



Regional Coordinators

Outline of Responsibilities

This document outlines both the individual responsibilities of each RC and the collective responsibilities of the RC steering group as a whole.

1) Communication within the region and promotion of regional events

Regional Coordinators play a crucial role in maintaining and improving communication between the branches within their regions. They represent their region as a whole. In order to fulfil this role, it is encouraged that they:

- Welcome new Branch Coordinators
- Act as a point of contact and support for all BCs within their region
Communicate regularly with BCs, through email and face to face meetings
- Encourage BCs to organise and host local events and provide support where necessary
- Use working groups or teams to organise events and projects, allowing members to become actively involved as contributors to the association's activities
- Coordinate a timetable of branch and regional events (for their region) and submit it to the National Office
- Take the lead in organising regional events/conferences wherever possible
- Contribute to the RC and BC discussion blog (a new resource to be launched October this year). This includes: submitting reviews and evaluations of events, adding speakers/contacts to a resource list, and the sharing of good practice

To support RCs in carrying out these responsibilities, the national office will:

- Provide a regular update of all BCs within each region
- Inform RCs when a new BC takes over within a Branch
- Provide a regular membership report (including membership numbers and contact details)
- Maintain an online resource providing details of forthcoming events for all members
- Continually develop an RC/BC blog and resource page, which will include: support about how to market the AUA, lists of speakers/events, expense claims forms, event tips and advice, evaluation and feedback templates

- The post of membership services coordinator has been created to assist RCs and BCs in their work

2) Marketing and Promotion of the AUA

RCs and BCs are crucial to maintaining the organisation's membership base. Where opportunities arise, RCs should:

- Promote the AUA at regional and branch events
- Assist BCs in raising awareness of the services and events offered by the association to members, including promotion of the annual conference and other national events
- Provide assistance to small branches in boosting their membership
- Find, utilise and maintain contacts within HEIs to promote the AUA (such as HR managers, executive, etc)
- Source appropriate sponsors for events
- Build alliances with similar organisations and open up events for non-members
- Use the RC/BC blog and archive to share good practice on possible marketing opportunities, including contacts and sponsors
- Promote AUA at other HE events

To support RCs in carrying out these responsibilities, the national office will:

- Provide a range of up-to date promotional material and resources
- Provide guidelines on how to promote the AUA within HEI management
- Maintain the RC/BC web resource to allow RCs to share good practice
- Provide advice and expertise on sponsorship and marketing

3) Funding and sponsorship

A budget is provided for Regional and Branch events. For 2007/2008, £10,000 has been allocated. This figure is normally divided into funds available for regional events (£6000) and funds for branch events (£4000). A separate document entitled 'Regional and branch funding' gives further details and guidelines on how this funding can be used.

4) AUA Branch Good Practice Awards

[awaiting clarification, to be announced by the end of September 2007]

5) RC Steering Group

RCs meet twice a year to discuss arising issues. The agenda of these meetings is set closer to the time, but may include issues such as: funding and sponsorship, reporting of events, improvement of the RC/BC online resources and relationship with other affiliated organisations. In order to promote transparency, minutes will be placed on the RC/BC online resource.