

**South Lanarkshire College
Development Committee (Board of Management)
Held on 14th September 2015**

Present P Devenny
 S McKillop

In Attendance A Allan

Apologies D Burnett
 C Ferguson
 A Martin

1. Declaration of Members' Interests

No declarations were received.

2. Minutes of the Previous Meeting

The Minute of the meeting held on 9th June 2015 had previously been agreed by the Board of Management.

3. Quality Report

Engagement with Education Scotland

Andrew Brawley, HMI visited in August to update the College on national policies that will impact on the engagement of Education Scotland with colleges during 2015-16 focusing on how colleges are responding to *Developing the Young Workforce* initiatives and to the *Prevent Duty* legislation. A Allan informed the meeting that Ian Beach had been appointed to the College as the 2nd HMI Team Leader.

SFC Action Learning Self-Evaluation Project (ALP)

The Principal, Depute Principal, Associate Principal and the Curriculum Manager: Quality presented at the SFC Colleges action learning project: dissemination and consultation event on 5 June 2015 in Stirling. Education Scotland colleagues and the Lanarkshire Regional Outcome Agreement Manager, Sharon Drysdale attended the SLC workshops and contributed to the discussions.

The report template has been developed and agreed by the QEG in consultation with SFC, ES and results from the sparqs engagement event with students in June 2015. The final report from the Action Learning Pilot will be produced either in October or November 2015. The date of publication will be decided by the SFC on Wednesday 16th September 2015.

Mr Devenny asked about the structure and process of the report and these were outlined by A Allan. Mr Devenny also enquired about third party validation of the report and A Allan explained that this was the key element to the report which would contain a section which was validated by HMIE. A Allan explained the process of validation and that the College had hosted 33 visits from third parties. A Allan also drew members attention to the six point scale that will be utilised through the Action Learning Pilot. The scale echoes the scale that HMIE are now using across a range of sectors including schools, SDS and private training providers.

Course Approvals

Applications for 5 courses and replacement units with SQA devolved authority have been internally approved between June and August 2015.

Academic Board Activities

Three Academic Board meetings on 12 August 2015 discussed the findings from the *Student In-Course Questionnaire* and curriculum planning for each curriculum area for 2015-16.

Three programmes were placed on Special Measures and will produce a detailed report and action plan by mid-September.

A Quality Report outlining quality improvements and quality activities across the College was also presented and accepted by the Board.

External and Internal Examinations Review

Seventy five examinations took place during 2014-15 session. These included internal examinations and national examinations across a number of awarding bodies.

All examination documentation, accommodation and invigilation procedures were implemented to meet examination bodies' requirements.

The Quality Enhancement Group recommend the Development Committee

- Take account of the Education Scotland update.
- Support the College involvement in dissemination activities relating to the SFC Action Learning Project and progress towards the Quality Report.
- Note further course approvals for the 2015-16 academic year.
- Acknowledge the activities of the August 2015 Academic Boards.
- Recognise the quantity and success of exam activities.

These recommendations were accepted by the committee.

4. Marketing Activity

Allan informed the Committee that the College was ahead in its recruitment from where it was this time last year. The increase was of the order of 2,000 credits or about 5%.

Website and Publications

The website has been updated on a daily basis to reflect changes in course details and portfolio provision, updates to student and business news and for marketing and promotional purposes. The front page of the website features 'Latest News' and 'Events' sections which have been regularly updated to reflect the most up-to-date activities at the College. Over the summer period these sections have been used for targeted marketing to promote courses where additional recruitment was required.

Views of our web pages have increased by 90% and the length of time web users spend on the site has increased by 189%.

A short course guide detailing course availability has been reproduced.

Re-designed and re-formatted prospectus is at final proof stage for publication in October 2015.

August 2015 Media Campaign

We have adopted a multi-channel, online and offline approach to our media campaign and have established a presence on social media, search engines, radio, outdoor advertising, in the press and via direct mailing. Our approach has been targeted and where possible measurable. Since August 2014 our Facebook likes have increased from 1800 to 3200. In addition to Facebook promoted posts, Google Adwords began in July.

The College has continued to engage in a sponsorship agreement with the Capital Radio 'All the Hits all Night' programme. Our sponsorship began in mid-June and will continue until January to encompass the August, November and January recruitment periods. The College is mentioned on 9 occasions between 7pm and 2am each evening which is peak listening time for 15-34 year olds. We are able to vary the voiceover message on a weekly basis to suit our needs, with four separate recordings running on rotation every week.

The College also sponsored the exam results breakfast show programme on Capital Radio which was heard by over 150,000 listeners.

A suite of outdoor advertising was developed to reinforce general awareness about the College, to drive traffic to the website and to promote courses and the August Information Evening.

The College has maintained limited newspaper advertising in local and national (Scotland) newspapers in order to achieve an effective spread of marketing over a variety of media.

The College has engaged in a mail drop exercise to target 150,000 addresses in and around the Lanarkshire area with a four page, A5 glossy leaflet detailing courses still available and making readers aware of the upcoming information evening.

Recommendations

- It is recommended that members note
- The updated website and publications
- The August 2015 media campaign
- The August 2015 recruitment information
- Recent college events

The committee accepted the recommendations.

There being no other business the chair closed the meeting and thanked everyone for their attendance.