

**South Lanarkshire College  
Development Committee (Board of Management)  
Tuesday 5<sup>th</sup> September 2017**

**Present** Irene Johnstone (Chair) (by conference call)  
Sean Duffy (by conference call)  
Jean Carratt  
Julie McKenzie  
Stewart McKillop

**In Attendance** Angus Allan

**Apologies** Angela Martin

**1. Declarations of Members' Interests**

S McKillop, J Carratt and J McKenzie declared their membership of The Lanarkshire Board.

**2. Minutes of the Previous Meeting**

The Minutes of the meeting held on 9<sup>th</sup> May 2017 had been agreed by the Board of Management.

**3. Matters Arising**

Discussion took place in regard to closing the loop on a range of feedback forms both student and lessons learnt from previous sources.

Ms Johnstone asked about the number of board members attending the All Staff Conference. Both Mr Duffy and Ms Johnstone commented on the positive evaluations from the event.

Discussion took place in regard to benchmarking SLC successes against other colleges, Mr Allan explained the process involved in producing a tabular format in comparison to other colleges.

Lastly discussion took place in regard to continued growth at SLC.

**4. Quality Report**

The Principal stated that the report sought to update the Committee on quality assurance and marketing within the College since the meeting of May 2017.

Quality arrangements / self-evaluation

The focus of the Quality Enhancement Group (QEG) since the last report has been to align the How good is our college? quality framework with our 2016-2017 self-evaluation (SE) cycle.

The QEG are now actively working towards the production of the first Evaluative Report and Enhancement Plan (EREP) to be submitted to SFC and ES on 31 October 2017. QEG members have formed into writing teams and additional meetings of the QEG have been convened to support the process

## Education Scotland

Andrew Brawley, Education Scotland HMI visited on 16 and 17 May. He attended meetings of the SMT and QEG and met with the Associate Principal: Construction and the Curriculum Manager for Quality.

The QEG also took the opportunity to seek clarification on a number of matters relating to the College Quality Arrangements - supplementary guidance issued to colleges on 8 June 2017 by the SFC.

Plans for Education Scotland HMI and Student Team members to attend other events e.g. Student Question Time and Destination Success were cancelled due to industrial action.

Ms Johnstone asked about the methodology that Education Scotland employ to gather information about the College. Mr Allan explained the longitudinal methodology employed by Education Scotland.

Ms Johnstone asked if all visits were planned visits with advanced notice and Mr Allan explained that although the College was aware of the date of the visit within the day, HMI would visit a number of areas and classrooms which had not been pre-planned.

## Learner Engagement

A poster campaign has begun to recruit new class representatives. There has been early engagement with the new Student Association (SA) President by the Quality Unit team including sharing of the 2016-17 In-Course Questionnaires results and analysis. At the request of the SA President feedback comments have been offered on their draft Operational Plan for 2017-18.

Ms Johnstone asked about the extent that the Student President had engaged with class representatives.

Ms MacKenzie explained the methodology that the Student Association employs to “entice” students into the Student Association office. The Principal explained the role of sparqs in helping class representatives develop the skills required to participate in Course Team Meetings.

Ms MacKenzie explained the relationship that existed between the development of her Manifesto for election, the Operational Plan and the Strategic Plan to set the annual targets for the Student Association. Ms MacKenzie also outlined the new range of induction videos that have been developed for students.

## Engagement with Awarding Bodies

Across all sixty-four EV visits there were ninety highlighted areas of good practice and forty-one recommendations for course teams to consider.

The Business Manager from SQA met the CM: Quality in August as part of a quarterly meeting cycle. The purpose of which is to respond to particular questions raised by the Quality Unit and faculty teams, to explore mutual areas of interest and for SQA to inform the College of new and future developments. Items of interest are disseminated to relevant faculties and curriculum teams.

### Quality systems development

The next phase of the College eSelf-Evaluation Process (CeSEP) system was launched in August 2017 to include annual self-evaluation reporting.

Whilst some technical challenges are being experienced feedback has been positive and the Quality Unit team continues to support staff to engage with the system.

### Complaints handling and reporting

Sixteen formal complaints were received, logged and actioned during 2016-17. Thirteen of which were Stage 1 complaints and were satisfactorily responded to within the SLC Complaints Procedures required by the Scottish Public Sector Ombudsman (SPSO) 5 working day timeframe. The remaining 3 were categorised as Stage 2 complaints requiring additional time for internal investigation and were responded to within the SLC Complaints Procedures required by the Scottish Public Sector Ombudsman (SPSO) 10 working day timeframe. Ten complaints were upheld, 1 was partially upheld and 5 were not. Lessons learned from complaints are discussed by the QEG on a quarterly basis and disseminated to departments and faculties. A fuller annual report will be presented to the November meeting of the Development Committee.

In January 2017 a former student who studied a City and Guilds Carpentry and Joinery course at the College between August 2015 and January 2016 expressed dissatisfaction with his experience raising a number of points. The SPSO fully reviewed the College's approach to and all correspondence relating to this matter, and has not upheld the concerns raised about the College. In August the College received formal notification of the SPSO's decision and a copy of the letter sent to the MSP. The SPSO now deem the matter closed.

### Summer Media and Recruitment Campaign

Facebook and Instagram promoted posts were geographically and demographically targeted and our social media engagement continues to improve month-on-month (see Appendix Two). Over the past two years our Facebook likes have increased from 1800 to 4500 and we continue to successfully build our Instagram and Twitter followers.

We worked with Newsquest Scotland in the period around the release of exam results, on a three week digital campaign. The campaign entailed social media posts, sponsored skins, MPUs and leaderboards on Newsquest sites including Herald Scotland. As at mid-way through the campaign, 72,099 impressions had been delivered and our click through rate was 0.30% compared with a UK average of 0.04%.

The College continued to engage in a sponsorship agreement with the Capital Radio 'All the Hits all Night' programme. The College is mentioned on 9 occasions between 7pm and 2am each day which is peak listening time for 15-34 year olds.

The College also sponsored the Capital Radio exam results promotion over a seven day period.

In addition to our Capital Radio contract, we engaged in a 16-week sponsorship package with South Lanarkshire Leisure Radio.

A suite of outdoor advertising focused on the 'Apply Now' message and went on display prior to 15<sup>th</sup> August, promoted the August information evening. Traditional and digital billboards were selected in key areas identified using postcode data.

110,000 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.

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

Our summer Information Evening took place on Tuesday 15<sup>th</sup> August. All media in the lead-up to the Information Evening highlighted the evening. It was our most successful Information Evening to date with footfall of over 450 people. 150 applications were submitted over the course of the evening.

Discussion took place in regard to the conversion rate from students expressing an interest in coming to college and actually taking up a place. Mr Duffy explained that he would be happy to help in providing support for further media analysis.

Discussion took place in regard to setting targets for social media uptake.

Ms Carratt asked about direct mail and targeted mail shots. The Principal explained the methodology which underpinned this type of student contact.

Discussion also took place about Radio advertising and South Lanarkshire Radio.

### Student Recruitment

Total applications for 2017/18 have increased by 5.5% in comparison with 2016/17.

The College has a long history of working with schools to provide programmes for school pupils to complement their school timetable. We have been working closely with South Lanarkshire Council to re-develop our 'Senior Phase Programme' for S4 to S6 school pupils, to offer different solutions for different pupil needs. We have developed four pathways for pupils as follows:

Mr Allan outlined the contact that the College had with local schools. Ms Johnstone enquired about engaging with schools outside the South Lanarkshire catchment area.

In August, the College was delighted to host a two-week Summer School programme for 16 members of staff from Nantong Vocational University, Jiangsu Province, China. Chinese colleagues were hosted by the Faculty of Construction and participated in a programme of professional development.

Feedback from our Chinese partners was very positive and the Summer School represented £25,000 in income.

Four members of staff from Jiansgu Vocational Institute of Architectural Technology (JVIAT) are visiting the Faculty of Construction for a period of approximately six months. The visiting lecturers are not employed by the College. The staff are observing classes; attending meetings; carrying out their own research; sharing good practice; participating in site visits and developing their own curriculum. JVIAT has paid a fee of £10,000 to the College in respect of the staff members' visit.

The 2017/18 grant allocation for Erasmus+ activity was €34,797 to fund staff mobility for training and student mobility for study. To date, twenty members of staff have travelled to France, Spain, the Netherlands and Denmark under 2015/16 and 2016/17 funding.

## **5. Any Other Competent Business**

Discussion took place about the time scale for ensuring that the Board was aware of the College's performance in relation to the rest of the Colleges in Scotland. It is likely that the detailed comparisons would be with the Board in the New Year, but that initial information would be supplied at the October training event.

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