

**South Lanarkshire College
Development Committee (Board of Management)
Wednesday 9th March 2016**

Present D Burnett
P Devenny
S McKillop

A Allan
A Martin

Apologies C Ferguson

1. Declarations of Members' Interests

No declarations were received.

2. Minutes of the Previous Meeting

The Minute of the meeting held on 2nd December 2015 had previously been agreed by the Board of Management.

3. Matters Arising

Action Learning Pilot – the Principal gave an update on the progress in this area and members were informed that Andrew Brawly, HMIE would present the outcome at the Board of Management meeting on 23rd March 2016.

Advisory Committee for City and Guilds – the Principal informed members that he had been invited to join this committee.

4. Quality Enhancement Group Report

The Principal outlined the detail of the report.

Action Learning Pilot (ALP) Update

On 11 February the Depute Principal attended an SFC Project Board meeting for an update on progress of the Colleges Action Learning Pilot following submission of the *SLC Action Learning Pilot Report on Quality and Outcomes* in December 2015. The Principal also attended the meeting as a member of the SFC Project Board overseeing the pilot project.

Discussions are continuing with *student partnership in quality Scotland (sparqs)* in February 2016 to explore ways they can support proposed enhancements to the Class representative system for 2016-17.

Education Scotland

The Quality Enhancement Group (QEG) invited Andrew Brawley, Education Scotland (ES) HMI and Sharon Drysdale, SFC Lanarkshire Regional Outcome Manager for lunch in the Training Restaurant on 8 December to mark the completion and submission of *the SLC Action Learning Pilot Report on Quality and Outcomes*.

To comply with Home Office regulations Andrew Brawley, HMI visited on 3 February to review arrangements for international students. He met the Principal, Depute Principal, Associate Principal: Construction, the International & Marketing Officer and an international student. Verbal feedback was very positive in terms of the College's processes and procedures. A formal report from ES will be submitted to the Home Office.

Internal Audit update

Of the eleven internal audits planned for 2015-16 two have taken place one is still in the report writing phase. The Educational Maintenance Allowance (EMA) 1st Audit report will be presented to SMT on 18 February. Findings were positive includes two recommendations for improvement and complies with the Scottish Funding Council document '*Guidance on the audit requirements for Education Maintenance Allowance*' (EMA's) 26th July 2015. Recommendations have been agreed and comments will be provided by 29 February. The thematic internal audit on Guidance commenced on 10 February. Two further audits are currently in the planning stage and will take place during February 2016.

Members discussed the number of audits outstanding and were given assurance that this was due to the required timing on these audits but it was agreed that time for slippage must be considered in the programme. It was noted that the detail of all audits within the College were given to the Audit Committee.

Learner Engagement

Class representatives are booking places on the three planned February lunchtime focus events facilitated by the Quality Unit and the Student Association (SA). The agenda includes seeking the views of students on re-launching the 'Tellus@slc' campaign; criteria for "Class Rep of the Year"; introducing the newly elected Vice President of the SA; and a survey by 'Inspire' to gather student views on the catering facilities. As well as these discussions class representatives are briefed on the *Disabled Go* equalities on-line training package and encouraged to undertake the training. The on-line training covers modules on each of the Protected Characteristics. On completion and on achieving a pass mark class representatives will be issued with a College certificate.

The Depute stated that Inspire had been striving to contribute on many levels by attending committees and working groups within the College. They had sought to

improve speed of service and the quality of the products and this had been well received by the students.

Nine class representatives from the Faculty of Care and sixteen class representatives from the Faculty of Construction from class groups across curriculum areas attended their Faculty *Meet the Faculty Management Team (FMT)* events in November. Discussions were constructive and resulted in a number of actions for the Faculties to take forward.

An online survey was available between 18 January and 12 February to gather students' views on their use of the Electronic Personal Learning Plans (ePLPs). The results were analysed, distributed and discussed at the February Academic Board.

The Student Association (SA) Vice President presented an update of SA activity to the Operational Managers/Curriculum Managers Forum. A useful discussion followed with suggestions on how Faculties and Departments can support upcoming SA led events.

Awarding Body update

The Quality Unit has received thirty seven contacts from external verifiers of the seventy six expected by awarding bodies so far for 2015-16. Awarding bodies include Scottish Qualifications Authority (SQA), City and Guilds and the Glazing Qualifications Authority (GQA). External verification visits cover all Faculties and includes plans for visits across a range of HN, PDA, SVQ and other awards for units and programmes between February and June 2016. Graded Unit selections were received from SQA in February 2016 for fifteen visits and four central verification events and are included in the overall figures above. Three external verification visits have taken place. One from the Glazing Qualifications Authority in January and two from City and Guilds in February. The City and Guilds visits have resulted in full approval status for programmes in Bench Joinery; Painting & Decorating; Plastering; and Brickwork.

The Principal stressed that a member of the Principalship always went down and met with the external verifier on their arrival at the College. There was of course the feedback at the close of business.

A successful City and Guilds approval visit took place on 13 January for the *Introduction to Beauty & Hair* programme. Delivery of the programme then commenced in January 2016.

Assessments were submitted to the SQA for the prior verification of seven units across a number of curriculum areas. Three have been successful and the remaining four have still to be notified.

The SQA National 5 Maths was selected for Round 1 Central Verification. The resulting report confirmed the College approach to assessment is valid and assessment judgements are reliable and in line with national standards

Recommendations

It was recommended that the Development Committee –

- Acknowledges the update on the Action Learning Pilot.
- Notes Education Scotland and SFC visits
- Receive the update on the Internal Audit programme 2015-16.
- Supports Learner Engagement activities.
- Notes awarding body activity.

Members agreed the recommendations.

5. Marketing Report

The Principal drew members' attention to the detail of the report.

January Media Campaign

The January recruitment campaign adopted a consistent, undiluted message over a variety of channels. We adopted a multi-channel, online and offline approach to our media campaign. We did not run a full-scale campaign due to the limited number of student places available and adopted a targeted approach to our direct mailing, billboards and press advertising. We identified key postcode areas using information collected from current and prospective students.

Mail drop

75,000 leaflets were delivered to addresses in postcode areas identified as most popular among our students and prospective students. Target addresses were selected based on students'/applicants'/enquirers' geographical provenance. Information on geographical provenance was taken from MIS statistics collected from enquiries, application forms and enrolment forms.

Information Evening

Our January recruitment Information Evening took place on Thursday 14th January and was detailed in press advertisements, social media posts, on the website and mail drop flyers. The evening was a great success with over 100 attendees.

Press

A half page advertisement appeared in the Daily Record weeks commencing 4th and 11th January. A quarter page advertisement appeared in the Metro weeks commencing 4th and 11th January. A half page advertisement appeared in three of the 'Lanarkshire 5' papers weeks commencing 4th and 11th January.

Billboards

A number of billboards were displayed in East Kilbride and in areas identified as appropriate by postcode analysis. The Kingsgate 'mega' billboard site in East Kilbride was secured and displayed an extra-large billboard in the period immediately following the New Year.

College Website

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

External Websites

Lanarkshire, Glasgow and East Renfrewshire 'What's On' websites featured information about our Information Evening. This is a free service which has an audience of over 100,000 people.

The Principal stated that in line with the Committee's request the costs attached to each area of the campaign had been produced. Members stated that it would be useful to see detailed feedback from each area of marketing to assess better its successfulness.

Social Media

Cover photos were updated to highlight our Information Evening and January start courses. The cover photos were consistent in terms of imagery and message with our website mastheads.

Specific 'January start' social media posts launched from Tuesday 22nd December highlighting courses on offer and pointing applicants to the website for information and application purposes.

Mr Devenny informed the Committee of the use of Facebook as a teaching tool. Groups being set up for classes to allow instant dialogue and uploading of course materials. Members agreed that in many case this was the preferred mode of communication with of course the correct control methods and safeguards being in place. It was essential that this type of model was followed to keep students engaged.

The Principal stated that the College Facebook page was monitored and controlled by the Marketing Department.

Radio

Capital Radio tags were amended to relate to January starts.

Discussion took place regarding the costs attached to radio advertising and the benefits to raising the brand profile.

January Recruitment

The College received 486 full-time applications for the January 2016 intake. The following courses are running:

- SVQ Level 2 Professional Cookery
- HNC Business Fast-Track

- Level 2 City & Guild Diploma Bench Joinery
- Level 2 City & Guilds Diploma Plumbing
- SCQF 5 Plumbing & Gas Installation & Maintenance

- SCQF 4 Cosmetology
- SCQF 4 Creative Beauty
- National 4 Early Education & Childcare
- National 4 Sports and Fitness
- SCQF 6 Education Support Assistant

As at 24th February 2016 we have already successfully generated 46,322 credits against a 2015-16 target of 47,017.

The Committee discussed the College's targets and the level of growth over the last five years. Members were informed that careful timetabling would allow the maximisation of capacity. The Principal updated members on the picture across the sector.

The Principal gave an update on the permanisation and recruitment of staff.

College Events

The members noted the details of the events the College had been involved in over the past months including –

- Information Evening – providing information and opportunity to visit the College.
- Care Faculty Employer Engagement Event
- Winter Leavers Presentation

- S5/S6 Senior Phase Information Evening for pupils, parents and guidance teachers
- Recruitment Fayre at EK Shopping Centre
- Student Association Sustainability Event
- Volunteering Week
- Secondary School Careers Fairs and information evenings.

Members discussed the schools which had been visited and asked that other areas were considered. The Principal agreed that this would be looked at and fed back to the Committee.

Recommendations

It was recommended that members note -

- the January media campaign.
- the January recruitment information.
- the update on the College website and recent publications.
- recent events.

Members agreed the recommendations.

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