



**South
Lanarkshire
College**

East Kilbride

FOR PUBLISHING

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

Marketing, Recruitment and International Activity

February 2020

1 INTRODUCTION.

This report updates the Development Committee on marketing activities that have taken place since the last report in November 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 College events.

3 DETAIL FROM SUMMARY.

3.1 UPDATE ON WEBSITE, CAMPAIGNS AND PROMOTIONAL EVENTS.

3.1.1 Website and Google Ads

A programme of work to update elements of the website is underway. The work programme includes improvements to the overall accessibility of the website, in line with Web Access Content Accessibility Guidelines (WACG), such as layout improvements, revised web templates, amendments to colour and contrast ratios, as well as improvements to the visual appeal of the site. The changes are being implemented in a rolling programme of work and all user information is being captured in a new Digital Guidelines document which is currently under development. Examples of the updated web templates are included at Appendix One.

In the period 1st December to 27th January, the website homepage had 35,636 page views (compared to 35,876 views in the same period 2019) with ‘Courses-apply now’ (10,486 views), ‘Apply now for January’ (9,151 views), ‘Course finder’ (6,039 views) being the most popular course pages.

In the same period, paid search by means of Google Ads resulted in 7,167 user visits to the website. This represented 22% of all website users during this period. Additionally, 1,403 users clicked through to the site from the College’s social media channels, of which 1,085 visits were from Facebook.

3.1.2 Marketing campaign for January 2020 session

Recruitment and the associated marketing campaign continued until end January 2020, as per the approved media plan (Appendix Two).

Social Media and Paid-For Promotion

Cover photos, share graphics and story graphics for Facebook, Instagram and Twitter were updated to highlight the January Information Evening and January-start courses (see Appendix Three) in addition to the ongoing, ‘always on’ social media posts, designed to encourage engagement and brand awareness (see Appendix Four for examples of posts).

in the 60 days to 27th January 2020, a Facebook Ads campaign ‘Start Something New in January 2020’ as detailed in the media plan, resulted in 45,995 Facebook and Instagram users seeing the adverts, 978 post engagements and 894 users clicking on the link to the College website (see Appendix Five).

Information Evenings

Our January recruitment Information Evenings took place on Wednesday 27th November 2019 and Tuesday 7th January 2020. 320 subject-specific appointments took place across the two evenings. The majority of attendees stated that they had learned about the event on social media or by means of billboards displayed at the Kingsgate in East Kilbride.

Billboards and Banners

One billboard site on Kingsgate, East Kilbride displayed a series of adverts over an eight-week period in December and January. The billboard occupies a prominent position at a major traffic intersection. Additionally, banners were in place at the entrance to the College on Kelvin Road. (See Appendices Six and Seven).

Radio

Clyde 1 promotional recorded voice tags were amended to relate to January recruitment and to highlight the November and January Information Evenings.

3.2 JANUARY RECRUITMENT.

As at the 22nd January 2020, the College had received 954 applications for the January 2020 intake. Of the 954 received, 641 were for full-time courses and 313 for part-time. As at the same time in the previous year, (24th January 2019) the College had received 1,149 applications of which 832 were full-time and 317 part-time applications.

The current year's statistics should be viewed in the context of a smaller January course offering due to having a lower mid-year credit delivery target to meet. The College will meet the 2019-20 credit target of 50,000.

Demand in vocational subjects such as Construction, Hairdressing, Barbering, Social Care and Childcare continues to be strong. Additionally, new part-time cookery courses such as 'Introduction to Chocolate' and 'A Taste of Scotland' have been very popular and recruited to capacity.

Applications for the 2020-21 academic session opened on the 1st October 2019. To-date we have received 1,746 applications. This represents a 23% increase on the previous year.

3.3 SCHOOLS ACTIVITY.

3.3.1 Senior Phase and Foundation Apprenticeships: South Lanarkshire Council

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 attended or are attending the College across the pathway options available to them:

481 young people: Gradu8 pupils from S4-S6 studying Beauty, Childcare, Construction, Hairdressing, Mental Health Awareness and Hospitality.

46 young people: Winter Leavers pupils from S4 completed programmes in December 2019.

63 young people: Foundation Apprenticeship pupils enrolled on:

FA Social Services Children and Young People (Level 6) - Year 1 - 11 pupils

FA Social Services Children and Young People (Level 6) - Year 2 - 7 pupils

FA Social Services Children and Young People - Holy Cross Hub - 10 pupils

FA Social Services and Healthcare (Level 6) - Year 1 - 32 pupils

FA Social Services and Healthcare (Level 6) - 1 Year Delivery - 3 pupils

3.3.2 Senior Phase: East Renfrewshire Council

Senior Phase pathways for 2019/20 included options for East Renfrewshire Council pupils for the first time. As at 27th January 2020, 48 pupils from East Renfrewshire Council schools are enrolled on Accounting, Business, Business and Marketing, Construction Crafts, Police Studies and Shoestring Cookery programmes.

Further, a series of works and a programme of teaching has been carried out at schools in East Renfrewshire to enhance vocational facilities and to support vocational learning.

3.3.3 Schools Events

The College was represented at 28 schools' careers events by members of staff from the marketing team between August 2019 and 27th January 2020. 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, and visiting school groups have participated in taster sessions in events across the three faculties.

3.4 INTERNATIONAL ACTIVITY.

3.4.1 Tier 4 and non-EEA activity

There is currently one Tier 4 international student enrolled on the HND Construction Management course and four international (non-EEA) students with other visas enrolled in courses across the College. All the students continue to attend and progress well.

3.4.2 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.

The UK remains a full participant in the Erasmus+ programme until 31st December 2020. Any Erasmus+ projects funded under the Erasmus+ 2020 call or earlier will continue to be funded by the European Commission even if activity takes place after 31st December 2020 and will run until their normal completion dates.

3.6 EVENTS.

Graduation ceremonies

The College's annual graduation ceremonies took place at the Town House in Hamilton on 28th and 29th October 2019 and celebrated the achievements of students completing Higher Education programmes in academic session 2018/19. Over 350 students, accompanied by their guests and college staff attended the ceremonies.

Graduation dinner

The College's annual graduation dinner took place at the Holiday Inn, East Kilbride on 27th October. 180 graduands and staff enjoyed a three-course meal and entertainment at the College's fifth annual graduation dinner.

4 RECOMMENDATIONS

It is recommended that members note:

- 4.1** The update on website, campaigns and promotional events.
- 4.2** Recruitment information.
- 4.3** Schools activity.
- 4.4** International activity.
- 4.5** Recent events.