

## UNIVERSITY GLOBAL COMMITTEE

16 November 2023

- Present: Dimitra Boutsoukis, Mike Capaldi, Helen Challis, Richard Davies (Chair), Sarah Devenport (Secretary), Stuart Edwards, Neil Gardner, Andrea Henderson, Mark Ireland, Chirag Kumar, Phil McGowan, Elisa Miles, Naomi Oosman-Watts, Graeme Redshaw-Boxwell, Jonathan Sabarre, Müge Satar, Paul Tyack, Ruth Valentine, Joris Veltman, Andrea Wadham, Laney Wang, Andrea Wilkinson.
- Apologies: Ian Biddle, Tim Cheek, Justin Cole, Nick Collins, Darren Evans, Lee Fawcett, Jonathan Galloway, Johanna Gascoigne-Owens, Jo Geary, Vishna Nadarajah, Premila Nair, Eleanor Shotton, Dennis Wong.

## MINUTES

## 1. MINUTES

The minutes from the meeting of 19 September 2023 were agreed as an accurate record.

## 2. UPDATES FROM PVC GLOBAL AND SUSTAINABILITY

A joint meeting of University Research and Innovation Committee and University Global Committee will be held on 30<sup>th</sup> January 2024. This will provide an opportunity to explore the overlap between the University's Research and Global strategies.

The high volume of activity happening across all areas of Global Strategy was highlighted, particularly around the Global Education Experience Programme.

The ASEAN leadership team will meet in Singapore in January to reset their KPIs. It was noted that the timeline for Project 5 should be revised, along with renaming the plan from a "strategic & operational plan" to an operational plan, which will sit under the global strategy.

Agreed Action:

1. Timeline for confirmation of ASEAN operational plan to be revised (**ACTION: Jo Geary**)

## 3. ITEMS FOR INFORMATION/ DISCUSSION/ ENDORSEMENT

## 3.1 Refreshed Global Strategy: Storytelling

The Director of Marketing presented the report for discussion.

It was noted that:

1. Our storytelling is critical in what is a very crowded marketplace, there are huge opportunities to reach people globally via social media.
2. There is a lot of great work being done at the University by very passionate colleagues and we cannot tell every story so need to select those which will be most effective to highlight.
3. There is currently limited understanding globally of Newcastle University, to increase knowledge we need to be both distinctive and consistent in our storytelling.
4. Audiences will engage more where they make an emotional connection, and a story feels authentic and credible. Harnessing the power of stakeholders and colleagues to share stories will increase the feeling of authenticity.
5. Our existing Marketing Strategy includes storytelling, this is currently focussed on research.

6. Over the past 4 years the amount of paid media impressions has increased and the type of impression has developed from mainly UG home to include international students, rankings and business to business.
7. The number of UG international impressions has been variable over the years, further work is needed to understand why this is.
8. The "From Newcastle" has added a global tag to help showcase stories with global impact.
9. The Newsletter is currently being sent to over 9 thousand academics globally. Each newsletter includes a call to action.
10. The approach currently being taken to bring stories to life was highlighted with a story about the impacts of long covid. A story board is used to plan story and agree target audience, analysis of internet activity for that topic helped to determine the priority channels and regions and animations are used to help increase engagement. This approach has recently led to the story being the number one search result on Google in two countries.
11. Working groups have been established to engage with colleagues to find stories, they will feed into a content editorial group. A Teams group also exists to facilitate a more agile approach. Assistance to help colleagues identify activity that would make a good story would also be useful.
12. Embedding awareness of this approach, and ways to engage with the Marketing team amongst colleagues will be key to it's success, the possibility of including this information at induction was discussed.
13. As part of the upcoming brand refresh a set of slide decks will be made available, the possibility of including stories which may be useful to share with partner organisations was discussed.
14. The importance of active listening when speaking with students and external stakeholders to demonstrate our interest in others was discussed.
15. The limitations of the "From Newcastle, for ..." slogan were discussed as it does not include all 3 campuses and does not fully capture the collaborative nature of our work.
16. Implications of the use of different social media platforms and restrictions on platforms in different countries were discussed.

#### Agreed Action

1. Contact Organisational Development team to discuss including information in colleague inductions (**ACTION: Jonathan Sabarre**)

### **3.2 University of the West Indies Partnership Opportunity**

The International Relations and Partnerships Manager and Professor of Conservation Science & Policy Modelling presented the report for discussion

It was noted that:

1. The University of the West Indies (UWI) has links with the University across a range of disciplines and the strengths of both institutions align in several ways e.g. marine sciences, social justice.
2. UWI has 4 physical sites across the Caribbean as well as global online presence. Students attend from a large number of countries, including UK overseas territories.
3. The University and UWI have recently worked together to deliver 2 short online courses and support student internships in Geneva with the World Trade Organisation and the United Nations. The online courses were taken by over 200 people from 25 countries. Colleagues from the university have visited all UWI sites and a delegation from UWI visited Newcastle earlier this year.
4. The Convention on Biological Diversity provides a 30-year framework, the University has been working with governments of Antigua and Grenada to understand their needs, for example around building capacity to analyse data. Increasing this capacity will enable Grenada to publish more papers and improve their global academic standing.
5. The University's existing links with UWI have led to an expression of interest to be involved in the Centre of Excellence for Oceanography and the Blue Economy (COBE). COBE is a

collaboration between the Government of Antigua and Barbuda, UWI and the Association of Commonwealth Universities.

6. Involvement with COBE will
  - a. build on existing partnership with UWI and existing strengths in research and impact around SIDS.
  - b. provide a launchpad for collaboration with other COBE partners, both around and beyond the blue economy.
  - c. Increase potential to access additional sources of funding for partnerships, education and research activity, for example through the 4<sup>th</sup> UN conference on SIDS being hosted in Antigua and Barbuda next May.
  - d. provide increased global visibility and influence for the University in the Caribbean and other SIDS.
7. The proposed next steps are:
  - a. Increase engagement with Biodiversity policy, including development of MSc Global Conservation.
  - b. Look at sources of funding for PGR and staff mobility (physical and virtual), including identification of areas for joint teaching and supervision.
  - c. Future delegations from UWI to Newcastle, including exploring potential links in Computing and FMS.
  - d. Establish an internal task force to work with UWI on model of operation for COBE, to report in January 2024.
  - e. A high-level delegation from the University to visit UWI in January 2024 prior to a decision regarding the university's involvement in COBE.
  - f. Investigate opportunities for involvement in the 4<sup>th</sup> UN conference on SIDS.
8. These next steps would form part of the International Office's regular business and the main cost at this stage is opportunity cost.
9. The potential for joint degrees between UWI and Newcastle have been considered, as well as opportunities for virtual collaboration in teaching.
10. The potential for joint CPD courses was discussed, including as a source of funds for COBE.
11. COBE would cover both research and its practical applications.
12. UGC's endorsement to continue with these steps is requested.

#### Resolution

1. The proposal was endorsed by the Committee.

### 3.3 Visiting Fellows

The Senior International Mobility Manager and Acting Dean of Global (HaSS) presented the report for discussion

It was noted that:

1. There is a lack of structures to support visiting colleagues and give them proper visibility within the university.
2. Following the presentations of a paper to UGC in January 2023 further work has been carried out to identify minimum support requirements for visiting fellows.
3. Three workstreams were identified:
  - a. A landing page on the University website
  - b. Institutional Fellowships
  - c. Accommodation
4. A Proposed landing page/ toolkit was welcomed by all parties consulted. The proposed site would contain information for incoming colleagues and those supporting them.
5. Staff time would be needed to develop and maintain the page, consideration should be given to where this landing page would sit in the long term.

6. Student induction information is provided via Canvas, this approach and some material could be used/ adapted for visiting colleagues.
7. There are several potential levels of Institutional Fellowship that could be offered, with differing costs:
  - a. Naming all (ad hoc) visiting fellows as “Global Fellow in XXXX”, this would help facilitate cross-working between global fellows in different NUCores and institutes. This option has no additional costs.
  - b. Provide support for travel, visa, and accommodation. Estimated cost £1k to £2k per person for travel, £1k – 1.5k per month for accommodation
  - c. Salaried fractional FTE fellowships with contribution to REF research environment. Estimated cost £2.5k to £5k per month dependent on level of expertise.
8. Both HaSS and SaGE have expressed interest in joining a central fellowship scheme.
9. Sources of funding for the above options have yet to be identified.
10. Provision of accommodation in the city remains a problem for incoming colleagues, and exchange students. There is limited University accommodation available, at varying costs.
11. The possibility of exploring agreements with external providers was discussed.
12. Finding suitable, short term accommodation remains the biggest challenge for visiting fellows and will require significant investment to resolve.
13. May need to be strategic about which visitors are funded and aim to bring different ways of thinking into the university
14. Providing a good experience for visiting fellows supports the storytelling work discussed under item 3.1 as visiting fellows become brand ambassadors and discuss their experience with other colleagues.
15. Support for visiting fellows should enhance existing schemes e.g. for visiting professors
16. Consideration should be given for incoming and outgoing visits to ASEAN colleagues/ campuses
17. Consideration should be given to governance of the scheme and how it would be reported on.
18. UGC’s endorsement to continue with these steps was requested, with a further report to be presented at the joint meeting of URIC and UGC in January

Resolution:

1. The proposal was endorsed by the committee

#### **4. ITEMS FOR REPORT**

The following items were for report only and were not discussed:

##### **4.1 Six Implementation Plans**

Updates to the written summaries were provided to the committee.

##### **4.2 Agreements and MOUs**

Details of recently signed MoUs were provided to the Committee

##### **4.3 Minutes from SMSC October 2023**

Minutes from the most recent SMSC were provided to the committee

#### **5. AOB**

The following items was noted:

- 5.1 The Saudi project has accelerated, with interest from Lord Johnson and the Department of Business and Trade
- 5.2 Discussion have been held with NUFC around opportunities for them to help attract international students to both Newcastle and Northumbria Universities
- 5.3 BBC Politics show on Sunday will showcase some of our global students

## **6. DATES OF MEETINGS FOR 2023-24**

The meetings for 2023-24 will be held on the following dates:

- Thursday 18 January 2024
- Tuesday 30 January 2024 (a joint meeting of UGC & URIC)
- Thursday 14 March 2024
- Thursday 9 May 2024
- Thursday 18 July 2024