

**South Lanarkshire College  
Development Committee (Board of Management)  
Held on Tuesday 4<sup>th</sup> September 2018**

**Present** Irene Johnstone  
Sean Duffy  
Jean Carratt  
Claire Paterson  
Stewart McKillop

**In Attendance** Angela Martin

**Apologies** Angus Allan

**1. Declarations of Members' Interests**

Mr McKillop, Ms Carratt and Ms Paterson declared their membership of The Lanarkshire Board.

**2. Minutes of the Previous Meeting**

The Minutes of the meeting held on 8<sup>th</sup> May 2018 had previously been agreed by the Board of Management.

**3. Matters Arising**

Andrew Brawley, HMI – the Committee was informed that Mr Brawley had now been allocated New College Lanarkshire as one of his Colleges. Members asked for assurance that the College would still produce a report in regard to South Lanarkshire College. The Principal stated that this was indeed the case.

**4. Quality Enhancement Group Report – September 2018**

Education Scotland

Andrew Brawley, ES College HMI visited the College on 13<sup>th</sup> August to participate in the All Staff Conference. This was one of the many events/meetings he has listed on his schedule of meetings for the coming year.

Ms Johnstone enquired how he chose what he would attend and if he would give feedback and recommendations afterwards. The Principal explained the background to the new system in comparison to what had previously been in place. The HMI were now seeking to have a more fluid view of colleges and would give their feedback throughout the year, culminating in an Annual Enhancement and Scrutiny report which he would bring to the Board of Management.

Self-Evaluation

The College is about to embark on the round robin exercise on the self-evaluation for all faculties and departments for last year. This exercise allows a new set of eyes to comment on the individual evaluations and feedback. The final part of the process involves an outside body who spends the day working with the Senior Management Team and Student President on the

final draft documents. This year it is Philip McGuiness, SFC Policy/Analysis Officer. The Principal stressed that the College very much valued this external input.

#### Construction Industry Training Board (CITB)

The Principal wished to advise members on the changes to the CITB and the impact on the College Sector. He explained that dialogue was at present ongoing in regard to the split of the funding received between the CITB and the individual colleges.

Discussion took place in regard to this as a Cross-Scotland issue and the possible way forward. Members noted the present funding split, commenting that this was similar to other SDS percentage splits.

The Principal stated that going forward the College and others may become managing agents. Members discussed the impact of this and the benefits to the College and the possible loss of additionality gained from CITB. The Principal stated that in the short term, the CITB will continue to have a presence in Scotland and this managing agent aspiration may well be a couple of years coming to fruition. The Committee would be kept fully abreast of any changes.

#### Complaints Quarterly Update

Two formal complaints were received in Quarter 4 from 1<sup>st</sup> May to 31<sup>st</sup> July 2018. The brought the total number of complaints for the year to ten.

Quarterly complaints handling reports are presented to the Quality Enhancement Group for consideration along with reflecting on any customer satisfaction feedback received. No complaints went to the Scottish Public Sector Ombudsman (SPSO).

#### Student Success

Members noted the individual student successes detailed in the report.

The Principal stressed that the overall success of the students in gaining their awards was the key indicator for the College. These results were of course reported through the College performance indicators. Work was ongoing at present for this year's figures but they seemed to be track to remain the same if not slightly higher than those of the previous year.

### **5. Report on Marketing, Recruitment, Schools and International Travel**

#### Media Plan

Most of the College advertising was focussed around the time of the release of the SQA examination results. This included multi-channel, online and offline media. Billboards were used to advertise the August Open Evening.

Members noted the content of the media plan which had been included for their information and approval.

## Radio

Our Capital Radio sponsorship came to an end in July and we replaced with a sponsorship package with Bauer Media – Clyde 1. This decision was made due to a number of other colleges and universities now advertising on Capital, this was with a view to avoiding our message being lost among the many.

The summer coverage on Clyde 1 was 1900 hours to 2359 hours every evening and includes six credits per day, a feature page on the Clyde 1 website, email campaigns and social media activity including Facebook promoted posts and Twitter activity.

In addition, our sponsorship of the popular breakfast show on SQA exam results day resulted in 2029 views of our web pages and 1767 entries into our competition. A GDPR-compliant data sharing agreement with Bauer allows the College access to competition entrants' data to analyse demographic information about page visitors which will inform future marketing activities.

The College also engaged in a 10-week sponsorship package with South Lanarkshire Leisure Radio with a College advert being played once per hour, over a period of 16-hours per day, in nine Lanarkshire Leisure venues. We were able to vary this advertisement to suit our needs, such as adding the details of the Information Evening when most pertinent.

Members discussed having heard these adverts and whether the College felt the move of stations was proving beneficial. The Principal stated this would be clearer when the in course questionnaire statistics had been collated through the student questionnaire.

## Social Media

The College has tailored its social media and website news posts based on good news stories, cross-college campaigns and up-to-date applications information. This allowed precedence to be given to new courses or courses where there had been a lower uptake thus far.

Much of the focus this time has been on the production of videos; introduction to faculties and student testimonials.

The Principal expanded on the content of the Faculty videos; an introduction from the Associate Principal and individual clips from every discipline with interviews from students currently undertaking the courses. Ms Paterson agreed that the videos had been well received by current and prospective students. The facility for translation and browse aloud was now also available on all videos.

Ms Johnstone stated that she had taken some time to investigate the area of social media most supported by the age group 24 and under. Discussion took place regarding the use of areas such as Twitter, Facebook, Instagram and YouTube by the College. Ms Paterson stated that Facebook was used extensively by the College and the information was shared by the students. She added that Messenger was popular for use by class groups to allow instant access to information and help when required. Although Twitter was used, Ms Paterson stated it was not as user-friendly for posting photos and storylines.

Discussion then took place regarding the popularity of YouTube and whether opportunities were being missed. The Principal stated that he would approach the marketing team for comments.

### Information Evening

Our August recruitment Information Evening took place on 16<sup>th</sup> August and was promoted by direct mail, social media posts, on the College website and in direct electronic mailing to schools, Careers Advisors and local community facilities.

This was our most successful Information Evening to date with a footfall of over 650 people and 185 subject-specific interviews taking place.

Ms Paterson stated that she and the Vice Student President had assisted on the evening, welcoming and directing visitors. She added it had been excellent to spend time speaking with the prospective students and share in their sense of excitement. Many had commented on how fabulous the building was inside. What had also been apparent was the real cross section of society; old and young and an impressive shift of women enquiring about Construction courses.

Members welcomed this information and the excellent involvement of the Student Association at such events.

Ms Johnstone enquired as to the work being done and support available to children coming from a Care background. The Principal explained the new process and policies in place. Members were impressed to hear of the availability of help with fast tracking of applications and bursaries where possible. He added that the College continued to work with Who Cares Scotland? and recognised that twice as many students were now self-declaring. These students were identified on the class registers to ensure that the correct assistance continued throughout their College journey.

Discussion ensued about the importance of this support mechanism being in place and noted the work being done by Student Services and across the College. The Principal added that at present consideration was being given to the College supporting care experience students through and paying for their UCAS applications. Members agreed that this would be an excellent initiative.

The Principal added that the College had also recently introduced a policy for supporting staff members who had presented as Carers. This included the setting up of a Carers' Support Group to allow staff the opportunity to chat and share experiences and concerns.

### Welcome Messaging

The College has developed a series of welcome messages spanning the website, social media and screens around the campus. Ms Paterson stated that this included a video specifically for students from Care experience backgrounds.

Ms Carratt added that videos were now being included as part of the induction process for all students with explanations of funding, support and facilities being given. Members agreed that a consistency in this area was a positive way forward, ensuring all students were receiving the same message.

### Recruitment

The College had received 7,158 applications as at 22<sup>nd</sup> August 2018 for 2018-19 planned courses. Of these 5,448 were full-time and 1,710 part-time. Although there had been a slight dip in

applications in the areas of hairdressing and make-up artistry, a significant growth had been seen in Construction, Childcare and Social Services.

The Principal added that the last date on intake for this year would be 21<sup>st</sup> September 2018. After this point it would prove too difficult for students to catch up on what had already been taught.

Discussion took place in regard to the number of Senior 6 pupils wishing to come to College. The Principal stated that stronger links had been made schools both in the East Kilbride and East Renfrewshire areas to look at what could be done to assist this student group.

The Principal stated he was confident the College would meet its credit target again this year.

Members discussed the College's Gender Action Plan and the aspirations of the Scottish Government for colleges by 2030. The Principal stated that the College was actively addressing this with courses such as 'Women Into' being offered in areas such as Painting and Decorating and Quantity Surveying. He added that at last year's Construction Awards both guest speakers had been female, giving an overview of their journey through the construction industry. Also the College was delighted that for the first time it had a female Construction lecturer.

Mr Kerr added that on his tour of the building only that afternoon he had been struck by the improving mix on gender across all of the faculties. Ms Paterson stated that as Student President she too was aware and welcomed this, adding that this encouragement must start in the schools.

### Schools

The College's Senior Phase and Foundation Apprenticeship portfolio has been developed to offer different solutions for different pupil needs.

Members noted the content of the different Phases being offered. The Principal stated that it was important that while encouraging collaboration the College did not lose sight of its role as an adult environment. Discussion then took place around Graduate Apprenticeships and availability of funding.

### International Activity

The Principal stated very little had changed in this area since the last report. There are currently three UKVI Tier 4 students enrolled on the HND Beauty Therapy and HND Construction Management courses and four international (non-EEA) students with other points based visas enrolled in courses across the College. All of these students continue to attend and progress well.

A group of seven lecturers and administrative staff from Jiangsu Vocational Institute of Architectural Technology in China visited the College for a twelve-day Summer School. The group spent time in the Faculty of Construction and participated in an educational and cultural timetable. This represented income of over £17,000 for the College.

Erasmus+ - the 2018/19 grant application was successfully submitted to the UK National Agency for Erasmus+ Higher Education staff and student funding and was approved with a grant funding of 43,921 euros.

## 6. Any Other Competent Business

Ms Johnstone stated that she had asked for this item to be added in order to discuss the outstanding action regarding the Use of Technology as allocated to her and Sean Duffy as part of the Board Effectiveness Action Plan.

This is a two-fold item; firstly, in relation to the use of technology at meetings and secondly the role of social media being used across the College.

Ms Johnstone stated that there had appeared to be very little appetite amongst Board members to move to a paperless environment with most still wishing to receive hard copy. Ms Martin stated that papers were also available by email and were placed on the Board Portal to be accessed electronically if wished.

Members noted that it had been agreed that paperwork could be left with Ms Martin for shredding after meetings and some had already commenced this practice. It was agreed that the status quo would stay in place for the time being.

The area of social media is a far more complicated one. Ms Johnstone stated that having looked at the popularity of different forms of social media and the most popular seemed to be; Facebook, Instagram, YouTube and Twitter.

Detailed discussion took place regarding the present systems being used in the College and the parameters in place including Brand Guidelines. It was agreed that the use and popularity of social media systems was a continual shift. Mr Duffy stressed that the College were doing a great job on this front and that it had come a long way in a very short time.

It was agreed that a Short Life Working Group would be set up consisting of staff and student representatives to gain opinions and ideas and then feed back to the Committee.

There being no further competent business the Chair closed the meeting by thanking everyone for their attendance.