

In the Chair: Professor Richard A Williams, Principal and Vice-Chancellor

Present Also: Professor Julian Jones, Vice-Principal  
Professor Robert Craik, Vice-Principal (Malaysia)  
Professor Ammar Kaka, Vice-Principal (Dubai)  
Professor Gill Hogg, Deputy Principal (Engagement Staff Development)  
Dr Gillian Murray, Deputy Principal (Enterprise and Business)  
Professor Gareth Pender, Deputy Principal (Research and Innovation)  
Professor John Sawkins, Deputy Principal (Learning and Teaching)  
Professor Malcolm Chrisp, Head (Energy, Geoscience, Infrastructure, and Society)  
Professor Robert MacIntosh, Head (Management and Languages)\*  
Professor Stephen McLaughlin, Head (Engineering and Physical Sciences)  
Professor Beatrice Pelloni, Head (Mathematics and Computer Science)  
Professor Fiona Waldron, Head (Textiles and Design)  
Professor Mushtak Al-Atabi, Senior Deputy Vice-Principal (Malaysia)  
Ms Ann Marie Dalton-Pillay, Secretary of the University  
Mr Andrew Menzies, Director of Finance  
Mr Richard McGookin, Director of Planning  
Mr Mark Adderley, Director of Human Resource Development

In Attendance: Ms Ruth Moir, Assistant Principal (International Development)  
Ms Nuala Boyle, Assistant Principal (Development)  
Mr Joe Pacitti, Assistant Principal (Strategic Projects and Policy)  
Mr Mike Bates, Director of Student Recruitment  
Mr Martyn Spence, Director of Marketing and Communication  
Mr Brett Dodgson, Clerk

Apologies: Professor Heather McGregor, Executive Dean (Edinburgh Business School)

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\* Indicates member participating remotely

**MINUTE REF**  
**M16/281**

**WELCOME AND ANNOUNCEMENTS**

The Chair welcomed to the meeting the members of the UE and those colleagues who were in attendance.

**M16/282**

**STUDENT RECRUITMENT AND MARKETING**

The UE, over the course of an open discussion, considered issues relating to student recruitment and marketing.

A number of potential developments were identified and it was agreed that a separate action plan should be prepared and circulated indicating action owners and planned timeframes.

**PRIVATE AND CONFIDENTIAL**

**M16/283      DATE OF NEXT MEETING**

The UE noted that its next meeting would be a business meeting and would be held 15 November 2016.

Signed by Chair .....

Date .....