



**REPORT TO THE DEVELOPMENT COMMITTEE
OF THE BOARD OF MANAGEMENT**

Marketing, Recruitment and International Activity

February 2019

1 INTRODUCTION.

This report updates the Development Committee on marketing activities that have taken place since the last report in November 2018.

2 SUMMARY.

- 2.1** Media update and January recruitment campaign.
- 2.2** January recruitment.
- 2.3** Website tender.
- 2.4** Schools activity.
- 2.5** International activity.
- 2.6** College events.
- 2.7** Communications working group.

3 DETAIL FROM SUMMARY.

3.1 MEDIA UPDATE AND JANUARY RECRUITMENT CAMPAIGN.

3.1.1 JANUARY MEDIA CAMPAIGN

Based on previous market research, web and social media analytics and demographic information from student records data, appropriate media channels were selected to form the media plan for the January recruitment campaign. The January recruitment campaign adopted a consistent, undiluted message across multiple platforms in an integrated marketing communications plan.

See **Appendix One** for the January campaign media plan.

Information Evening

Our January recruitment Information Evening took place on Tuesday 10th January 2019 and was publicised in paid for-social media advertising, social media posts, pay-per-click (PPC) Google advertising, on the website and on the radio. The evening was very successful with footfall of over 400 people. 120 subject-specific appointments took place and over 40 on-the-night applications were received. The majority of attendees stated that they had heard about the event on social media and by means of billboards displayed in East Kilbride.

Billboards

Two billboard sites on Kingsgate, East Kilbride displayed a series of four adverts over an eight-week period in December and January. The billboard occupies a prominent position at a major traffic intersection. See [Appendices Two and Three](#).

College Website and Google Advertising

The website was updated with homepage news items detailing January start courses. All news items hyperlinked to course specific information pages. The events section highlighted the Information Evening. Homepage masthead header images were updated with January recruitment messages and links to January course information pages, drawing immediate attention to the courses on offer.

A Google Ads campaign 'Start College in January 2019' as detailed in the media plan (see Appendix One), resulted in 6,724 clicks to the website homepage. Google analytics from the campaign demonstrate that web users searching phrases such as 'College East Kilbride', 'College South Lanarkshire', 'SLC', and 'South Lanarkshire College' were shown the advert. 89% of people who were shown the advert, were using a smartphone.

In the period 1st December to 28th January, the website homepage had 35,876 views with 'Courses- apply now' (11,400 views), 'Apply now for January' (5,500 views), 'Course list' (5,100 views) and 'Part-time courses' (4,300 views) being the most popular course pages. 58.85% of website users in this period used a mobile phone, 34.29% a desktop and 6.87% a tablet.

Social Media and Paid-For Promotion

Cover photos, share graphics, story graphics and gifs for Facebook, Instagram and Twitter were updated to highlight the January Information Evening and January start courses ([see Appendix Five](#)). All social media creative collateral was consistent in terms of imagery and message with other campaign graphics.

For the January 2019 recruitment campaign, social media posts focused on thorough, engaging content including student interest stories and video staff and student testimonials to offer value and interest to students and applicants. Posts where students were able to tag themselves or their network resulted in higher levels of engagement. Many posts had an embedded 'Apply Now' or 'Learn More' message pointing users to the website. See [Appendix Six](#).

A Facebook Ads campaign 'Start Something New' as detailed in the media plan (see Appendix One), resulted in 40,883 Facebook and Instagram users seeing the adverts and 2,385 users clicking on the link to the College website. **See Appendix Seven.**

Social media followers, particularly Facebook followers continued to grow in number. Facebook likes have increased from 4,900 in February 2018 to 5,700 in January 2019. The page's total paid for and non-paid for reach continues to be high. In the 28 day period to 29th January 2019, the College's Facebook reach was 30,665, an increase of 28% compared to the previous 28 days which encompassed the holiday period over Christmas and new year. The reach figure refers to the number of people who were served any activity from our Facebook page, including our posts, posts to our page by other people, page mentions and page check-ins.

Radio

Clyde 1 promotional recorded voice tags were amended to relate to January starts and to highlight the January Information Evening. The partnership with Clyde 1 included branded content posts on Twitter and Facebook resulting in clicks-through to the website. See **Appendix Eight for an example.**

3.1.2 COLLEGES DEVELOPMENT NETWORK CHOOSE COLLEGE CAMPAIGN

Alongside 22 other colleges across the sector, South Lanarkshire College worked with Colleges Development Network (CDN) on a project to develop a national television campaign aimed at prospective students and their influencers, to promote the benefits of studying at college on STV. STV matched the financial contribution made by colleges and this was a unique opportunity to make a low-cost contribution to achieve a high-impact, 30 second TV campaign and to work with other colleges towards a shared goal.

The advert was produced by Proud Motion production company and aimed to encourage a positive image of colleges, to promote the benefits of attending college and contained a clear call to action to drive traffic to college websites via a campaign landing page hosted by CDN. In addition to the advert TV campaign, the College also benefited from:

- Campaign takeover of the STV News Homepage on the first day of the campaign
- Mobile banner ads across the STV mobile app- 10,000 mobile banner ads
- Campaign ad included on catch-up TV (STV Player)- 10,000 impressions
- Digital advertisement at sports events including national rugby matches and football events, shown on Sky Sports

- CDN landing page with re-directs to the South Lanarkshire College website and with student testimonial videos including a South Lanarkshire College student
- Imagery and graphic collateral for use across the website and social media
- A version of the advert with the College branding and information at the end of the video.

Total traffic to the 'Choose College' web page on the College website via the CDN landing page was 124 users. Since the 'Choose College' web page was published on the South Lanarkshire College website, it has had 2,409 unique page views as at 28th January 2019. Of these page views, 1,783 (74%) users went on to visit the home page, course pages and apply now pages on the College website. See [Appendix One](#) and [Appendix Nine](#) for additional details about the 'Choose College' campaign.

3.2 JANUARY/FEBRUARY RECRUITMENT.

As at 24th January 2019 the College had received 1,149 applications for the January 2019 intake, with applications still ongoing. This is compared to the final total in January 2018 of 1,502 applications.

Of the 1,149 applications received, 832 (72%) were for full-time courses and 317 (28%) for part-time courses (total January 2018 applications: 961 (64%) full-time and 541 part-time).

The January recruitment figures for 2019 should be viewed in the positive context of the College having already achieved its revised, increased core credit target of 50,000 credits for academic session 208/19 and therefore having fewer January programmes on offer in comparison to the prior year. Details of January courses are included in [Appendix Ten](#).

3.3 WEBSITE TENDER

Web hosting and support services were put out to tender in October 2018. Latitude 91 was the company successful in securing the contract and took over as contractor at the beginning of January 2019, to provide web services to the College for the next three years. Testing to transfer the existing website to a new, state-of-the-art virtual server has been successful and full handover from the incumbent service provider is scheduled for completion by the end of January 2019.

3.4 SCHOOLS.

3.4.1 SENIOR PHASE AND FOUNDATION APPRENTICESHIP: SOUTH LANARKSHIRE

The College continues to work very productively and positively with South Lanarkshire Council to develop and improve our Senior Phase options for young people. Young people from across South Lanarkshire attended or are attending the College across the four pathway options available to them:

Pathway 1 senior phase core programme gradu8

133 young people from S4-S6 studying Beauty, Childcare, Construction, Hairdressing and Hospitality

Pathway 2 senior phase independent options

39 young people from S5 and S6 infilling into Child and Play Work, Photography, Psychology, Horticulture and Media Make-up

Pathway 3 senior phase winter leavers (now complete)

32 young people from S4 completed programmes in Beauty and Construction

Pathway 4 senior phase Foundation Apprenticeships

This academic session, pupils are enrolled on the Foundation Apprenticeship in Children and Young People as follows:

FA Social Services Children and Young People (Level 6) - Year 1 - 11 pupils

FA Social Services Children and Young People (Level 6) - Year 2 - 5 pupils

The College's Senior Phase and Foundation Apprenticeship (FA) portfolio has been developed to offer different solutions for different pupil needs and, building on the successes of previous years, is under development for session 2019/20. The FA portfolio has been expanded to include an additional four options including:

Accountancy; Business Skills; Social Services and Healthcare (one-year and two-year options); Social Services Children and Young People (one-year and two-year options); and Scientific Technologies.

3.4.2 SENIOR PHASE AND FOUNDATION APPRENTICESHIP: EAST RENFREWSHIRE

The College has worked effectively with East Renfrewshire Council to move forward plans to develop Senior Phase options for East Renfrewshire schools and is now represented at the East Renfrewshire Council Vocational Partnership Group meetings which take place on a quarterly basis. South Lanarkshire College Senior Phase options

have been included in East Renfrewshire schools' options for the 2019/20 academic session, allowing East Renfrewshire young people in S4-6 college-based options across all three of the Faculties. See **Appendix Eleven** for details. The course offering for East Renfrewshire schools has been developed based on the requirements set out by the Council.

Beginning January 2019, a group of 10 young people from East Renfrewshire schools joined the College for a bespoke 'Shoestring Cookery' course, at the request of East Renfrewshire Council. Further, a number of exploratory visits from East Renfrewshire teaching staff provided the opportunity for college staff to work with school teachers to develop bespoke offerings for young people at their individual schools.

3.4.3 SCHOOLS EVENTS

The College was represented at 32 schools' careers events by members of staff from the marketing team between August 2018 and February 7th 2019, compared to 24 in the same period last year. In addition to this, marketing and curriculum staff have engaged in a number of visits to schools to deliver presentations and talks to class groups across South Lanarkshire, East Renfrewshire and Glasgow (Castlemilk, for example). In addition to this, visiting school groups have participated in taster sessions in events across the three faculties.

3.5 INTERNATIONAL ACTIVITY.

3.5.1 TIER 4 AND NON-EEA ACTIVITY

There are currently three UKVI Tier 4 student enrolled on the HND Beauty Therapy and HND Construction Management courses and four international (non-EEA) students with other points based visas are enrolled in courses across the College. All the students continue to attend and progress well.

Two applications for 2019/20 session have been received from Tier 4 applicants.

3.5.2 ERASMUS+

The 2017/18 and 2018/19 grant allocations for Erasmus+ activity were €34,797 and €43,921 respectively, to fund staff mobility for training and student mobility for study and training. To date, over forty members of staff have travelled to France, Spain, the Netherlands and Denmark. Arrangements have been made for a number of mobility training visits to Cologne, Barcelona and Salpaus, Finland in early 2019.

Advice from the UK National Agency regarding Brexit is that colleges and universities currently contracted to deliver Erasmus+ programmes should continue with their delivery and, that applications for the 2019/20 Erasmus+ calls for proposals should be submitted by the 5th February 2019 deadline. The National Agency will issue additional guidance as it becomes possible to do so.

3.6 COLLEGE EVENTS.

The College has hosted and participated in a number of very successful events in recent months. For a list of events please see [Appendix Twelve](#).

3.7 WORKING GROUP: COMMUNICATIONS

A short-life Working Group focusing on how the College communicates with current and prospective students has been formed. The Group collated details of all current communication methods and proposals for future and agreed to meet again in February 2019 to work towards its next agreed milestone. Details of the current and proposed communication methods can be found at [Appendix Thirteen](#).

4 RECOMMENDATIONS

It is recommended that members note:

- 4.1 The media update and January recruitment campaign.**
- 4.2 January recruitment information.**
- 4.3 The update on the website tender process.**
- 4.4 Information about programmes for schools.**
- 4.5 The update on international activity**
- 4.6 College events.**
- 4.7 The update regarding the Communications working group.**