

**South Lanarkshire College
Development Committee (Board of Management)
Held on 9th June 2015**

Present D Burnett (by phone) Chair
 C Ferguson
 P Devenny
 S McKillop

In Attendance A Allan, A Martin

1. Declaration of Members' Interests

No declarations were received.

2. Minutes of the Previous Meeting

The Minute of the meeting held on 17th March 2015 had previously been agreed by the Board of Management.

3. Quality Report

The Principal stated that the report sought to update the Development Committee on quality assurance and enhancement activity within the College.

Action Learning Pilot Update

The Quality Enhancement Group (QEG) continues to meet monthly to discuss and action plans a range of topics related to quality processes, activities and the ALP. The College regularly updates the *Self-Evaluation Timeline* as a mechanism to track and evidence self-evaluation activities for the duration of the project.

Education Scotland HMIs have attended a number of college groups since the last report including: the Quality Forum, the Quality Enhancement Group (QEG), the Equality Group and the Operational Managers/Curriculum Managers (OM/CM) Forum.

Szabi Kotek, Education Scotland, Student Team Member (STM) visited the College on 24 and 25 February 2015. He engaged with a number of student groups including the Student Association and observed a Quality Focus Group lunchtime session facilitated by the Quality Unit and the Student Association. He returned on 19 May 2015 to experience the *Student Question Time* event held in the James Watt building. The STM findings will inform the broader Education Scotland feedback due to take place later in June.

Members were informed that work Mr Kotek had also participated in our SPARQs student workshop event on 2nd June 2015. Through this it was hoped to explore

the best way forward to encourage students to read and contribute to these reports.

On 28 April 2015 Gill Ritchie, HMI observed members of the Professional Discussion of Learning & Teaching (PDLT) team carrying out a number of classroom observations and had professional discussions with the members of the PDLT team staff she observed.

The Depute Principal and the Associate Principal, Construction attended a planning meeting of the Pilot Colleges to prepare for the SFC dissemination event and workshop taking place on 5 June 2015 in Stirling.

Education Scotland

Margaret Hamilton and Peter Pringle both Education Scotland Associate Assessors visited the College on 19 March 2015 for the second visit as part of the Education Scotland aspect task on *Employability*. They met with staff and student groups to further explore the College's approach to employability and carried out relevant classroom observations. Feedback following this visit was extremely positive. Margaret Hamilton returned to observe the Horticulture Employers' Breakfast event on 30 April. Peter Pringle observed a number of sessions in the afternoon of the 'Destination Success' day on 21 May 2015. Feedback from both visits was again very positive and it is likely these events will feature in the final aspect report as case study examples of excellent practice.

Discussion took place on Destination Success and the advantages presented to the students.

Internal Audit update for academic year 2014-15 - update

Of the fourteen internal audits planned for 2014-15, eleven have taken place, two are in progress and the final one will take place before the end of June. Six reports are almost ready for presentation to SMT.

Student Engagement - update

In April 2015 the '*You saidWe did*' posters were refreshed across the College in response to student feedback gathered throughout the year.

The results of the in-course questionnaire 2014-15 Part 2 were distributed and will be presented and discussed at the Academic Board (AB) in June. Corresponding actions will be incorporated into CM reports and Academic Board action plans.

Two focus group lunchtime sessions have taken place. These are facilitated by the Quality Unit and the Student Association President. These were attended by 19 class representatives and focussed on supporting students to gather questions from their class groups in preparation for the annual student *Question Time*.

The annual student *Question Time* event, chaired by the Student Association President took place on Tuesday 19 May 2015. Thirty five students attended and posed questions to the Senior Management Team (SMT). An action plan has been agreed with SMT and students will be kept informed of progress via the Student representative network and the refreshed 'You said.... Together we did....' posters.

Ms Burnett asked if more students were engaging through these forums. The Principal stated that as the profile of the Student Association had risen and the Quality Unite continued to publicise these events the numbers had steadily increased.

Awarding bodies activity - update

The College was scheduled for forty five External Verification (EV) visits during 2014-2015.

- Fifty EV events were notified.
- Three were selected for central verification.
- Two were removed from the schedule for reasons of non-delivery.
- Two External Verifiers have not make contact.

By 4 June 2015:

- 33 visits/events have taken place including:
- 30 visits/events from SQA External Verifiers
- One visit from the Glazing Qualification Authority (GQA).
- Two visits and one remote verification from City & Guilds

Fifty three good practices have been identified across 32 reports received to date and 30 recommendations recorded for consideration by course teams. Good practice from EV visits will be published in SLC News (Appendix 2).

An SQA development visit took place for the Maths in Construction unit (DW4F) to support the delivery team. The team found the support provided during the visit particularly helpful in preparing the team for submission of assessments for prior verification. These were requested by staff as a development support mechanism. Feedback and recommendations have been incorporated into their assessments and practice.

Assessments were submitted to the SQA for prior verification for Maths in Construction (DW4F 33), Sociology for Care: An introduction (FN2E 34) both were successful. Nail Extensions (DN7T 33) has been submitted and is pending approval.

Brian Stokes, SQA Enhancement Manager conducted a Systems Development Visit on 1 May 2015. Feedback was positive and resulted in 4 minor recommendations. All Colleges in Scotland are having development visits in the Spring of 2015 in preparation for a 3 yearly cycle of systems verification visits starting in 2015-2016. Early selections will be risk based.

Quality Forum update - update

The Quality Forum met on 25 February 2015 and included the following areas for discussion:

- Moodle In Action
- A revised approach to combining Course Team Report 3 and the Curriculum Managers Annual self-evaluation report

4. Marketing Report

Website and Publications

The newly-designed website was launched on the 7th of April 2015. The website has been built using the Wordpress web platform and is to be hosted by Rackspace to ensure 99.9% uptime. The website is fully responsive for smartphone and tablet to ensure that it is accessible across all of the platforms that our students and potential students are using. Web analytics demonstrate that since the launch of the new site our global ranking has improved by 8,600 places, views of our web pages have increased by 90% and the length of time web users spend on the site has increased by 189%. The new design is bright, fresh and appealing. It has been designed to be straightforward to navigate and has a user-friendly search facility which allows full text searching of the entirety of the site's content including all course information, documents and forms for completion.

The website has been updated on a daily basis to reflect changes in course details and portfolio provision, updates to student and business news and for marketing and promotional purposes. The front page of the website features 'Latest News' and 'Events' sections which have been regularly updated to reflect the most up-to-date activities at the College.

Feedback from students and staff has been positive.

Full-time course leaflets have been updated to reflect existing and new curriculum delivery across all three faculty areas. Leaflets and course guides have also been produced for Employability Fund and Inclusiveness programmes.

A short course guide detailing course availability has been reproduced.

The Guide to Applicants, Student Handbook and Induction Folder contents have been reviewed and updated as required. It has been agreed that for 2015/16 session, as part of the induction process, Personal Learning Plans (PLPs) will be largely distributed in an electronic format. A small numbers of PLPs have been ordered in paper format.

A two year, re-designed and re-formatted prospectus is at proof stage for publication in September 2015. We are considering the possibility of a prospectus 'builder' accessible on PC, Mac, tablet and mobile which will enable prospective

students to access the information that interests them quickly, easily and in a format which is attractive to them.

All current paper publications direct customers to the website where curriculum portfolio changes are updated first and foremost to ensure accuracy of information. Information is also replicated on social media. This multi-channel approach to informing current and prospective students is being adopted to enable the Marketing Team to support customer 'journeys' through a variety of communication methods. Continued investment in our online channels is helping to manage our relationships with current and prospective students from the first point of interest through to enrolment at college and subsequently post-course completion.

Members agreed that the new website had a fresh look and that it was excellent that the College now had access to facilitate all the updates. The Principal added that some work was still required. Ms Burnett asked how user satisfaction would be measured. It was agreed that this information would be useful and that this questioning would be added to student questionnaire to both students and potential students.

Student Applications 2015/16

Applications for full-time courses have increased by 1.25% (4,534), and part-time course applications have decreased by 11.95% (523) on the same period last year. In order to improve the number of part time applications, changes have been made to the application process on the website to ensure that the process is as user-friendly as possible. Attention can also be paid to part-time courses by means of the Capital Radio 'All the Hits, All Night' campaign, which allows us to select specific areas of focus for recruitment at times to suit the College.

There have been 1,900 offers (f/t and p/t) issued, representing a 17.14% increase compared to the same period last year. The numbers of course interviews arranged are approximately 700. Course applications and offers are monitored on a weekly basis at the College management team meetings.

Moving to a Credits value delivery in 2015/16, we will operate at similar activity levels to the 2014/15 session.

Year	Applications (f/t)	SUMs Delivered
2010/11	3393 (03.06.10)	41,800
2011/12	4005 (08.06.11)	39,399
2012/13	4193 (06.06.12)	41,860
2013/14	4594 (06.06.13)	52,845
2014/15	4478 (04.06.14)	53,167 (Target) (as at 03.06.15, actual is 54,293)
Year	Applications (f/t)	Credits
2015/16	4534 (03.06.15)	44,384 (Target)

Discussion took place regarding the movement in demand and the picture across the sector.

Members highlighted changes to students' benefits and the importance of the College taking this into consideration when advertising courses and the format and ensuring communication with Job Centre advisors. The Principal agreed that this would be taken into consideration when compiling information leaflets.

Communications with Applicants

It is essential once applicants are offered a place, that a variety of communication methods are used to ensure continued engagement with the College. This is to improve the likelihood that applicants will stay with us and continue on to the enrolment stage. This early personal identification with the College should encourage our applicants to stay with us and reduce the probability of them going elsewhere.

A number of methods are being used to support that customer journey, such as:

- Text message sent to all HE applicants with a conditional and unconditional offer of place advising them that SAAS open for applications. Promoting early application to ensure funding in place at the start of session. Follow up text sent during May/June/July.
- EMA/Bursary application form sent to FE applicants who have a conditional and unconditional with a firm acceptance (end of May).
- Text message sent to all FE applicants with a conditional and unconditional offer of place advising them that the College is now open for applications. Again promoting that early application will ensure funding in place at the start of session. Follow up text to be sent during May/June/July.
- Interim welcome letter (1400) sent to all unconditional and conditional offers, signed by the Principal.
- Letter/publication from Student President to all unconditional and conditional offers (end of May).
- Summer letter to all applicants at offer stage, signed by the Principal. (July)
- Draft timetables to be sent to all applicants at offer stage. (July)

College Events

The College has hosted and participated in a number of very successful events in recent months. A number of examples are listed below:

- Two open evenings providing information and an opportunity to visit the College to prospective students
- Destination Success for current students to explore post-college options in a non-traditional, festival-style event
- K'Nex Challenge for pupils from across the west of Scotland to apply their creativity and construction skills to various engineering based challenges

- Spa and Afternoon Tea sessions as a commercial venture to showcase our facilities, demonstrate the latest spa techniques, create awareness of the facilities and generate commercial income
- 'Meet the Author' evening with a Scottish author giving readings from his books and guests sitting down to a meal prepared by students in the Training Restaurant
- Routes to Work South college visit to showcase our facilities to winter school leavers
- Horticulture Employers' Event showcasing students' skills and allowing students and local employers to connect
- Scottish Apprenticeship Week involving Hairdressing students offering discounted treatments and Painting & Decorating students participating in skills competitions hosted at the College with participants from a large number of colleges
- E-Learning launch in conjunction with Keeping Scotland Beautiful, the charity for Scotland's environment
- Dulux Student Decorator of the Year Competition was held at the College, the aim of the competition being to encourage talent and professionalism in the industry
- Cross-college Employer Engagement Event for new and existing employers to discuss the benefits of working in partnership and to see the College facilities
- Secondary school careers fairs and information events
- HMRC events focusing on college options for staff on temporary and fixed term contracts

Marketing Strategy 2015/16

The Marketing Team has continued to work to ensure that multi-channel communications with individuals, the wider community, industry and other organisations, are as effective as possible to maximise education and training opportunities and to fulfil the College's vision, mission and ethos.

In conjunction with colleagues across the College, the Marketing Team continues to plan and deliver effective communications to potential, current and former students. The College is working towards the following objectives:

- Delivering an outstanding experience and focusing on student journeys from pre-application to post-graduation
- Ensuring a flow of tailored communication with individuals, the community, industry and other organisations
- Fulfilling recruitment targets for 2015/16
- Fostering a sense of belonging to the College community
- Being inclusive yet individualised in our approach to improving the student experience
- Providing 'multi-channel' opportunities for students and other stakeholders to engage with the College

- Raising student and other stakeholders' awareness of the facilities, opportunities and support available at South Lanarkshire College
- Working in partnership with other support facilities within the College to recruit students and provide 'joined up' services for students, staff and other stakeholders
- Conducting market research, introducing measurability and evaluating marketing campaigns
- Asking for student and stakeholder feedback and acting in response to feedback
- Improving liaison among colleagues to respond quickly and effectively to the need of students and other stakeholders
- Creating lifelong links with our student body
- Managing, developing and protecting our brand and identity
- Widening and easing access to information about the College and its services

Media Plan June 2015 to January 2016

The media plan for the August 2015 recruitment periods had been distributed to the Committee. Discussion took place regarding the usefulness of forms of advertising.

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