

THE UNIVERSITY OF MELBOURNE
COMMITTEE OF CONVOCATION

MEETING 5/08

MINUTES

A Meeting of the Committee of Convocation was held on Wednesday 16 July 2008 at 5.30pm in the Council Chambers, University of Melbourne.

Present

Ms L Boston (Chair), Mr A Abbott, Ms Anne Ada, Mr BFB Dance, Dr J Flesch, Dr A Gibbs, Dr T Gould, Dr JK Harcourt, Mr G Israel, Ms I Jablonka, Mr F Lees, Mr R McGauran, Dr R McMillan, Dr V McRae, Dr J Nelson, Dr Ros Otzen, Dr D Parbery, Dr I Rechtman, Dr B-A Rodan, Dr L Simpson, Mr M Warwick and Ms Malory Weston

In Attendance

Ms J White (University Secretary), Ms Leonie Boxtel (General Manager, Alumni Relations), Mr S Halliwell (Minute Secretary) Mr Pat Freeland-Small (Vice-Principal, Marketing and Communications)

SECTION 1

1 Welcome, Apologies and Leave of Absence

Apologies were received from Mr E Bellchambers, Mr B Fitt, Mr P Hirst, Dr J Stillman and Mr G Thomas.

Mr P Davies, Ms H Fitzpatrick, Mr D Ford, Mr J Meehan and Mr L Rowe were on Leave of Absence.

Leave of absence requests were received for the August meeting from Dr B-A Rodan and for the August and September meetings from Dr J Nelson.

2 Returning Officer's Report

There was no report.

3 Starring of Additional Items

The following items were starred: 9.2, 9.4 and 12.

4 Receipt of Unstarred Items

The Committee received the unstarred items.

5 **Minutes of Meeting 4/08 (18 June 2008)**

The minutes were approved. Ms Boston advised members that a summary had been provided by Mr Lees in relation to the item raised by him under Other Business (item 15.2). Copies of the summary were available for members and the matters raised would be on the agenda for the extended meeting proposed for 9 August.

Dr Rechtman noted that his Leave of Absence was not recorded in the minutes.
[Secretary's note: the request from Dr Rechtman for Leave of Absence for the June meeting is recorded in the minutes of meeting 3/08 of 21 May 2008.]

6 **Matters Arising**

6.1 **Action Sheet 4/08**

6.1.1 **Summary of Enrolments**

Ms White requested more detail from the committee as to exactly what enrolment data they were seeking. **The committee requested** numbers by faculty (because of the potential impact of the Melbourne Model on Committee representation) and numbers of domestic and international fee-paying students. Ms White undertook to provide the figures.

6.1.2 **Review of Advertising requirements**

The matter is still in progress. As the advertising requirements apply to the Annual Ordinary Meeting and to elections, and neither of these is due until April next year at the earliest, the Secretary's department is waiting until it is clear what amendments will be made to the Melbourne University Act as a result of recent submissions. Any changes can be made fairly quickly after that.

6.1.3 **Expenditure on Alumni Materials**

Ms Boxtel reported that funds for alumni publications come from General University Costs (GUC) funds, which means a need to apply for these funds each year and they are not guaranteed. Marketing and Communications has published the Melbourne University Magazine to date. The most recent April edition, which was distributed to approx 160,000 alumni and friends around the world, cost approximately \$250,000 to produce and distribute. This includes postage and mailing costs to 130,000 local Australian and 30,000 overseas alumni.

6.1.4 **Recommendations from Membership Sub-committee re Business Cards**

Recommendations are not yet finalised.

6.1.5 **Raising the Effectiveness of the Committee: Progress Report**

This matter was discussed under item 10.1.

6.1.6 **Send Faculty Representatives Email addresses to GM Alumni Relations**

This action is complete.

7 Guest Speaker

Ms Boston welcomed Mr Pat Freeland-Small, Vice-Principal (Marketing and Communications). Mr Freeland-Small advised that he would speak about his role in general in the University and would then address some particular concerns that had been raised by the committee in relation to an election supplement published in *The Age* following the 2007 federal election.

Mr Freeland-Small has been at the University since early 2006, coming from the position of Development Director at Foster's Brewing. He is a brand marketing specialist and has been developing the University of Melbourne brand in relation to the Melbourne Model and emphasising outreach activities in relation to Growing Esteem.

Mr Freeland-Small outlined the areas of responsibility in his portfolio as follows:

- Media and Communications and Corporate Affairs
- Public Relations (including *StaffNews*, *Voice* and the two pod-casts: *Visions* and *Up-close*)
- Marketing services related to brand support
- Branded merchandise
- Editorial support for publications such as the Annual Report
- Market research (where there is currently intensive work being undertaken in relation to graduate programs)
- Interactive media (responsible for the first 3 or 4 clicks of the University's web site)
- Branding (the University has a brand manager who is currently working on the Graduate Schools' identity)
- Advertising
- Protocol and major events such as the forthcoming Open Day, Graduations, Conferences and so on

The current activities exercising the minds and efforts of Mr Freeland-Small's department are:

- Open Day on 17 August which is important for securing enrolments under the new Melbourne Model
- Graduate Expo (September)
- The 2009 Marketing Plan
- New Media, including the recent launch of the New Media centre in the Sidney Myer Asia Centre which will allow direct feed to a variety of news media.

In relation to the election supplement, Mr Freeland-Small advised that *The Age* had offered the University involvement in an advertising supplement and the University took the opportunity in order to raise the profile of academics in commenting on significant policy matters around the election. The first supplement introduced the experts and the second supplement [about which the committee had raised concerns] included paragraphs from 12 academics highlighting policy issues that the in-coming government would have to deal with. There was no intended political connection of the University with any political party.

In relation to the inaccuracy in the second supplement over the status of Veterinary

Science, Mr Freeland-Small advised that at the time of publication, it was thought that Veterinary Science would be a graduate school in early 2008.

In relation to the inclusion of Convocation and its Committee in the University's Annual Report, Mr Freeland-Small advised that it is referred to in the section on University committees.

In relation to the graduation booklets, Mr Freeland-Small acknowledged that Convocation had initially been omitted but that it was now included.

Mr Freeland-Small then responded to questions and comments from members and advised:

- The University has no editorial control over what *The Age* prints on the front cover of any advertising supplement
- Faculties have their own areas of responsibility and internal budget processes for determining priorities in relation to recruitment expenditure.

Ms Boston thanked Mr Freeland-Small for his comprehensive account of what is clearly a very large portfolio. She noted that she had suggested at Council that the names of the members of the Committee of Convocation should also be included in the Annual Report.

8 President's Report

Ms Boston reported on the sad demise of Mr George Tibbits. Mr Tibbits had been a very important figure for the University and had been particularly helpful to the committee in relation to the Foundation Stone in 2007. She advised that fortunately, the Chancellor had been able to advise Mr Tibbits before his death that the University had awarded him an honorary Doctorate of Architecture. **The committee resolved** to send a condolence card to the family of Mr Tibbits.

Having deputised for Ms Boston at the 14 July Council meeting, Dr Simpson reported on the following matters:

- The review of the Vice-Chancellor had been favourable and his contract had been renewed from 2010 to 2015 but with a "get-out" clause from 2012
- It was not possible to have membership of the VCA Integration Committee (membership being established by regulation) but membership of the VCA advisory board will be investigated
- The report from the Information Futures Commission was excellent [secretary's note: this matter was dealt with in more detail under item 9.2]
- The Quality of Teaching survey indicated that the 25% of students who gave some "negative" response said that they wanted more direct contact with their teachers

9 Reports from Sub-committees and Working Groups

9.1 Review of University Acts

The Committee resolved to allow the submission to be made public on the DIIRD web site related to the review of University Acts. The minute secretary will inform the Senior Project Officer.

9.2 Libraries and Information Access

Mr Israel thanked Dr Simpson for his comments in relation to the Information

Futures Commission report. Mr Israel advised that the report is now publicly available. He noted that there are lots of bright points in the report, although the Libraries and Information Access sub-committee was disappointed with some aspects (such as the decision not to increase shelf space) and, in discussing the report at its meeting on 16 July, had formulated several other questions. The sub-committee would be interested in seeing the presentation recently given to Council by the Vice-Principal (Information Services), Ms Linda O'Brien, but would also be interested in hearing Ms O'Brien's response to the various questions. The secretary outlined the invited speakers who have been arranged for meetings for the rest of 2008, and Dr McMillan did the same for dinner speakers. It emerged that there are spots available at the October meeting of the Committee or the September dinner.

The committee resolved that Mr Israel would forward the sub-committee's questions to the minute secretary who will forward them to members with a request for further questions to be submitted. The questions will be compiled and will be sent to Ms O'Brien with a request in the first instance to attend a meeting of the sub-committee (in her office if desired). If that is not possible, Ms O'Brien will be invited to speak at the October committee meeting or at the September dinner.

9.3 Strategic Plan

Dr Otzen spoke to the report as circulated, particularly to the proposal for exploring the potential for further representation on University committees. Ms White advised in relation to point 2 on the second page of the report that the Advancement Committee no longer exists. The minute secretary will send to the convener of the Strategic Plan sub-committee information about how to access the details of all University committees.

The committee accepted the recommendations of the sub-committee as follow:

- (i) That we [the committee] secure a place within the proposed Alumni Ecommunication, where Convocation can present the issues with which it is currently engaged.
- (ii) That we [the committee] generate opportunities for Convocation Faculty Representatives to attend Faculty alumni gatherings.
- (iii) That we [the committee] ensure we are featured in all future Alumni Resource Guide publications.
- (iv) That we [the committee] have a presence at the University Open Day
- (v) That [the committee of] Convocation pursues the creation of profiles on Faculty websites for its representatives.

Ms Boxtel advised that on Open Day on 17 August, the old Moot Court will be the Alumni Lounge and that any committee members are welcome. Ms Boston requested that details of relevant Open Day timings be sent to the minute secretary.

9.4 Membership

Mr Dance spoke to his report as circulated and advised those members not already on sub-committees to join as soon as possible for a valuable experience. Mr Dance

advised that he would be meeting with the convener of the Strategic Plan sub-committee because there appeared to be some overlap between matters being pursued by their respective sub-committees.

9.5 Melbourne Model

There was no report.

10 Issues of Concern to Members

10.1 Raising the Effectiveness of the Committee

Mr Abbott spoke to his progress report as circulated. The extended meeting will be on Saturday 9 August at the Melbourne Business School. The University Secretary's Department has agreed to fund the refreshments. As the minute secretary will be away on leave from 28 July until 11 August, he has arranged for Ms Mary Tsaousis of the University Secretary's Department to be available for the copying and distribution of any papers. Ms Boston encouraged all members to attend and to give their names directly to Mr Abbott.

10.2 Members' Photographs on the Web Site

In the absence of Mr Corrigan who raised this matter, the item was deferred until the next meeting.

10.3 Domestic and Overseas Students

Ms Boston referred members to an email sent to members by Mr David Ford on 19 June 2008. The email averred: *"It appears that the University of Melbourne may be pursuing external sources of fee paying income, to the detriment of providing the optimum number of places for education of local students."* The email concluded: *"Should we, as representatives of graduates, and being local nationals, raise this as an issue with the Council and the University Administration. Will the Melbourne Model do anything to correct this?"*

The committee discussed the matter, including also the question of the committee's role in relation to such issues. Ms Boston reminded members that [under section 25(b) of the *Melbourne University Act 1958*], "[The committee] *may submit for the consideration of the Council such suggestions as it thinks fit with respect to the affairs and concerns of the University...*"

While it was not absolutely clear what the intent of the questions was, **the committee resolved** to wait until there was more detailed and accurate information on enrolments (see item 6.1.1 above) before proceeding with this matter.

10.4 Melbourne School of Continental Philosophy – Request for Support

Ms Boston read to the committee an email from a previous member, Ms Marguerite Neal-Adam, requesting support for the Melbourne School of Continental Philosophy (a non-profit organisation run by postgraduates) in their quest to have the University continue to waive the cost of rooms it hires. **The committee resolved** to await contact from the organiser, Mr Paul Daniels.

11 Report to Council.

The Committee noted the report to June Council as circulated.

12 Vice-Chancellor's Report to 14 July Council

Ms White confirmed that Council had approved the name change of the faculty of Land and Food Resources to Melbourne School of Land and Environment. Mr Abbott advised the committee of the confirmation of the appointment of Professor Iven Mareels to the position of Dean of Engineering for a five-year term. In relation to item 7 in the report (Melbourne Scholarships Program 2009) Ms White advised that Council was concerned at the possible equity implications of changes. Appendix B of the VC's report will be emailed to members. In future, appendices will be emailed to members on request prior to the meeting.

13 Legislation and Trusts Committee Report to 14 July Council

The report was noted. Members indicated that they would be happy in future to receive only the main section of the report and not the mark-ups of all the amended legislation.

14 Building and Estates Committee Report to 14 July Council

There was no report.

15 Academic Board Report to 14 July Council

The report was noted.

16 Reports of Faculty and Committee meetings

There were no reports.

17 Other Business

17.1 Legislation and Trusts Committee

Ms Boston advised that Mr Meehan had indicated that he no longer wished to continue as representative on the Legislation and Trusts Committee. The minute secretary will first of all gauge the interest of the two Law representatives and will then seek interest from other members of the committee.

Meeting closed at 7-30pm.