

## Forthcoming Governor Development Seminars

### Strategy, Measurement and Impact

In a context of challenge and change, this seminar considers the central responsibilities of governors and governing bodies, approving strategy and measuring institutional performance. The seminar will explore what these responsibilities mean in practice and how increased competition affects the challenges governors face in discharging them. Time will be provided for discussion of the emerging issues facing delegates' own governing bodies.



Delegates will leave with an increased understanding of the role of governing bodies in:

- Determining strategy in the national and international market
- Holding the executive to account

They will also explore sourcing and using data for:

- Mission-critical KPIs
- External and internal indicators

**Date:** Thursday 8 March 2012

**Venue:** London

### Making Governance Work for Staff Governors

Fully securing the important contribution of staff governors is a live challenge for both HEIs and for the governors themselves. Undoubtedly staff governors bring unique knowledge and insight, yet face a range of special and complex challenges as they work to contribute their specialist expertise as part of the collective responsibility of the governing body. Tensions and dilemmas exist around collegiality and academic freedom, and around accountability and collective responsibility.

Delegates will leave with an improved understanding of:

- Key aspects of their role in governance
- How to bring their understanding of the perspectives of the staff body appropriately to bear on the corporate governance of the institution
- Building good relationships and links with other internal governors (e.g. student governors) and with the clerk and the chair



**Date:** Thursday 19 April 2012

**Venue:** London

### Protecting Reputation, Positioning for Success

At a time of turbulence and globalisation both for the UK economy and for HE, the reputation of our HEIs is arguably a significant national asset as well as being a vital element in institutional success. Hence, a key role of the governing body is to promote institutional reputation, a challenge made greater and more important by the financial pressures facing most HEIs. Reputation has a number of facets, it can and does affect strategy on student recruitment, research, alumni relations, international links and fundraising. During this seminar four key areas will be considered:



- Positioning and strategy: what should be the responsibility of the governing body for competitive positioning and for marketing strategy?
- Value: as higher education becomes more market and consumer focused, how can a board assess the value of a proposed marketing and branding strategy?
- Risk: how should a governing body identify and assess potential reputational risk issues; how might these relate to inappropriate marketing and quality management approaches?
- Narrative: does the board understand and own the 'story' of the university and how it could and should be promoting it to best effect?

Delegates will leave with an improved ability to:

- Analyse their own institution's position in the emerging marketplace
- Assess value and risk in relation to institutional branding
- Articulate the key elements of their institution's 'story'

**Date:** Thursday 26 April 2012

**Venue:** London



## Forthcoming Governor Development Seminars

### Fundamentals

New for 2011/2012 is the new Governor Fundamentals day! We've split one day into three separate sessions to cover the fundamental topics that are key for the current climate facing both new and experienced governors. The shortened sessions will cover aspects which have traditionally been provided for newly appointed governors or for those wanting to reacquaint themselves with the issues facing HEIs – but at a new moment for the sector.



#### ➤ The Big Picture

This seminar will span basic challenges and opportunities of the role and its relationships with executive leadership, communities of interest and with funders and regulators.

Times: 9.30 to 12.30

#### ➤ Financial Health

This seminar will cover financial health, providing governors with worked examples of what they should be looking for in national and local financial data.

Times: 13.15 to 16.15

#### ➤ Collaboration

This seminar will look at collaboration and examples of where institutions have found it useful to collaborate around community or geographical area, reciprocal research interests, international opportunities or sharing support services.

Times: 16.30 to 18.30

Delegates can elect to attend one, two or all three sessions.

**Date:** Thursday 24 May 2012

**Venue:** Bristol

### How to book

Please complete a booking form and return it by email, fax or post to:

Tori Senior, Programme and Events Coordinator,  
Leadership Foundation for Higher Education, First Floor Holborn Gate, 330 High Holborn, London WC1V 7QT  
E: [tori.senior@lfhe.ac.uk](mailto:tori.senior@lfhe.ac.uk) T: 020 7849 6908 F: 020 7849 6901

An e-booking form and information on all seminars in the Governor Development Programme (GDP) can be found at:  
[www.lfhe.ac.uk/governance/events/](http://www.lfhe.ac.uk/governance/events/)

### Programme Prices

	Members	Non Members
Strategy, measurement and impact	£395	£495
Making governance work for staff governors	£395	£495
Protecting reputation, positioning for success	£395	£495
Fundamentals: The big picture	£180	£225
Fundamentals: Financial health	£180	£225
Fundamentals: Collaborations	£120	£150
Members Price for all three Fundamentals seminars £360 if booked together		

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Please visit the Leadership Foundation website for the full Terms and Conditions including the cancellation policy:  
[www.lfhe.ac.uk/evt-crs-prog/canpolicy/](http://www.lfhe.ac.uk/evt-crs-prog/canpolicy/)

Please contact Tori Senior [tori.senior@lfhe.ac.uk](mailto:tori.senior@lfhe.ac.uk) to cancel your place on the event.

**Data Protection Act:** Booking on this event means you have agreed to the Leadership Foundation storing your booking details electronically in order to process applications, invoices and send information to you about Leadership Foundation other events. Your information will not be shared with third parties.

