Birmingham Professional Forum

Lee Sanders, Registrar and Secretary
14 November 2013
Agenda

- **Introduction** - Lee Sanders

- **Code of Ethics** - Kate Lawton, Head of Data and Business Intelligence

- **Have Your Say 2013** - Jennifer Lapworth, Executive Officer Human Resources, and Survey Champions: Tracey Perry, Jessica Robinson, Kirsty Wade

- **Development, Alumni and Business Engagement (DABE)** - Nick Blinco, Director of Engagement, DABE

- **Advancing Equality in Employment** - Professor Martin Stringer, Deputy Pro-Vice-Chancellor

- Questions
Background

- Ethical values have always been embedded within the University, and are fundamental to our activities.
- Reviewed in 2013 to provide clarity on process and accountability, and in light of the Woolf Report concerning events at LSE.
- Code based on the Nolan principles – Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty, and Leadership.
The Code of Ethics

- Code of Ethics approved by Council in June 2013.
- All members of the University have a responsibility to act ethically.
- Code provides a guide, (with signposts to other resources), for 4 core activities-Teaching, Research and Knowledge Transfer, Fundraising and Gifts, and Finance (investments and procurement)
The Core Activities (1)

- **Teaching**
  - Collaborations
  - Promoting equality
  - Fair admissions
  - Academic quality + progression
  - Student feedback+ representation

- **R&KT**
  - Academic freedom
  - Original, significant + rigorous research
  - Legal and financial protection
  - Personal consultancy/outside activities
The Core Activities (2)

☐ Fundraising and Gifts
  - All gifts must go through DABE
  - Support education
  - Responsible fundraising and management

☐ Finance
  - Honest and transparent business operations
  - Socially responsible investment
  - Probity in procurement
In Practice

- You are expected to act with integrity and make effective ethical choices from day to day.
- Can you justify your decision or behaviour to a friend, or the press?
- Think about the wider consequences of your decision, for your colleagues and the University.
- Check to see if the University has already produced guidance (e.g. on conflicts of interest, or accepting gifts and hospitality).
- Consult the relevant officer highlighted within the Code for advice.
- Cascade the Code to all members of your School, and be prepared to take responsibility.
Survey facts

- Survey live: 4\textsuperscript{th} November to 1\textsuperscript{st} December
- Individual email with instructions on how to complete
- Confidential
- Short time to complete during work time
- The higher the response rate, the higher the pressure to act
- 2011 response rate: 66%
## Current response rate

<table>
<thead>
<tr>
<th>Area</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIVERSITY OF BIRMINGHAM</td>
<td>26%</td>
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<tr>
<td>COLLEGE OF ARTS AND LAW</td>
<td>23%</td>
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<tr>
<td>COLLEGE OF ENGINEERING AND PHYSICAL SCIENCES</td>
<td>19%</td>
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<tr>
<td>COLLEGE OF LIFE AND ENVIRONMENTAL SCIENCES</td>
<td>23%</td>
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<tr>
<td>COLLEGE OF MEDICAL AND DENTAL SCIENCES OVERALL</td>
<td>23%</td>
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<tr>
<td>COLLEGE OF SOCIAL SCIENCES OVERALL</td>
<td>29%</td>
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<tr>
<td>CORPORATE SERVICES</td>
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<td>CORPORATE SERVICES</td>
<td>30%</td>
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<td>ACADEMIC SERVICES</td>
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<tr>
<td>DABE</td>
<td>43%</td>
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<tr>
<td>ESTATES</td>
<td>34%</td>
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<tr>
<td>EXTERNAL RELATIONS</td>
<td>56%</td>
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<tr>
<td>FINANCE</td>
<td>42%</td>
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<tr>
<td>HOSPITALITY AND ACCOMMODATION SERVICES</td>
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<td>HUMAN RESOURCES</td>
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<tr>
<td>IT SERVICES</td>
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<td>LEGAL SERVICES</td>
<td>18%</td>
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<tr>
<td>PLANNING OFFICE</td>
<td>50%</td>
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<tr>
<td>REGISTRAR’S OFFICE/VC SUITE</td>
<td>40%</td>
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What happens next?

- High level results received and presented to UEB
- All areas (with more than 10 response) receive a report
- All areas produce an action plan
- Action is taken as a direct result of the survey results
- Some examples from 2011....
We said, DABE did.

- “The SDR and PDR could be more useful”
  - Monthly reviews
  - Reporting

- “Poor performance could be dealt with better”
  - Management training via POD
  - Celebrating success

- “We could utilise our skills and abilities more”
  - Significance of capabilities at recruitment
  - Induction structure and feedback
LES responses to Have Your Say 2011

- FOCUS (LES Forum for Open Communication Updates and Sharing)
- LES Professional Services Pop Up
- College Communications Project Group
You said

Communication
University Leadership
Your Manager
Training and Development

We did

School of Medical and Dental Sciences
Find out more

- Email the project team at hys2013@contacts.bham.ac.uk
- Visit the intranet at www.intranet.birmingham.ac.uk/haveyoursay
- Contact your local champion
Business Engagement
and how it links with Alumni Relations

Nick Blinco
Director of Engagement
Why is this development exciting?

- Existing strategic and corporate partnerships have had a real impact on our University and on the regional and national economy.

- £7.86m income from commercial sources in 2011/12.

- Not just about the money!

- Massive opportunity to grow our networks further.
How does Business Engagement link with Alumni Relations?

It allows us to:

- Build on existing relationships with alumni working in business
- Present coherent, multi faceted partnerships that make sense to business
- Work towards individual, collective and institutional targets
- Work with business in a streamlined, productive, timely and co-ordinated way
Who are we and how can we help?

- Business Engagement - two teams
  - Business Engagement Marketing – David Fisken
  - Business Engagement Partners – Gurmit Kler
  - PA – Jazz Jemahl
Business Engagement Partners
How can they help?

- Support academic colleagues to work with business
- Enhance existing business relationships
- Connect to new business opportunities
- Signpost to funding opportunities
- Help and advise – in all areas of business engagement
How can they help?

- Raise the profile of the University to business
- Generate leads
- Organise and attend events
- Provide marketing materials ‘tailored for business’
Who else do we work with?

- Our colleagues in Development and Alumni
- Finance Office
- Research and Innovation Services including
  - Alta Innovations
  - Birmingham Research Park and the BizzInn
- Careers Network
How can you help?

- Keep us informed about your business relationships
- Tell us about quality research that is of interest to business
- Be honest about what works and what doesn’t
Business Engagement

Contact us:
businessteam@bham.ac.uk
Why focus on employment?

• Ongoing under-representation of senior women and lack of ethnic diversity across the University and sector
• Global aspirations are not matched by the diversity of our workforce
• Diversity of perspective, experience and approach has organisational value
• Staff diversity of increasing interest to funding bodies
Core Objectives:

1. To signal that Birmingham is serious about employment equality
2. To boost the degree to which equality is consistently embedded in management practice
3. To review and refresh the policy framework where appropriate, and address any outdated areas of discretion in terms of good practice
4. To maximise talent in the University
Key initiatives for 2013/14

Culture Change

• Presentation on unconscious bias to ULF at Awayday and in POD follow up activities
• Mandatory training for all members of selection and promotion panels
• Facilitation of promotion workshops
• Continuing work towards Athena Swan and Aurora Leadership development
• Launch of workload remission for academics returning from maternity/paternity/adoption leave
Key initiatives for 2013/14

**Operational Reinforcement**
- College and Corporate Services Equality Reports and resulting Action Plans
- Publication of guidance on parental care, disability & religion and belief
- Launch of corporate fund for maternity/paternity/ adoption leave cover
- Refresh of policy framework with revision of outdated areas of discretion
Key initiatives for 2013/14

Communication
• Buzz articles, blogs, media coverage and twitter on activities over the year
• Reinforcing of message in all senior management communications
• Flagship Conference on ‘women’s voices’ in Spring 2014
• Focused activity on specific characteristics – disability, race, gender and sexual orientation
FOCUS ON DISABILITY

Learn more about disability on campus

NOVEMBER–DECEMBER 2013
For the full programme visit:
www.birmingham.ac.uk/disability2013
Questions and Suggestions

The Intranet address is http://intranet.birmingham.ac.uk/advancingequality

The email address is equality@contacts.bham.ac.uk

The Focus on Disability address is www.birmingham.ac.uk/disability2013
Questions?

Feedback and topic requests can be sent to: internalcomms@contacts.bham.ac.uk

For the latest staff news and events visit: intranet.birmingham.ac.uk

Follow us: @buzzunibham