

**South Lanarkshire College  
Development Committee (Board of Management)  
Held on 17<sup>th</sup> March 2015**

**Present**                    C Ferguson (Chair)  
                                  P Devenny  
                                  S McKillop

**In Attendance**        J Martin, A Allan

**Apologies**              D Burnett  
                                  A Martin

**1. Declaration of Members' Interests**

No declarations were received.

**2. Minutes of the Previous Meeting**

The Minute of the meeting held on 3<sup>rd</sup> December 2014 had previously been agreed by the Board of Management.

**3. Quality Report**

The Quality Enhancement Group continues to meet monthly, discusses and actions plans in a range of topic related to quality processes, activities and Action Learning Project. The College has produced and regularly updates a Self-Evaluation timeline for the duration of the Action Plan.

Andrew Brawley HMI observed members of the Professional Discussion of Learning and Teaching team carry out a number of classroom observations and professional discussions with staff on the 27<sup>th</sup> January 2015.

Gill Ritchie HMI, Sheila Page HMI and Sharon Drysdale Regional Outcome Manager attended the Academic Board on 19<sup>th</sup> February as part of the Action Learning Project.

Sabi Kotek, Student team Member spent two days in the College meeting student class representatives and members of the Student Association.

Gill Ritchie HMI attended the Quality Forum on 25<sup>th</sup> February 2015.

Meetings took place with Student Participation in Quality Scotland to further explore ways for students to contribute to the pilot project.

The Depute Principal regularly liaises with the other two colleges in the pilot project and attended two project update meetings at the Scottish Funding Council on 23<sup>rd</sup> January and a Project Board meeting on 23<sup>rd</sup> February 2015.

The Principal is a member of the SFC's Project Board. Mr Devenny asked about how we measure up against other colleges in the sector. Mr Allan explained that all colleges worked to the same Quality Framework and that once our Pilot report was published it would be possible to compare and contrast colleges.

Mr McKillop asked about the timing of the feedback from Sabi Kotek and Mr Allan explained that he was meeting with Andrew Brawly HMI to discuss progress and that he would bring the information to the next meeting.

### Education Scotland

The College has contributed to the Education Scotland aspect task on Employability. Margaret Hamilton and Peter Pringle both Education Scotland Associate Assessors visited the College on 4<sup>th</sup> December 2014. They met with staff and student groups. They also gained students permission to participate in a follow-up survey in 2015-16 to gauge how employability related training delivered whilst at college has benefited them when they leave.

### Internal Update

Mr Devenny asked about the dates for closing out audits and how these were established. Mr Martin explained the process for establishing the date for completion of the required actions.

### Learner Engagement

Forty eight class representatives have attended three February lunchtime focus events facilitated by the Quality Unit and the Student Association. As well as a general discussion, class representatives were briefed on Disabled Go equalities on-line training package and were encouraged to undertake the training.

### External Verification

The Quality Unit had received thirty six contacts from external verifiers of the forty notified by awarding bodies so far for 2014-15.

SQA development visits took place for the Higher English and Maths for Construction programmes to support the delivery teams. Both teams found the visits particularly helpful.

Mr McKillop asked if SQA still worked to a five day turn around in submitting an external verification report to the College and Mr Martin explained that this was still the case.

### Course Approvals

21 applications for additional units have been approved between August 2014 and February 2015. 13 applications are pending for 2015-16.

## Marketing Report

### Website

The new website will be launched on 2<sup>nd</sup> April 2015. It is fully responsive to smart phones and tablets to ensure that it is accessible.

Server capacity has been chosen to ensure sufficient capacity to cope with traffic and to manage spikes in activity during peak times.

The navigation is three layers deep (as opposed to the previous site's 4 layers) to further ensure ease of navigation for users. The user no longer has to type in an exactly accurate term in order to achieve a search result. The Apply Now button features prominently throughout the site, regardless of which page the user has navigated to. Collection of dates at the back end of the site allows us to monitor in detail the activity on the site.

### Publications

Full-time course leaflets have been updated to reflect existing and new curriculum delivery across all three faculties. A short course guide is available and has been a popular publication at schools and other events.

The travel leaflet guide to applicants, letterhead, application form, complaints leaflet and apprenticeships guide have been reviewed and updated in response to faculty and department feedback.

Currently in progress are the Annual Report and Prospectus.

### Media Plan

We are continuing to develop the "Now is your time" strapline and will be using photography from our March photo shoot throughout the media campaign.

### Internet

Facebook likes have increased from 1300 at the start of term to 2350. We are aware that our Facebook posts reach now 6000 people. We know that peak activity time for our Facebook users is between 2100 hours and midnight.

We also know that users stay on our website an average of seven minutes once they have clicked through from Google. We know that our click through rate from Google Adwords is 4% in comparison to an average of 0.5%.

### Radio

Capital Radio is number one in the market place for 15-34 year olds with 60% of Capital listeners falling in to the category. The College has a Sponsorship agreement with the Capital Radio 'Artist Spotlight' programme. College

programmes are promoted on 9 occasions between 1900 hours and 0200 hours each evening.

### Outdoor

The results of outdoor advertising are more difficult to measure compared to online advertising.

A direct mail drop target of 2000 addresses in and around the Lanarkshire area with a two page A5 leaflet detailing courses available for August 2015 and advertising information evenings will take place after Easter.

Next year's applications are so far on par with this year's record level of enrolments.

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