

**South Lanarkshire College
Development Committee (Board of Management)
Held on Tuesday 5th November 2019**

Present Paul Hughes (Chair)
Jean Carratt
Stewart McKillop
Irene Johnstone (by telephone)
Sean Duffy (by telephone)

In Attendance A Allan, A Martin

Apologies Liz Newlands

1. Declarations of Members' Interests

Mr McKillop and Ms Carratt declared their membership of The Lanarkshire Board.

2. Minutes of the Previous Meeting

The minutes of the meeting held on 3rd September 2019 had previously been agreed by the Board of Management.

3. Matters Arising

Education Scotland – the Principal stated that the visit would go ahead on 6th and 7th November 2019 and that all preparations were now in place. Members were reminded that under the new format, high-performing colleges were receiving early visits thus the November dates allocation to South Lanarkshire.

City and Guild Launch – the Principal stated that the relationship between the College and City and Guilds continued to build and the College had been chosen as the location for the launch of new products.

Enrolment Figures – last year final figure was 50,313 credits. This submission was made to the Funding Council and only one credit was lost from the final total. Members agreed that this was an impressive result and spoke highly for the internal controls the College had in place.

Match Funding for European Social Funding - at the last Board meeting this had been discussed as an area of concern for all colleges. The Principal informed members that the Scottish Funding Council appears to have given a commitment to match its element of this funding, no matter what the final outcome of Brexit. Members welcomed this positive news.

4. Reports to the Committee

• **Quality Enhancement Group (QEG) Report**

Self-evaluation (SE) and Quality Arrangements - notifications have been sent to all SE report authors regarding the annual SE *Round Robin* event: which took place on the 31st October 2019. Twelve Departmental and Faculty SE reports were submitted for review and feedback during the

event. Rob McDermott, Quality Manager from Forth Valley College attended to provide an external lens and feedback on the process.

Andrew Brawley, Education Scotland College HMI, visited the College on 29th August 2019. Andrew participated in meetings with the Principalship and QEG discussing: South Lanarkshire College activity, the Lanarkshire Region and Education Scotland updates. The arrangements for the ES Progress Visit for 2019-20 were discussed. The programme of 2019-20 was agreed between ES and the Quality Unit. In addition, the Professional Discussion on Learning & Teaching (PDLT) team met with Andrew Brawley to discuss Good Practice and training opportunities for 2019-20.

Internal Audit Programme -the 2018-19 internal audit programme has been completed. Members noted the content of the detail on the reported audits.

Seven of the eight audits took place. The Assessment Arrangements internal audit was postponed allowing the College to update procedures, in response to SQA revised policies and procedures. The findings from all internal audits were reported to the CMT. Actions are reviewed with the teams involved on an on-going basis to ensure completion of the actions, recommendations and general compliance.

The 2019-20 nine internal audit selections have been approved by the QAG. The selection and identification of areas for audit were based on a range of criterion that included risk, internal intelligence review, the identification of new awards, new lecturing staff and review of the *South Lanarkshire College Internal Audit Plan 2019-20* (Scott Moncrieff). Allocations and notifications will be issued to the Faculties and Departments following Internal Audit Training in November 2019.

Learner Engagement - the 2019-20 class representative activity is well under way, with 304 across the College identified to date. Four training courses have been planned over October and November 2019. Over 100 places have been booked, so far. The Quality Unit's Learning Engagement Officer will deliver the training course in partnerships with the College's Student Association President, Liz Newlands, and Student Partnership in Quality Scotland (sparqs). All sessions have been advertised and promoted through ConnectTxt text-tool.

The on-line In-Course Questionnaire (ICQ) Part 1 was open for students to complete between 20th September and 1st November 2019. The In-Course Questionnaire Part 1 is now hosted on QDP Services software. This software provides the capacity to monitor returns effectively during the process and provide detailed analysis for all areas across the college within a few days of the questionnaire closing. The analysis enables the production of course level reports, which is enhancing Course Team Self-Evaluation and further embedding Student Voice in quality enhancement activity.

The Principal informed members that the results of the 2018/19 Student Perception Questionnaire had not been as positive as those of previous years. The Quality Unit was now drilling down into the returns and analysing the responses in greater detail. An update would be given at the Board meeting on 26th November 2019.

The Quality Unit continues to be an active member of the College Equality Group. After the success of the 2018-19 cross-college project to promote equity through improving Student Voice at all levels, the College has been participating in the Scottish Funding Council (SFC) Student

Satisfaction and Engagement Survey (SSES) working group; sharing good practice and enhancing Student Voice opportunities for students at SCQF level 1-3.

Awarding Body Verification Activity – a copy of the summary of all External Verifications visits during 2018-19 had been distributed to members.

Thirty-one successful External Verification (EV) visits were conducted by SQA during 2018-19. Five EV visits from City and Guilds and one EV visit from the British Plumbing Employers Council (BPEC) were also successful. Members noted the detailed analysis of the reports for each Awarding Body.

Nine SQA Central Verification were conducted in 2018-19. The Central Verification of National Qualification resulted in challenges nationally, due to the SQA quality assurance timeline aligning to school-term delivery. SQA are reviewing the process for 2019-20 delivery. Extensions were granted and all activity was completed successfully by July 2019.

Across 2018-19 EV activity five courses required actions. All actions were completed by July 2019 and the course were successfully resulted.

Five assessments were submitted to SQA for Prior Verification during academic year 2018-19. These were to support the delivery of: HNC Construction Management, HNC Quantity Surveying, HNC Police Studies and HNC Administration and Information Technology.

Complaint Handling - the College annual complaints performance indicators and summary for 2018-19 against the SPSO Performance Indicators (PIs) was distributed to the members and the detail was noted.

The Principal stressed the importance of the College learning from complaints. Of the 14 complaints that had been received over the year, eight were upheld and 6 not.

Members noted the details of the complaints and the actions arising from them. It was agreed that the level of complaints was entirely acceptable for an organisation welcoming approximately 5,000 students across the year.

5. Marketing, Recruitment, Schools and International Activity Report

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. 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 – the Principal highlighted the level of credits to be recruited through the January campaign. Some students who are successful in January may have just missed a place for September 2019. Members discussed whether it was possible for the College to gather information on students who fell into the category of unmet demand. The Principal stated that this year alone there had been 427 applicants within this category the details of which were kept on file. He added that all possible was done to assist these students and that alternative courses and colleges were sourced and suggested.

Members raised concern for those students who due to personal circumstances could not travel further than South Lanarkshire College. The Principal stated that he would investigate further and feedback to the Committee.

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 the 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.

Members discussed the importance of the different channels of media. Most interaction with our student demographic would be through these channels and helped to grow a sense of community and grows perception. It was felt that perhaps the level of interaction could be expanded and Mr Hughes offered to share his knowledge and experience with the College’s Marketing team. It was agreed that a meeting would be arranged to discuss further.

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. The Associate Principals monitor demand for their Faculties and worked in unison to ensure the best use of the available credits cross-college.

Members noted this information and welcomed the level of growth. The Principal stated that the College was succeeding in introducing new courses, but that it was important to ensure that our portfolio of courses did not grow too large and that courses that were no longer relevant should be removed. He then explained the processes used by the Academic Board in regard to courses being put on 'special measures'. This process was a supportive one and Ms Carratt stated that it encouraged Course Teams to look closely at their courses and consider the best way forward.

Discussion took place on the possible areas of growth such as Travel and Tourism and Hospitality should Brexit go forward. Members noted that the College continuously monitored the areas of demand and key data from organisations such as Skills Development Scotland.

Schools Provision – the Principal outlined the work of the College with both South Lanarkshire and East Renfrewshire schools. Members discussed the choice of locations for this provision and noted that it was for the best part, demand driven. The College had a long-standing menu of provision across South Lanarkshire, which had always proven very successful. The Principal added that he was delighted with the work being carried out in East Renfrewshire and the relationship that continued to be built.

The Marketing Team represent the College at various school events across South Lanarkshire, Glasgow and East Renfrewshire.

International 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 of these students continue to attend and progress well.

The Principal informed members that the Government had recently changed the law and brought back the 2-year post study visa which was of course of great benefit to students. Discussion then ensued on the impact Brexit may have on this market and the changes to classifications.

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.

Events – the College has had its annual awards ceremonies and hosted a number of events. Both the Construction Awards and Graduation Ceremonies have been great successes again this year.

6. Annual Report of the Development Committee to the Board of Management from November 2018 to September 2019

Ms Martin stated that through the Board Effectiveness exercise it had been agreed that it would be good practice for all Committees to follow the example of the Audit Committee and prepare an Annual Report to the Board of Management. This report would highlight attendance, terms of reference and the work done and considered by the Committee throughout the year. This will be the second year of following this practice and it had been welcomed by the College auditors.

Members considered the content of the report and agreed that it would go forward to the Board of Management on 26th November 2019.

7. Approval of Publication of Papers

The Committee approved the publication of all papers marked 'for publishing' by the reporting officers.

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