



South
Lanarkshire
College

East Kilbride

**FOR
PUBLISHING**

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

Marketing, Recruitment, Schools and International Activity

November 2019

1 INTRODUCTION

This report updates the Development Committee on marketing, recruitment, schools and international activities that have taken place since the last report in August 2019.

2 SUMMARY

2.1 Update on website, campaigns and promotional events.

2.2 Recruitment.

2.3 Schools activity.

2.4 International activity.

2.5 Events

3 UPDATE ON WEBSITE, CAMPAIGNS AND PROMOTIONAL EVENTS

3.1 Website

A recent Web Content Accessibility Guidelines (WCAG) audit of the College website indicated that a small number of changes were required in order to ensure WCAG compliance. An action plan is in place to implement changes to improve the overall accessibility of the website including adding alternative text to images, providing captions for video, removing keyboard traps and amendments to contrast ratios.

Marketing campaign for Summer 2019 session

Recruitment and associated media campaigns for the Summer 2019 intake continued until late September 2019 as per the approved media plan (Appendix One). Outdoor advertising (both traditional and digital) took place from June to September 2019 in the key period immediately around the release of SQA exam results, to support earlier messaging during April and May 2019.

Additional outdoor advertising in September and October focused on the 2019 graduation. Billboards have been displayed around East Kilbride and banner signage has been on display outside the College.

Post campaign analysis demonstrated that a multi-channel approach has been effective to reach a broad demographic of potential students however the marketing department has set an objective to carry out market research around the consumption of media, to provide data on media consumption to inform future media channel choices.

Media campaign for January 2020 session

A draft media plan for the January 2020 session has been submitted for consideration. (See Appendix Two.)

Social and digital media

The College continues to meet our marketing objective to grow our digital and social media presence. Our social media following continues to increase with Facebook continuing to be our most popular platform. Facebook followers have increased by 15% on the same period last year with followers totalling around 6,200. Our Instagram followers have increased by 85% year-on-year and general engagement with social media activity compares favourably with similar organisations.

Ongoing social media and digital advertising is in place over the course of the year. Our Facebook Ads campaign 'Start Something New' as detailed in the media plan has resulted in 116,224 Facebook and Instagram users seeing the adverts and 7,130 users clicking on the link to the College website to-date (as at 22nd October 2019).

Campaign-specific digital advertising took place throughout the summer recruitment period pertaining to specific programmes, information evenings, a clearing event and exam results.

Since its launch in November 2018, our Google Ads campaign 'Study local in East Kilbride' has resulted in 44,800 clicks to the website homepage to-date. Web users are taken to the website home page and most commonly then progress to course information pages and the application form.

Promotional events

In addition to the August Information Evening (see Appendix Three) which saw footfall of 500, a Clearing Evening event resulted in footfall of 150 and 36 on-the-night applications for the limited range of available clearing programmes.

3.2 STUDENT RECRUITMENT

7,437 applications for academic session 2019-20 were received and processed. Applications for the Faculty of Construction continue to be strong with significant demand in the Plumbing, Painting & Decorating and Bench Joinery curriculum areas.

Significant areas of growth for full-time applications were in Childcare; courses leading to Nursing; Social Work; Social Sciences; Counselling; Police Studies; Legal Services and Barbering.

Significant areas of growth for part-time applications were Higher English; National 5 Maths; ESOL; Construction Management; Quantity Surveying; Photography & Photoshop; Spanish and Educational Support Assistant.

For programmes that were oversubscribed, we issued 427 course full letters.

In line with the College's Gender Action Plan, we have successfully recruited for the Women into Painting & Decorating course and SVQ Levels 2 and 3 in Barbering. There also continued to be high numbers of female students undertaking HN Construction Management and Quantity Surveying programmes.

To-date, 206 applications have been received for January course provision. Additionally, applications for the 2020-21 academic session opened on the 1st October 2019. To-date we have received 275 applications. This represents a 115% increase on the previous year.

3.3 SCHOOLS

South Lanarkshire Council

South Lanarkshire Council Schools Programme enrolments increased by 134% in 2019/20 by in comparison with 2018/19.

South Lanarkshire pupils enrolled on:

415 pupils: Gradu8 courses in Beauty, Childcare, Construction, Hairdressing, Hospitality, Horticulture and Mental Health and Wellbeing.

46 pupils: Winter Leavers programmes in Beauty, Construction and Hairdressing programmes.

53 pupils: Foundation Apprenticeships in Children and Young People and Social services.

East Renfrewshire Council

Senior Phase pathways for 2019/20 included options for Senior Phase pupils from East Renfrewshire Council schools (ERCS) for the first time. East Renfrewshire Council pupils enrolled on:

31 pupils: Standalone classes in Higher Accounting, Construction Crafts and Shoestring Cookery.

14 pupils: Infilled into Business, Business & Marketing and Police Studies programmes.

SCHOOLS EVENTS

The College was represented by the Marketing Team at 15 school information evenings, workshops and presentations across South Lanarkshire, Glasgow and East Renfrewshire in the period from August 2019 to October 2019. In addition to this, Marketing, Admissions 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

There is currently one UKVI Tier 4 student enrolled on the HND Construction Management course 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.

ERASMUS+

The 2018-20 and 2019-21 grant allocations for Erasmus+ activity were €43,921 and €26,125 respectively, to fund staff mobility for training and student mobility for study and training.

3.5 EVENTS

The College hosted a number of very successful events, including:

STEM EVENT

Over 150 young people from schools across South Lanarkshire attended our 'Step into STEM' event, hosted at the College in October in conjunction with Developing the Young Workforce. Pupils took part in workshops where they learned about Vex Robotics, All About Animation, Programming and Crime Solving. Additionally, an information marketplace hosted exhibitors and employers including JP Morgan, Terex Volvo, Scottish Water, Morgan Sindall and the College's own information stand.

Annual Construction Awards

Our annual Construction Awards Ceremony was held on Monday 23rd September in the Town House, Hamilton and celebrated the achievement of our Construction students during session 2018/19. Awards were presented for excellence in course work and for participation in local, regional and national construction competitions.

4 RECOMMENDATIONS

It is recommended that members note:

- 4.1** The update on the College website, campaigns and promotional events for session 2019/20
- 4.2** Student recruitment information for session Summer 2019
- 4.3** Information regarding school activity
- 4.4** Information regarding international activity
- 4.5** Details of recent college events.