Development, and Campbell Powrie, Director of Administration, School of Management and Languages, also attended to present a poster entitled "Connecting Cultures through Inter-campus Mobility".

Athena SWAN

The School of Management and Languages submitted its Athena Swan Bronze Award application on 29 April.

2.

GOVERNANCE AND LEGAL SERVICES

Heritage and Information Governance Heritage and Information Governance has launched new and refreshed web pages.

The web pages provide an essential guide to managing information at all stages of its lifecycle from what to consider when designing a new information system, how to protect information, to how long to keep it, with sections on privacy and data protection FOI and answers to frequently asked questions.

The web pages also feature our rich and unique heritage and collections, including how to visit our Museum & Archive and Textile Collection, what you can find in the collections, a historical timeline and the history of each of our campuses.

Our website is published at:

<http://www.hw.ac.uk/services/heritage-information-governance.htm>

We would welcome feedback on the website and its contents, in particular, what we can add to make the website more useful for colleagues, students and external users.

For more information, contact Ann Jones, Head of Heritage and Information Governance at a.e.jones@hw.ac.uk or +44 (0)131 451 3219.

3.

HUMAN RESOURCE DEVELOPMENT

National Pay Review

UCEA's negotiating team met on 29 April for the second and now final negotiating meeting with all five HE Trade Unions. The employers made a final offer of 1.1% on all spine points, with additional pay uplifts up to point seven on the pay spine and the deletion of point 1 within eight months of a settlement. The employers also offered joint work on gender pay gaps and casual and hourly-paid employment. This is in addition to incremental pay which makes up the total pay award to an average of 2.7% across the sector.

Following the close of the UCU ballot last week, UCU has now given notice of industrial action in the form of a two-day strike on 25 and 26 May, as well as action short of a strike (ASOS) in the form of working to contract from 25 May. UCEA has also received notification from EIS that it rejects the final offer and seeks to invoke the New JNCHES Dispute Resolution procedure.

We will continue to keep you updated.

Exit interviews

HRD launched a new online leaver survey the week commencing 2 May, on a three month pilot basis, to better understand why employees leave the University. The information will be used to identify any trends, flag any issues and gain an overview of the employee experience at Heriot-Watt.

ALD led Enhancement Themes

Seven selected "Enhancement Theme" projects are currently being undertaken by groups of colleagues and students from across the University, with completion of all projects due in June 2016. Details of the projects can be found at: <http://www.hw.ac.uk/research/ald/lead/current-enhancement-projects.htm>.

4.

INFORMATION SERVICES

Library Occupancy

All our libraries are very busy with students currently revising. At the Edinburgh Campus Library we have now exceeded 3,000 visits in a single day. With the widely advertised alternative study space, we believe that most students are able to work as they require.

Internet Security

Following a denial-of-service attack against the JANET network in December, we have implemented enhanced security features at our connections, as have all UK universities, reducing the likelihood and potential impact of a repeat of that incident.

Enhanced Facilities

Planning work is proceeding on refurbishment work at the Edinburgh Campus Library, the establishment of a Learning Commons in place of the Elements café and various teaching and learning spaces. Whilst the Library works will stretch over two years, the other enhancements will be in service for the academic year 2016-17.

Technology Enhanced Learning and Teaching (TELT)

The JISC Supported Digital Classroom Roadshow was hosted by Heriot-Watt in James Nasmyth Room 116 from 12 April until 6 May. The event received considerable interest from a number of colleagues. Please contact [Douglas Marsland](#) if you would like to find out more.

5.

STUDENT RECRUITMENT

Visit of Senior Chinese Delegation to Dubai Campus

A senior delegation from the Chinese Service Centre for Scholarly Exchange (CSCSE) will visit the campus in the middle of May to progress discussions on accrediting Dubai degree programmes with the Chinese Government. China continues to grow as a market for UAE institutions and this visit is timely in seeking to place the Dubai Campus at the forefront of this trend.

Malaysia Campus: International Student Recruitment

International recruitment activities for the Malaysia Campus continue to expand and develop. Student recruitment plans are for 40% of overall campus numbers to come from international markets. To reflect this, there has been a steady expansion of international agents signing up to recruit for the Malaysia Campus.

In China, eight major agents' contracts were due to be signed by the end of April. Similar expansion is taking place in India, Sri Lanka and Indonesia. Recruitment trips are being undertaken throughout the South-East Asia and new University and College partners are being established in countries as diverse as Vietnam, Indonesia and France.

6.

MARKETING AND COMMUNICATIONS

Since the last report we have had an article published in The Conversation on the challenges of finding sugar substitutes by Stephen Euston that has reached over 39,000 readers and been re-published on four media/social media sites.

Media articles and quotes from Professors Peter Woodward and John Cherrie have also featured this month along with widespread coverage of the breakthrough in the use of laser etched holograms to combat fraud by a team led by Professor Duncan Hand which was our top mention on Twitter. The University also featured on the front cover in the April-June issue of INVEST Edinburgh Magazine raising our profile with business investors and the financial sector.

The successful PG virtual open day partially explains the very significant increase in our LinkedIn performance which reached 106,968 users compared with 20,953 last month. We have also seen good engagement and reach on Facebook and Twitter, particularly with our posts on Edinburgh being voted the best visitor destination, the Times Higher Education top 100 under 50 and the Queen's Anniversary Prize.

Website performance continues to improve with year on year comparisons demonstrating substantial increases (20%) in new users in Malaysia and there has been a 228% increase in traffic generated through social media demonstrating again the importance of these channels in driving traffic to our website with 9,000 new users generated through Facebook alone.

The 'Face to Face' briefings from the University Executive have been generally well received across the University as has the new Principal's Outlook series of articles in the Staff Newsletter which premiered on 8 April with his commentary on the challenges facing the University and sector.

Work continues to develop a new Social Media Strategy aligned with the new Social Media Policy alongside extensive work to map out and improve the University website information architecture and user experience. This will then inform the improvements planned this year focussing initially on information for potential students given the strategic imperative to improve recruitment in increasingly more competitive environments.

7.

REGISTRY SERVICES

Admissions

The University received confirmation from SAAS that 10 additional programmes had been added to the list of courses eligible for applicants to apply for a fee loan.

Quality Assurance

Quality and External Partnerships colleagues have been invited to present at the QAA Scotland Collaborative Activity: Building Learning Communities at a Distance, on 19 May.

Learning and Teaching/Enhancement

The first Thematic Review of key institutional learning and teaching matters, Technology-Enhanced Learning and Teaching was held on 12 and 13 May.

A review of the academic mentoring system is currently underway. A final series of proposals was presented to the Student Learning Experience Committee on 6 April. The revised scheme (re-named as the Personal Tutor system) will be introduced in 2016/17.

Following a proposal from the Learning and Teaching Board's Away Day, the Board agreed that a short-term working group would be established to consider ALP and IDL student representation.

Student Surveys

The University's Course Feedback Survey ran from Monday 14 March until Sunday 3 April. The survey closed with a 10% response rate (5,856 individual responses). This represents an improvement in comparison with semester 2 of 2014/15. Reports have been sent to Directors of Learning and Teaching and to teaching teams for discussion within Schools. University-level issues will be considered by the Student Learning Experience Committee at its meeting in June.

Malaysia Campus

In conjunction with the HWUM Business plan meeting held in April, the HWUM Programme Portfolio has been updated and issued to Heads of School and Directors of Learning and Teaching so that we ensure we have clarity on an agreed Portfolio going forward. Follow-up meetings with Directors of Learning and Teaching will be held to establish if there are any further updates to be made to the Portfolio.

8.

RESEARCH AND ENTERPRISE SERVICES

Research Awards and Proposals

In March 2016, the University was awarded an additional £5.7m in new research grants or contracts. For the year to the end of March, the total awarded to the University was £31.6m. Over the same period, 50 new project proposals were approved for submission by RES, amounting to nearly £8m.

For the year to the end of March, a total of 427 proposals have been submitted, amounting to over £120m. Notable amongst these are:

- an EPSRC Fellowship for over £1m for Dr Lindsay Beavers, EGIS
- renewal of EPSRC funding (of over £600k) for the ICMS (International Centre for Mathematical Sciences)
- one of the first Textiles Futures Forum Awards made to TEX.

Business Development, Knowledge Exchange and Enterprise Activity

Two Royal Society of Edinburgh Enterprise fellowships commenced for Dr Brian Miller and Mr Aboubakry Diallo, both of EPS, in support of future Heriot-Watt spinout companies. Horizon Proteins is the first University spinout in Scotland to secure Phase 3 investment under the new Scottish Enterprise High Growth Fund. You can read more at: <http://www.hw.ac.uk/research/news/academics-awarded-rse-enterprise-fellowships.htm>

A new KTP project has been awarded with a Scottish SME taking the University total to 13 active KTPs, maintaining our number two position in Scotland.

Converge Challenge

The University has submitted 20 proposals to Converge Challenge 2016. This year Converge has secured a record number of applications totalling 212, a 14% growth on last year's numbers and with an improving female participation of 32%.

9.

CAMPUS SERVICES

Oriam

Works to renovate the existing small sports hall and one of the existing gyms into fitness studios spaces are well underway and shall allow for the provision of a comprehensive programme of classes both over the summer and when Oriam opens.

Refurbishment of the current academy and some areas of the existing sports centre will start in mid-May. This will ensure these buildings feel like part of Oriam. All signage will also be changed to be consistent with the new building.

Elements

The Elements catering area will be revamped over the summer months to create a combined learning commons and catering area.

Elements will close at 3pm on Friday 20 May and re-open for Monday 5 September.

The catering facility will be reduced in size by approximately 30% to provide space for the learning commons. In September the operating hours will alter to better reflect the expected operating hours of the new commons.

The refurbished outlet will retain its name and the offer will be similar but significantly different to the current offer. The new outlet will house the new Salad and Smoothie bar, along with a range of deli made-to-order premium sandwiches, baguettes and other breads.

Concurrent with this will be alterations to the operating hours of Central so that breakfast items will be available from this outlet going forward.

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)



Dr Alicia Greated,
*Director of 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