

## **Court Annual General Meeting**

**Record of the Meeting of the Court of the Imperial College of Science, Technology and Medicine held on Wednesday 27 June 2018 in the Boardroom, Faculty Building, South Kensington Campus, London SW7 2AZ**

**Present:**

Sir Philip Dilley (Chair), Mr. Luke Blair, Professor Nigel Brandon, Mr Hamish Common, Ms Alex Chippy Compton, Sir Michael Dixon, Professor David Gann, Mr David Keene, Ms Dominique Klein, Ms. Amy Le Coz, Mr. John Neilson, Mr. Jonathan Newby, Ms. Nicola Pogson, Ms Yasmin Razak, Mr. Elias Sakellis, Mr Mark Tham, Mrs. Sarah Waterbury, Mr Thomas Wheeler, Mr. Oliver Woolley.

**In Attendance:**

Mr. Jon Hancock (the Assistant Clerk to the Court and Council).

### WELCOME

On behalf of the Court, the Chair welcomed new members of the Court, Mr David Keene and Ms Yasmin Razak, to their first meeting of the Court. He also asked that the Court's thanks to the retiring members be recorded.

### COLLEGE UPDATE

The Court received an update on recent developments at the College from the College Secretary, John Neilson.

David Keene, who had recently visited the IHub at White City, praised both it, and the College's other developments at White City.

### CAMPAIGN FUNDRAISING

The Court received a presentation on the College's Advancement activities, and its new fundraising campaign for the School of Public Health from the Vice President (Advancement), Sarah Waterbury. In discussion, the following points were made:

- Although the College received a considerable number of small gifts each year, it was dependent on larger gifts (between £100K and £1M) to meet its annual fundraising targets.
- The purposes for which gifts were given were mostly dependent on donors' wishes, rather than College priorities. However, in most cases these aligned reasonably well. The College could refuse donations that did not align with, or were counter to, its own interests.
- Benchmarking Advancement costs against UK and European institutions was difficult as there was very little comparable data available. The College costs per £ raised were comparable with US institutions.
- With regard to the returns for each type of activity, Mrs Waterbury noted that 'Principal Gifts' were responsible for bringing in individual large donations, but that other fundraising tiers were important for creating a pipeline of future donors.
- With regard to the nationality of donors, it was noted that wealthy individuals would make philanthropic donations regardless of nationality; a culture of philanthropy was emerging in China as its citizens' wealth increased.
- There was not a finite market for fundraising, and increasing Imperial's success would not reduce the amount other universities were able to raise (and vice versa).
- It was not expected that graduates would start giving immediately on graduation. It was more important to build a relationship with them, and include them in the alumni family. Maintaining this connection to the College would create a pipeline of future donors.
- Having a strong and successful Advancement Division was important for the College, as it allowed departments to concentrate on winning research grants. In the context of reduced public funding, building additional philanthropic income was vital for the College's continued success.
- The bureaucratic requirements of GDPR could have a negative impact on fundraising, and it would make maintaining a wide database of alumni and other donors more difficult. It was likely that institutions would focus more on large individual gifts, rather than regular giving. In the longer term, this could affect the pipeline of future donors.
- The student experience at College was also felt to be important. Students who had had a good experience were more likely to become donors.

When asked what the Court members could do to help, Mrs Waterbury suggested they should consider themselves to be ambassadors of the College, and that they should let friends and colleagues know about the College and its work.

## ACTIVITY REVIEW

### Amy Le Coz

Had chaired a 'Be Your Own Boss' event for alumni at Imperial College in March, with 3 excellent alumni panellists, William Makant, Andrew Owens and Christina Peterson. Suggested that similar events could be arranged in future. Had also been acting as an ambassador for the College.

### Dominique Kleyn

Suggested that Court members could have their own targets: i.e. Do 3 good things for Imperial this year, including attending events and concerts and networking with others. Said she would set out to do so herself this year, and keep a record of what she had done. Had attended the Commemoration Eve dinner, and been involved in the College's mentoring scheme. She suggested that Court members could act as advocates at events if given more information on the other attendees.

### Oliver Woolley

After a gap following graduation, Oliver had reconnected with Imperial when his children made him realise the importance of education. Having re-engaged, is now proud to be a donor, and wears his pledge pin every day. Provides intern opportunities for Imperial students at his business, and recently held a crowdfunding and investment angels event with the College. Very pleased to be a part of the Imperial family again.

## ALUMNI RELATIONS

The Director of Alumni Relations, Nicola Pogson, gave members an update on Alumni Relations activities and strategy. In discussion, the following points were made:

- The student experience was a key factor in alumni engagement. Imperial's results in the National Student Survey (NSS) were relatively poor given Imperial's standing, but were similar to other London-based universities. It was hoped the Learning and Teaching strategy would improve matters, but this could take several years.
- Student engagement with Union clubs and societies was the highest in the country (80% of students were members of at least one club or society).
- The disparate physical locations of the campuses and individual loyalties with departments and constituent Colleges also presented a challenge for alumni engagement.
- It was noted that the student experience ('did I have a good time') was very different from the pride associated with being an Imperial graduate, and the recognition that

this provided significant advantages. These factors were more important in getting alumni to give back to the College as future donors.

- It was suggested that the College's branding and visual identity was fragmented. Having a unified identity and branding for the alumni was important.

### NEXT MEETING

The next Court Meeting will be held on **Wednesday 26 June 2019**