

BOARD OF TRUSTEES

Meeting of Wednesday 17th December, 2014 commencing at 10am in in the Board Room, Paisley Campus

AGENDA

In the Chair: Cameron Stewart, Ordinary Trustee Paisley

Sederunt and to accept apologies for absence.

1. Minutes of previous meetings

- a) accuracy
- b) matters arising

2. Reports of the Office Bearers

- a) acceptance
- b) sabbatical holidays

3. Reports from committees etc. –

- a) Reports from Commercial & Union Managers
- b) Report on Central Text Messaging system

4. Business Introduced By Office Bearers

- a. NUS Diagnostics President
- b. Resignation of Trustee President
- c.
- d.

5. Motions

6. Elections

7. AOCB

8. Staffing

- a) Minutes from the previous meeting
- b) Matters Arising

- a.
- b.

Date of the Next Meeting.

Selection of Chair for the next meeting.

STUDENTS' ASSOCIATION

SAUWS

UNIVERSITY OF THE WEST of SCOTLAND
SCOTTISH CHARITY NUMBER: SC005410

Board of Trustees

Minutes of the meeting of the Board of Trustees held on Wednesday 17th December 2014, commencing at 10am in the Boardroom, Paisley Campus.

Cameron Stewart, (Ordinary Trustee, Paisley) in the chair.
Meeting Commenced at 10.00am.

Sederunt

Sederunt

Jack Douglas	President	(Pres.)
Ryan Wood	Sports President	(SP)
Lauren Miller	Depute President Education & Welfare	(DPEW)
Iain Shepherd	Ordinary Trustee Paisley	(IS)
Stuart McCabe	Ordinary Trustee Paisley	(SM)
Cameron Stewart	Ordinary Trustee Paisley	(CS)
Cal Reid	Campus President Ayr	(CPA)

Apologies for absence –

Pearl Willis	Ordinary Trustee, Ayr	(PW)
Blane Abercrombie	Ordinary Trustee, Ayr	(BA)
Isla Todd	Campus President, Hamilton	(CPH)
Kelsey Campbell	Ordinary Trustee, Hamilton	(KC)

Absent without apologies –

Kate Sharkie	Ordinary Trustee, Ayr	KS)
James Adams	Ordinary Trustee, Hamilton	(JA)
Connor Smith	Ordinary Trustee, Hamilton	(Con S)

In Attendance

Caroline Sharp	General Manager/Returning Officer	(GM)
Aileen McColl	Admin Assistant	(Admin)
David Devlin	Membership Manager	(MM)
Al Powell	NUS Consultant	

It was requested that item (4a) be moved to the beginning of the meeting.
Accepted unanimously

4a.

Al Powel, NUS development consultant introduced himself and explained it was his team which conducted the diagnostics report, he then asked for everyone present to introduce themselves, with a brief summary of their remits. He asked everyone for an honest view of the diagnostic report, everyone gave their opinions and concerns about the document, it was agreed that the document is straight to the point, and at some points quite alarming, it was also agreed that the issues raised need to be addressed and done so within a reasonable timescale. Al asked if anything else struck a chord with anyone. It was explained that the diagnostics report was shared with the Principal and other relevant staff, the University are willing to give us help with this new plan, giving additional support with questions etc., Training would be required for new trustees, the Principal suggested we have a launch event and rebranding. There was a discussion regarding who we should have as external

trustees as part of the board structure, and it was suggested this should include university staff such as HR and finance, these would be advantageous to us. NUS would give us support, that we have two elements of structure was a general consensus, there does need to be change and our present structures could be a lot better. We would then have an Executive and a Trustee Board with 5 sabbatical posts (elected) 4 campus rep posts, one for each campus (appointed) 4 campus trustees and 4 lay external trustees (appointed), it is a legal requirement to elect cross campus officers.

Benefits of having an exec would include always knowing in advance when your next meeting would be and meetings would only require to be held every 8 weeks or even twice per term. At any time you should know the dates of meeting 18 months in advance for charity reporting or audits. Admin should support the board, the board should hold each other to account for action points, it should be the responsibility of the chair to ensure these are carried out..

The general Manager will be working with the President on the new Strategic Plan, and we have the option to ask for internal help from the University, along with Corporate Marketing to help with funding.

A discussion arose regarding the representation of Dumfries Campus, also liberation groups, sports and societies etc. It was generally agreed that finer details of the exec set up can be agreed once the initial structure of the plan is accepted, so the first step is to agree to the change.

Unanimous

Next step for diagnostic:

We have been given a model constitution typed and ready for use, the membership manager will check this and ensure it is fit for purpose for our organisation, and make any necessary amendments so it is specific to our needs.

Action point:

The new constitution should be sent to the BoT by the end of January, either the President or the General Manager to email the board members to ask who wants to be involved in each recommendation, the President is to have meetings with anyone who is not happy with the proposals.

1. Minutes of previous meeting.

a. Acceptance

Minutes from the previous meeting (27/11/14) were agreed as an accurate record.

b. Matters Arising –

2. Reports of the Office Bearers.

a. Acceptance –

i. President –	no report submitted	
ii. SP –	written report	accepted
iii. DPEW –	written report	accepted
iv. IS –	written report	accepted
v. SM –	written report	accepted
vi. CS –	written report	accepted
vii. CPA -	written report	accepted
viii. PW –	no report submitted	
ix. BA –	written report	not accepted as absent
x. KS –	no report submitted	
xi. CPH –	written report	not accepted as absent
xii. Con S -	written report	not accepted as absent
xiii. KC –	written report	not accepted as absent
xiv. JA –	no report submitted	

b. Sabbatical Holidays –

DPEW 5th & 6th January

CPA 16th 19th 20th January

3. Reports from Committees etc. –

Reports from Commercial and Union Managers

These reports were read and discussed, it was agreed by everyone that a review of commercial services was required.

**Report from Membership Manager
Central Text messaging**

This report was read, and David Devlin was then asked to enter the meeting and discuss same, It was explained that this is a more direct way of getting in touch with students, we can have personal texts and this is cheaper and more effective than flyers, it also reduces our carbon footprint. Before we do this we need to ask the students if they are in agreement, and we must accept that there will be certain students who would not like to get these messages. When it comes to elections we should just send it to all students as it raises their awareness, especially if they see SAUWS on a regular basis. MSL is still developing, the university uses text messaging mainly for emergencies. We could possibly use the universities system if we need to for massive amounts of texts. The Sports Admin would be able to get team results by text which would be a great help. The membership manager explained that he had used text magic before but did not want this to influence the decision made by the board.

**Proposal 1
Unanimous**

Is it worthwhile using text messaging system

**Proposal 2
Unanimous**

which system should we use: text magic was decided

**Proposal 3
Unanimous**

A maximum spend for text messaging:

Some texts would be able to be replied to; so we would need to capture mobile numbers with a data protection form. It was suggested a capped spend of £500.

4. Business Introduced by Office Bearers.

- | | | |
|-----------|------------------------|------------------------------|
| a. | Diagnostics | President |
| b. | Transfer of funds | Campus President, Ayr Campus |
| c. | Resignation of Trustee | President |

b. Transfer of Funds

CPA explained that UMA requested approval for £250.00 to be taken from Ayr ents budget for "Refreshers"
Unanimous

c. Resignation of Trustee

Cameron Stewart (Ordinary Trustee Paisley) tendered his resignation due to university work commitments etc.; Cameron was asked if he wished to withdraw this, he replied no.

Unanimous

Cameron thanked everyone for the time he had spent as a Trustee finding it useful and rewarding; his name will be removed from the BoT list as of 20th December 2014.

5. Motions -

6. Elections – none.

7. AOCB –

8. Staffing – staffing minutes are recorded separately.

Date of the next meeting: the date of the next meeting will be determined by a doodle sent out by President.

Meeting Closed:

At 12.10pm

Development consultant, his team did the diagnostics report, he asked for honest view of reports, trustees spoke on their view of this,

Diagnostics 2 Taken to principal, we are going ahead, ND THE UNIVERSITY WILL GIVE US HELP with new plan, carolyn will give us some additional support with questions, nus and university, trevor was recommended for board structure, what kind of training for new trustees, principal suggested launch event with funding and rebranding.

Caroline, new strategic plan, internal university, corporate uni fund for external funding, quite positive, resources from uni to put forward

Al Powell

Asked for introductions the board all introduced themselves

Stuart favourably, it was straight to the point and agrees significant changes needed,
Ryan

Said no surprises,

Cal

said things were quite alarming

Jack,

Al, asked if anything else struck a chord,

Cal said what the principal and students had to say was very important,

Al

Apparent for a while, two elements of structure is a general consensus there needs to be change, structures could be a lot better,
Executive and trustee board,

Asked for board's ideas what could change, we would need to speak in favour of the changes,

Cameron

Few ideas,

We essentially move current board over to an exec model, we would need cross campus,
Iain suggested this might be too big

Ryan

Said we should have two, who makes up an exec board, jack says he does want liberation groups to be represented. Sports and societies should have a rep as well, but too big a board would result in a free for all, you cannot have everyone on it.

Three things

Trustee board how to split

Figure out how to represent src and exec, exec are full time sabs, through src political discussions

Because of current situation with 4 sites it could become , it would not necessarily work

We would have 5 sabs

4 campus reps appointed or elected (appointed would be preferred) thinking strategically with 4 campus trustees, if you are going to put this into a strategy you would be able to target students better.

4 lay externals (appointed)

There are better people in the room to manage and develop external communication; an appointments panel would enter into an interview panel,

We currently have 11 reps from various campuses? Campus specific

We need to have a discussion to see what the best option for Dumfries is, should we acknowledge it is a separate institution. AI would be wary; they may think they were not being considered on a par it could be increased to 14

If you were planning, if the union was 1 campus we would only have one all student meeting.

Trustee Board(lay)

5 sabs

4 campus reps

4 external

Exec

5 sabs

2 x 4 campus reps

Could be officers without portfolio, could all work together to make things effective

Jack said 4 liberation reps, Cameron, said it would be better to split into two, Stuart said there is never gender balance. Ian suggested it be left open for liberation groups to pick them.

For the exec liberation officers would need to be elected,

Difficulty with Dumfries Cucs is not for representation, the boundaries would become blurred.

Could each liberation group elect their own representative, would it end up the officer from each group

Exec would go from 14 to 17

1 liberation officer from each campus

You would not need to meet as regularly, you could split down responsibility, as an exec you could meet every six to eight weeks, or twice per term, the dates would be set in advance and gives people time to plan ahead. Its,

At any time you should know the dates 18 months in advance, for charity reporting or audits, this would link in,

**Not go for the model of president as chair,
The chair and vice chair, should be elected.**

**Fixed chair and appointed vice chair.
Campus reps, appointed**

**University rep being one of the elected senate? Or Court? Only 1
1 uni 3 lay external, director of finance good suggestion, would give us benefits across the
board, Iain said his objectives may be contrary to S.A. and may oppose. We need to be
more honest with the uni, Iain said we should appoint someone who knows what we want
And is sympathetic to our needs.**

Always invite someone from uni to board meetings,

**3 or 4 sub committees
HR and finance
People management, accounts,
Risk
Risk committee
Legal Compliance
Strategy**

**They feed into the board activity and meetings. It has demographic impact need to be
passed by all 3 src's. Caroline or David to write these up, main thing to increase from 11 to
14, people may think something is being taken away from campus instead of giving
something.**

Invite senior member to board but not vote, only there to give advice.

**Minutes should be published, minus anything confidential or sensitive. Transparency should
be there at all times.**

**Secretary? Admin should support the board, board should hold each other to account for
action points, it should be the responsibility of the chair.**

**Next step for diagnostic:
We have had a model const, sent to us, typed up and will be used**

What meeting is this going to go to?

**Discussions arose regarding time scale for this. Hostility has been raised, set up a meeting
regarding src proposals.**

**Action point:
New const to board by January, jack or gm to email board who wants to be involved in each
recommendation, jack to have meetings with anyone who is not happy with proposals.
It is a legal requirement to elect cross campus officers.
1a**

Miscommunication between joanne with societies, accepted

resignation of trustee

Cameron Stewart

Cameron was asked if wished to change his mind, he said no.

Carried unanimous.

Removed from list December 20th

Meeting closed at 12.10

No motions

No elections

AOCP

Cal

Joanne would like to get board approval for £250 to be taken from Ayr Ents budget, for refreshers

board approved this unanimously.

President will send round a doodle

President in the chair.

Central Text Messaging System

Background

Paper advertising, with flyers and posters is becoming increasingly more expensive and less effective at engaging students. In this digital age, almost all students have access to electronic equipment and certainly all of them have mobile phones.

If we consider this, Text messaging is one of the best ways of getting in contact ¹with the student population. It allows us to directly reach and target students in order to better promote our key messages, notify and give relevant information and request calls to action.

At the moment, SAUWS has no direct method of sending text messages to our students. Our MSL website has the provision to do this - however it is not currently a module that we have opted into.

Proposal

¹Lauricalla & Kay, 2013 "Exploring the use of text and instant messaging in higher education classrooms" *Research in Learning Technology*. Vol 21, 2013

This proposal is to allow us to use a system with which the entire Membership Department will have a reach to students. This can either be achieved with the MSL system or by using one of the companies listed below.

How it would work:

Students would be asked to register their phone numbers with us when they sign up to Sports, clubs and societies, being a class rep or getting involved in our democratic practices. This can be done on paper, or through our website. Commercial services could also ask students to register their numbers for commercial updates. Either way, when we capture the information we would have a disclaimer that it allows us to contact them for the appropriate purpose.

Benefits

- For SAUWS
 - Direct, low cost advertising of our services and activities to our membership Student Body
 - Overall reduction in the amount of paper printing that we do, therefore improving the environment and our carbon footprint.
 - Improved involvement/participation in our services and activities.
 - Less staff time wasted by students not showing up - students can be sent reminders for appointments/meetings.
- For Students
 - Timely and relevant messages delivered through a contemporary method.
 - The ability to send out emergency notices - such as campus closures that may affect our activities
 - The system is non-reliant on internet access, therefore students who have mobile phones can receive the messages anytime - e.g. when traveling to campus
 - More direct access to the Association - particularly if we get a system that allows text message replies.
 - Feeling supported by the Association - we can remind them about things to get them involved.

System comparison

I have selected three systems for comparison - each is cost effective and has different feature lists.

Company	Text Magic	Text Local	MSL Helpdesk
Text costs**	0.040p	0.049p	0.05p
Allows Sender IDs	YES	YES	NO
Allows SMS response	YES	YES	NO
Cost of SMS response	FREE*	FROM £25 per year	N/A
Allows multi user access	YES	NO	NO
Allows individuals to be text	YES	YES	NO
Allows mail-merge texts.	YES	YES	NO
Desktop or online software	BOTH	Online	NO - texts are sent via spreadsheet to MSL.
Top ups can be done via:	VISA, Mastercard, American Express,	VISA, Mastercard, American Express,	Invoiced

	Pay Pal, Bank Transfers		
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*Number is based on the channel Isles, some networks may charge 20p to text the number

** With the exception of MSL, the more texts we buy in a top up, the cheaper the texts become.

I have used the Text magic system before, but I am not overly protective of using it/not using it. The key areas that we need are text response - so that fixtures etc. can be text in, and so we can get responses from Students.

The primary user of the system would be the Website, Digital Media and Communications Coordinator, and we would have relevant procedures to ensure the messages are planned and organised in a coordinated manner.

Proposed System Usage

We anticipate the usage to be as follows, please note however that this is a rough estimate and the actual usage may be more, or less than what is shown. The amount of messages will ultimately depend on the number of mobile numbers that we capture.

- Team UWS - 300 messages per month during term time.
- Student Reps - 100 messages per month during term time.
- Elections -100 messages during the election period
- Commercial SAUWS - 300 messages per month - including all the campuses.

Decision

The board is asked to consider the proposal and the systems above and decide on:

1. If it is worthwhile to use text messaging to contact students
2. Which system we should use if this is the case.
3. A maximum spend for text messaging for the remainder of the session (considering that we can replace funding for posters/flyers with the system).

Glossary

- **Sender ID:** Allows the organisation to replace a number with a name - so our messages would appear as SAUWS or Team UWS, or SAUWS Reps.
- **SMS response:** Allows text messages to be sent to us
- **Multi User Access:** More than one person can use the system at any one time.
- **Mail-Merge Texts:** Allows us to create personalised text messages from the data we have - like an email mail merge.

