**Date**: 14/09/2020

**Time**: 17:00 – 19:00

**Location:** Online

**Facilitators**

Joan Saunders-Reece, Chair of AAB, Jacqueline Malcolm, Vice-Chair of AAB and Charlie Werren, Alumni Engagement Manager, Kamile Hudson, Senior Alumni Engagement Officer.

# **In Attendance**

Vanessa Varvas, Chief Marketing Officer, Donald Mcleod, Acting Director of Change and Transformation, and Verity Brown, Pro-Vice Chancellor, Impact & Innovation and Kelly Atkins, Head of Events.

# **Item one: Recruitment update Vanessa Varvas.**

Vanessa gave an update on the recruitment figures and how well the University has done this year. She outlined how the university responded to the COVID-19 Crisis and what was done to ensure that we were still able to take applications.

She spoke about how UEL was proactive in the digital transformation and how it helped with virtual engagement for both home and international students and led to us receiving around 1,000 more applications more at this point than we what we had last year, as well as an increase in our firm accepts. She also provided information on some of the virtual open events that we have run since lockdown and explained that these have been better attended than our face-to-face ones.

She further outlined how the university plans to support incoming students that are self-isolating.

**Actions:**

* None

# **Item two:** **Overview of Covid-19 Secure Campus Return Program**

Verity provided the board information on how the university plans to keep it’s staff and students as safe as possible. She spoke about the test-run days that we have and how successful they have been. Verity also spoke about the security measures that have been put in place such as temperature checks, safe zone spaces and apps that students and staff have been encouraged to download. She further spoke about how the university has been working with Newham Public Health to make sure that we are complying with the latest guidelines and recommendations and developing plans for when we have cases of COVID-19.

Verity explained to the board about the Dual-Delivery Program and how the university will be flexible with its students and how this worked successfully for the last cohort that had to adapt to distance learning in March.

**Actions:**

* Kamile to share links to the Dual-Delivery program

# **I****tem three: Update on Change and Transformative projects**

Donald spoke about the digital transformation and how it is helping to make every day tasks more efficient by automating certain processes, as a result of this, it frees staff time to focus on other tasks.

Donald also spoke about how the New CRM and Website were launched before the lockdown and how this process was still able to continue virtually. It was so successful in fact that the 1st stage of the CRM integration with the Alumni Data has been recognised by Microsoft as a global exemplar.

Donald also described some of the other successful events and activities that were able to take place using teams e.g., virtual graduation, lectures and open events.

**Actions:**

* Charlie to feedback on the portal linking into the new pages at the next meeting.

# **Item Four: Updates from the Alumni team, Charlie Werren**

Charlie Werren presented an update on what the alumni team has been up to since the last meeting and gave an overview of the upcoming projects and dates for diaries.

**Actions:**

* Charlie and Kamile to circulate information on upcoming Alumni Events

# **Item Five: UEL Alumni Team Celebrates Black History**

Kamile Hudson outlined the engagement activities that the Alumni Team have a series of activities planned to celebrate Black History Month.

**Actions:**

* Kamile to circulate information on upcoming Black History Month Activities

# **Next meeting:** Thursday 10th December, 2020 TBC (Online or Dual Delivery)