



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

Marketing, Recruitment and International Activity

May 2018

1 INTRODUCTION

This report updates the Development Committee on marketing, recruitment and international activities that have taken place since the last report in February 2018.

2 SUMMARY

2.1 Update on media, promotion, website and publications.

2.2 Recruitment.

2.3 Schools.

2.4 International activity.

3 DETAIL FROM SUMMARY

3.1 UPDATE ON MEDIA, PROMOTION, WEBSITE AND PUBLICATIONS

Media plan

Our August recruitment media plan is in place, with the majority of outdoor advertising scheduled for June, July and August 2018 in the period immediately prior to the release of SQA exam results. A number of billboards have been on display in East Kilbride since week commencing 23rd April 2018 (for an example, see Appendix One), and are contracted to remain until 13th May 2018. The billboards display a clear call to action regarding the May Information Evening, scheduled for 14th May 2018. Social media, web, banner and radio advertising has been in place over the course of the academic session and continue throughout the summer period. The media plan is included at Appendix Two. The plan comprises a range of multi-channel, online and offline media.

Radio

Our Capital Radio sponsorship has continued over the course of the academic session and our messages are regularly updated to include relevant information. Due to a number of other colleges and universities now advertising on Capital Radio, the College is considering other options for radio advertising to avoid our message being lost in crowded airwaves.

Social media

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

We have focused on thorough, engaging content including video and student testimonials to offer value and interest to students and applicants. Posts where students are able to tag themselves or their network result in higher levels of engagement. All posts have a clear 'Apply Now' or 'Learn More' call to action. See Appendix Three.

Our Facebook followers continue to grow in number and have increased from 4,261 in April 2017 to 5,229 in April 2018. The page's total reach continues to be high. In the week from 19th to 25th April, 4,744 people saw posts from the South Lanarkshire College page. This figure refers to the number of people who were served any activity from our Facebook page, including our posts, posts to our page by other people, page mentions and page check-ins.

College website

The website has been regularly updated with news items featuring good news stories and content-led course specific promotions, all pointing clearly to our 'Apply Now' and 'Info Evening' messaging. We have also included additional, more subtle calls to action across the site in the form of buttons and graphics.

The new 'Take a Tour of Construction' video has been uploaded to the College website and has attracted over 400 views since it was uploaded. The video showcases all of the Construction curriculum areas and contains positive, engaging testimony from students, staff and employers. In addition, shorter clips from the video have been featured on social media which has been very effective in encouraging audience engagement (see Appendix Four). Filming

for the Faculty of Care video is now complete and is at editing stage and filming for the Faculty of Business is scheduled for the middle of May.

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, Careers Advisors and local community facilities. The evening was a great success with footfall of over 300 people. 80 subject-specific appointments took place. The majority of attendees stated that they had heard about the event on social media.

Publications

Our annual report (see extracts in Appendix Four) was published in early April 2018 as an A5, 20 page, saddle-stitched booklet with a die cut window cover, on sustainably produced paper. The report has been published digitally on our website and has been distributed to staff and our external stakeholders. Students can obtain a copy from various points around the College building or can access and download the digital version from our website

3.2 RECRUITMENT

As at 26th April, offers for our August 2018 intake are as follows:

TOTAL OFFERS

2017	1550
2018	1540
Variance 2018 vs 2017	-0.6%

The number of applications received at this stage in the recruitment process is slightly lower than at the same time last academic year although is consistent with the overall level of applications at the same time in 2016/17.

Encouragingly, overall offers are consistent with the same period last year. The application statistics are monitored closely on a weekly basis at the College Management Team meeting.

3.3 SCHOOLS

Senior phase

The College's Senior Phase and Foundation Apprenticeship portfolio has been developed to offer different solutions for different pupil needs. The Senior Phase pathways have been amended slightly for 2018/19. Pathway 1 will now be open to S4, S5 and S6 pupils and will be named GradU8. The pathways are now as follows:

Pathway 1 Senior Phase Core Programme GradU8

Primarily aimed at S4, S5, S6. Selection process managed by South Lanarkshire Council.

Pathway 2 Senior Phase Independent Options

Primarily aimed at S5 and 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 Pathway 2 via a dedicated section of the website and must have their application approved by their Pupil Support Teacher to allow timetabling to be agreed. Pathways 1, 3 and 4 are managed by South Lanarkshire Council.

To date we have received 46 Pathway 2 applications.

Schools events

The College was represented at 25 schools' careers evenings by members of staff from the Marketing team between August 2017 and March 2018. In addition to this, marketing and curriculum staff have engaged in regular visits to schools to deliver presentations, demonstrations, activities and talks to class groups at both Primary and Secondary schools.

3.4 INTERNATIONAL ACTIVITY

Tier 4 and non-EEA activity

Our UKVI sponsor licence has been renewed until 2021, allowing us to apply for the sponsor compliance assessment each year, to sponsor Tier 4 students wishing to study at the College. Our annual basic compliance assessment has been submitted and the College has been approved to continuing sponsoring Tier 4 students until the next renewal date in 2019.

As reported previously, there is currently one UKVI Tier 4 student enrolled on the HND Beauty Therapy course and three international students with other points based visas are enrolled in courses across the College. All the students continue to attend and progress well.

A recruitment programme for 2018 is underway with our partner colleges in China. We have committed to receiving a group of 15 staff from Jiangsu Vocational Institute of Architectural Technology (JVIAT) for Summer School in July 2018. We have continued to work collaboratively with JVIAT to identify potential Tier 4 students for the August 2018 intake. Two students have already submitted their applications and have received conditional offers.

Erasmus+

The 2018/19 grant application has been submitted to the UK National Agency for Erasmus+ Higher Education staff and student funding. Our consortium bid with SCEP (formerly WoSCoP) has been approved. The amount of funding is to be confirmed by the British Council.

2016/17 and 2017/18 projects continue to progress well with staff visiting a number of different European programme countries on traineeship mobilities. Two students from HND Events Management are currently undertaking a two month internship at the Universidad Europea de Madrid and have been closely supported by the College. Feedback from the students and the receiving organisation is very positive.

In March 2018 the College welcomed the Assistant Director of the Vocational Training Centre, Cologne Chamber of Crafts, Germany. The Assistant Director visited the three Faculty areas and held meetings with the Alternative Funding, Quality, Finance and International and Marketing departments with a view to sharing good practice and exploring the potential for future Erasmus+ partnerships. It was agreed that a group of apprentices will visit the College in September 2018 and that our two organisations will explore the potential to work together as partners for an Erasmus+ KA1 VET application.

The College hosted a visiting group from Salpaus College of Further Education in Lahti, Finland in April 2018. The group from Marketing, IT and International Office backgrounds spent time with Faculty teams, the International Office and the IT Department. The aim of their visit was to explore the potential for a continuing Erasmus+ partnership between our two colleges. Initial discussions were very positive with many areas for partnership-working identified.

4 RECOMMENDATIONS

It is recommended that members note:

- 4.1** The update on media, promotion, website and publications.
- 4.2** The update on student recruitment.
- 4.3** The update on programmes for schools.
- 4.4** The update on international activity