



South
Lanarkshire
College

East Kilbride

FOR PUBLISHING

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

Marketing, Recruitment and International Activity

May 2019

1 INTRODUCTION.

This report updates the Development Committee on marketing activities that have taken place since the last report in February 2019.

2 SUMMARY.

2.1 Update on media, promotion, website and publications

2.2 Recruitment

2.3 Schools activity

2.4 International activity.

3 DETAIL FROM SUMMARY.

3.1 UPDATE ON MEDIA, WEBSITE AND PUBLICATIONS

Media

Our August recruitment media plan (see Appendix One) is in place. The plan comprises a range of multi-channel, online and offline media.

Outdoor

The majority of outdoor advertising is scheduled for June, July and August 2019 in the period immediately prior to the release of SQA exam results. A number of traditional billboards are scheduled for display in East Kilbride and the surrounding area. Additionally, we have optioned several digital displays in the local shopping centre, supermarkets, petrol stations and bus shelters (selected based on students' and applicants' geographical provenance). The billboard designs display a clear call to action to 'Apply Now' and additionally, provide information regarding upcoming Information Evenings (see Appendix Two).

Digital and Social

Social media and digital advertising has been in place over the course of the academic session and continues throughout the summer period.

Our ongoing Facebook Ads campaign 'Start Something New' as detailed in the media plan has resulted in 60,022 Facebook and Instagram users seeing the adverts and 3,708 users clicking on the link to the College website to-date. See Appendix Three.

Our social media following continues to increase with Facebook continuing to be our most popular platform. Facebook followers have increased by 13% on the same period last year. In the week to 15th April 2019, average reach for posts containing photos was 2,115, with average engagement of 132 post clicks compared to average engagement for similar accounts of 95 clicks.

The reach 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.

Since its launch in November 2018, our Google Ads campaign 'Study local in East Kilbride' has resulted in 19,942 clicks to the website homepage to-date. Google analytics from the campaign demonstrate that 54,719 web users searching phrases such as 'College East Kilbride', 'College South Lanarkshire', 'SLC', and 'South Lanarkshire College' have been shown the advert. Web users are taken to the website home page and most commonly then progress to course information pages and the application form. Further information about web traffic is included below.

Radio

The contract with Clyde One continues until July and will be reviewed at the end of April 2019. Promotional tags have been updated to reflect the August recruitment period and direct listeners to apply online.

College Website

In the period 1st February to 16th April 2019, the website homepage had 49,778 views (1st December 2018 to 28th January 2019 35,876 views) with 'Courses-apply now' (14,836 views), 'Course list' (6,923 views) and 'Part-time evening courses' (5,262 views) being the most popular course-related pages.

The website has now been fully migrated to a new host server, provided by Skillset. The initial migration project was based on a 'lift and shift' of the existing site. Several issues and opportunities for enhancement were identified and have now been addressed to provide the latest web functionality. This ensures that the latest security patches are applied to the website and reduces exposure to known vulnerabilities.

The site has been upgraded from WordPress 4.6 to the latest (5.0.3 at the time of writing) supported version of WordPress. All installed plugins have also been upgraded to the latest supported versions.

Publications

The Annual Report (see extracts in Appendix Four) was published in March 2019 as an A2 cross folding to A4/A5 document, 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

In comparison to the same period last year, as at the 10 April 2019, current recruitment figures are positive:

All applications (FT and PT): 3,944 (+0.2% on last year)

FT applications: 3,409 (+5.70% on last year)

PT applications: 535 (-24.6% on last year)

All offers (FT and PT): 1,529 (+13.42% on last year)

Full-time offers (unconditional and conditional): 1,429 (+13.96% on last year)

Part-time offers (unconditional and conditional): 101 (+6.31% on last year)

Additionally, acceptances of all offers (unconditional and conditional) have increased by 34.47% on the same time last year.

3.3 SENIOR PHASE AND SCHOOLS ACTIVITY

3.3.1 SOUTH LANARKSHIRE SCHOOLS

The College continues to work very productively and positively with South Lanarkshire Council to develop and improve our Senior Phase options for young people. Young people from across South Lanarkshire attend the College across the four pathway options available to them:

Pathway 1 senior phase core programme Gradu8

Pathway 2 senior phase independent options

Pathway 3 senior phase winter leavers (now complete)

Pathway 4 senior phase Foundation Apprenticeships

The College's Senior Phase and Foundation Apprenticeship (FA) portfolio has been developed to offer different solutions for different pupil needs and, building on the successes of previous years, the FA portfolio has been expanded to include an additional four options including: Accountancy; Business Skills; Social Services and Healthcare (one-year and two-year options); Social Services Children and Young People (one-year and two-year options); and Scientific Technologies.

41 FA applications have been received from South Lanarkshire pupils to-date. In addition, 85 notes of interest have been received from the Skills Development Scotland website.

In February 2019, the College hosted a Foundation Apprenticeship Information Evening for young people and their parents and carers. Visitors attended course-specific presentations and taster sessions. Another recruitment event followed for parents and carers of S5/S6 pupils in March 2019.

GRADU8

South Lanarkshire Council has indicated that the College can expect an increase in the number of Gradu8 pupils for session 2019/20. Prospective pupils are currently being assessed by South Lanarkshire Council and a clear indication of the number of young people participating in the programme will be available in May 2019.

3.3.2 EAST RENFREWSHIRE SCHOOLS

The College has worked effectively with East Renfrewshire Council to move forward plans to develop Senior Phase options for East Renfrewshire schools and is now represented at the East Renfrewshire Council Vocational Partnership Group meetings which take place on a quarterly basis. South Lanarkshire College Senior Phase options have been included in East Renfrewshire schools' options for the 2019/20 academic session, allowing East Renfrewshire young people in S4-6 college-based options across all three of the Faculties. The course offering for East Renfrewshire schools has been developed based on the requirements set out by the Council. 65 applications have been received from young people across East Renfrewshire Schools.

On April 17th 2019, the College hosted an information event for parents and carers of young people from East Renfrewshire schools. Visitors had the

opportunity to meet with college staff, to speak to curriculum staff and to tour the campus.

3.3.3 SCHOOLS EVENTS

The College was represented at 34 schools' careers events by members of staff from the marketing team between August 2018 and April 2019, compared to 24 in the same period last year. In addition to this, marketing and curriculum staff have engaged in a number of visits to schools to deliver presentations and talks to class groups across South Lanarkshire, East Renfrewshire and Glasgow (Castlemilk, for example).

3.4 INTERNATIONAL ACTIVITY.

3.4.1 TIER 4 AND NON-EEA ACTIVITY

There are currently three UKVI Tier 4 student enrolled on the HND Beauty Therapy and HND Construction Management courses and four international (non-EEA) students with other points-based visas are enrolled in courses across the College. All the students continue to attend and progress well.

Two applications for 2019/20 session have been received from Tier 4 applicants.

The College was audited by UK Visas and Immigration (UKVI) in March 2019. The audit was an organised, routine visit to assess our suitability as a registered sponsor. During the visit, officers reviewed our records and processes and were satisfied that the College is compliant with our sponsor duties. The College's current Tier 4 Sponsor Status has been maintained.

3.4.2 ERASMUS+

The 2017/18 and 2018/19 grant allocations for Erasmus+ activity were €34,797 and €43,921 respectively, to fund staff mobility for training and student mobility for study and training. To date, over forty members of staff have travelled to France, Spain, Germany, the Netherlands and Denmark.

Advice from the UK National Agency regarding Brexit is that colleges and universities currently contracted to deliver Erasmus+ programmes should continue with their delivery and, that applications for the 2019/20 Erasmus+ calls for proposals were to be submitted by the 5th February 2019 deadline.

The College duly submitted a bid for Erasmus+ grants under the 2019/20 call for funding.

The UK National Agency will issue additional guidance as it becomes possible to do so. The College has registered its existing grants with the Department for Education as instructed to do so by the UK National Agency.

4 RECOMMENDATIONS

It is recommended that members note:

- 4.1 The update on media, promotion, website and publications
- 4.2 The information about recruitment
- 4.3 Schools activity update
- 4.4 The information about international activity.