



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

Marketing, Recruitment and International Activity

May 2017

1 INTRODUCTION

This report updates the Development Committee on marketing activities that have taken place since the last report in February 2017.

2 SUMMARY

2.1 Update on media, promotion, website and publications.

2.2 Design contract.

2.3 Recruitment.

2.4 Schools.

2.5 International activity.

3 DETAIL FROM SUMMARY

3.1 UPDATE ON MEDIA, PROMOTION, WEBSITE AND PUBLICATIONS

Media

Our media and recruitment campaign for August 2017 intake has been underway since September 2016. Our multi-channel, online and offline media plan for August is in place (see Appendix One).

Our Capital Radio sponsorship has continued over the course of the academic session and our messages are regularly updated to include relevant information.

We have tailored our social media and website news posts based on up-to-date applications information, to allow us to give precedence to courses where lower applicant uptake is evident.

Promotion: Information Evening

Our March recruitment Information Evening took place on Tuesday 28th March and was promoted by social media posts, on the website and in direct electronic mailing to schools. The evening was a great success with footfall of over 400 people. 120 subject-specific appointments took place and over 80 on-the-night applications were received. The majority of attendees stated that they had heard about the event on social media.

College Website

The website has been regularly updated with news items featuring good news stories and content-led course specific promotions. All news items hyperlinked to course specific information pages.

We have undertaken a project in conjunction with our web developers to create a system to automatically update courses. Course information will be inputted into our internal curriculum planning module which will automatically trigger an update request to the website. Updates will be reviewed by the Marketing team for accuracy and will then be live on the website. This mechanism has been developed to ensure that our website is up-to-date at all times by automatically capturing the updates that are regularly made to our expanding portfolio of courses. The process is currently in testing and will be live by the end of May 2017.

Publications

Our annual report (see extracts in Appendix Two) was published in March 2017 as an A6, stitch-bound booklet on sustainably produced paper. The report has been published digitally on our website and has been distributed to our external stakeholders. Our students will receive a copy of the report at our Destination Success event.

3.2 GRAPHIC DESIGN CONTRACT

Following a review, we have taken the decision to employ an in-house Graphic Designer in order to better manage our design costs. We have enjoyed a good working relationship with our external Graphic Design team and appreciate the service that they have provided to the College. The external Graphic Design team has been notified of the termination of contract.

An advert for an in-house Graphic Designer has been placed on the College website, with an intended starting date of August 2017.

3.3 RECRUITMENT

As at 26th April, applications for our August 2017 intake are as follows:

TOTAL FULL-TIME AND PART-TIME APPLICATIONS

2016	4,327
2017	4,898
Variance	+ 13%

FULL-TIME APPLICATIONS

2016	3,801
2017	4,023
Variance	+ 6%

PART-TIME APPLICATIONS

2016	526
2017	875
Variance	+ 66%

The number of applications received at this stage in the recruitment process is encouraging. We have continued to promote courses with lower applicant uptake, to encourage applications. The sharp increase in part-time applications can partly be attributed to increases in applications to National Five Maths and Higher English courses, as a result of revised university entrance requirements to courses such as Primary and Secondary Education and Nursing.

3.4 SCHOOLS

Our revised Senior Phase programme was launched in February 2017. Pathways for school pupils are as follows:

Pathway 1 Senior Phase Core Programme

Primarily aimed at S4 pupils

Pathway 2 Senior Phase Independent Options

Primarily aimed at S5 & S6 pupils to enable them to extend their portfolio of SQA qualifications

Pathway 3 Senior Phase Winter Leavers

South Lanarkshire Council organises the programmes for December school leavers

Pathway 4 Senior Phase Foundation Apprenticeships

A two year course aimed at S5 pupils, the course includes time in College and on a work placement

School pupils are able to apply for Pathways 2 and 4 via a dedicated section of the website and must have their application approved by their Pupil Support Teacher to allow timetabling to be agreed.

To date we have received 110 Senior Phase applications, of which 45 are Foundation Apprenticeship applications.

3.5 INTERNATIONAL ACTIVITY

Tier 4 and non-EEA activity

Following successful completion of the annual UKVI compliance test, we have secured our UKVI Sponsor Licence for another year. This sponsor licence affords the College the right to sponsor students from out with the European Economic Area (EEA) to study with us.

As reported previously, there are currently four UKVI Tier 4 students enrolled on the HND Construction Management course. The students continue to attend and progress well. All four students have begun the university application process under our articulation agreement with Glasgow Caledonian University.

A recruitment programme for 2017 is underway with our partner colleges in China. In March 2017 we formed a partnership agreement with a second college in China and have committed to receiving a group of 15 staff from the new partner, for Summer School in July 2017. We have also begun positive

discussions relating to welcoming Tier 4 students from our new partner to study HND Construction Management.

We have continued to work collaboratively with our existing partner college in China to identify potential students for the August 2017 intake. Potential students attended a presentation and question and answer session in China in March 2017. Since then, we have received a number of applications and the application process is ongoing.

In addition to Tier 4 applications from our existing partner, we have committed to receiving a group of up to 20 staff (in addition to the 15 previously mentioned) for Summer School in July 2017.

Erasmus+

The total approved grant for 2016/17 was €26,432. This is to fund staff mobility for training and a small number of HE student mobilities. Staff members' internal applications have been received and approved. Three placements have been undertaken in Denmark, a further two placements with a different partner in Denmark have also been agreed. Student placement opportunities have been secured in Spain, France and Belgium.

A funding application for 2017/18 was submitted by the 2nd February 2017 deadline to the Erasmus+ Agency in the UK. Funding was requested to support 20 staff mobilities of 5 days per person, 10 student mobilities of 60 days per person and International Office supporting costs. The results of the application will be released in June 2017.

4 RECOMMENDATIONS

It is recommended that members note:

- 4.1** The update on media, promotion, website and publications.
- 4.2** The update on our graphic design contract.
- 4.3** The up-to-date recruitment information.
- 4.4** The update on programmes for schools.
- 4.5** The update on international activity