



## Advisory Board Meeting July 2021

Excitingly this was the first Advisory Board meeting to be held fully bi-modally. Using [Owl Labs](#) technology we were able to host some of our Board members on site, whilst others joined virtually. The new technology allowed members joining from elsewhere to be able to see everyone present in the room via one camera, whilst seeing whoever was speaking close up due to the auto-detect feature on the Owl camera. It was agreed that whilst looking forward to hopefully having more members present on site at the November meeting, the rise in this technology since the Pandemic and recognition of its wider functionality is going to help ensure that all members can join each meeting in an immersive and meaningful way in future, regardless of whether they can actually attend in person.

The meeting itself focused heavily on two areas, firstly a review of the means by which we revolutionise teaching following the Pandemic, and secondly a deep-dive into current strategic decision making for the School.

During the course of the meeting the following questions were posed, debated and responded to:

1. Strategy refresh: How do we invigorate and enhance our responsible business strategy to achieve external recognition?
2. Do we need to change our academic staffing strategy?
  - PTVL and permanent staff
  - Making the most of open recruitment
  - New plan for a Business School Associates Academy
3. How do we enhance the School's international profile?
  - QS subject rankings
  - Rankings exercise
  - Focus on the MBA
4. How do we publicise the School's 'good news stories' more widely?
  - Within the University
  - Locally, nationally and internationally
5. The School has many opportunities for the development of new business. How do we decide, and influence, what we say yes to? Examples include:
  - The Exchange
  - Work with SIM
  - Work with Dubai
  - Micro-credentialling.

**Simon Freakley**, CEO Alix Partners, joining the meeting from New York, talked about the American MBA model and provided a granular sense of which MBA programmes play best to employer requirements, what it is that they do and what we should seek to replicate or benchmark against. He then offered to put his MBA recruitment lead in touch with our MBA Director to help take a more strategic look at the Birmingham MBA and how best to reposition it in the market place.

**Andraea Dawson-Shepherd** challenged the School on how it will revise its marketing strategy post-pandemic and advised on how this needs to be done. **Anji Hunter** talked about the technological revolution now taking place to support bi-modal learning, immersive virtual teaching environments, and the need for seamless interaction between students in the classroom and those joining from elsewhere. It was agreed that the Business School would not simply rely on University upgrades but actively invest in upgrading its own teaching and events spaces, starting with the MBA teaching suite. It was agreed the aim was to have upgraded the primary MBA teaching space by January 2022, and to provide an update on this at the November Advisory Board meeting.