

**South Lanarkshire College  
Development Committee (Board of Management)  
Held on Tuesday 11<sup>th</sup> February 2020**

**Present** Paul Hughes (Chair)  
Jean Carratt  
Liz Newlands  
Stewart McKillop

**In Attendance** A Allan  
A Martin

**Apologies** Sean Duffy

**1. Declarations of Members' Interests**

Ms Newlands and Ms Carratt declared their membership of The Lanarkshire Board.

**2. Minutes of the Previous Meeting**

The minutes of the meeting held on 5<sup>th</sup> November 2019 had previously been agreed by the Board of Management.

**3. Matters Arising**

Education Scotland – Gill Ritchie, HMI addressed the Board of Management on 11<sup>th</sup> November 2019 to give final feedback on the College's report. This was well received by members.

City and Guilds – the Principal stated that he had stood down from the City and Guilds Committee but that James Martin, Associate Principal for Construction had been invited to join.

Marketing and Recruitment – at present the Marketing Team is making a sweep of the College website to ensure that all those changes required for the introduction of the new Principal are made. These are being agreed with Angela Martin, who will discuss with Aileen McKechnie as required.

Marketing Campaign - as early booking is required, the billboard positions have been signed off. The same positions as the previous year have been reserved. Ms Newlands stated that when asked, many prospective students, marked the billboards as the form of advertising that had brought them to the College.

Gender Action Plan – work is being done on this in parallel with New College Lanarkshire and the University of the West of Scotland. Lisa Beresford, HR Manager will report on this through the Human Resources Committee of the Board.

Work with East Renfrewshire Council – College continues to work and build on its relationship with East Renfrewshire. A meeting has been arranged on 13<sup>th</sup> February 2020 with leading members to discuss the next steps forward. Aileen McKechnie will also attend this meeting.

Members went through the detail of the early discussions taking place and the ideas that were being put forward. The Principal stated that he had spoken to Andy Kerr on this and that it would be moved on by Aileen McKechnie, when she took up post.

All agreed that this work could lead to excellent opportunities for the College and asked to be kept fully abreast of any progress. The Principal agreed to forward the present documentation to Mr Hughes for information.

#### **4. Report from the Quality Enhancement Group – February 2020**

##### Self-Evaluation and Quality Arrangements

The 2019-20 self-evaluation activity is well underway. Course Team Reports for Block 1 and associated student views have been completed by the Faculties. A detailed evaluation of Early Withdrawals has been integrated into the reports. This allows course teams to review their performance and associated trends over a 3-year period.

##### Internal Audit Update

Of the eight internal audits planned for 2019-20, one has been completed and two are in progress. The scoping plan for longitudinal audit has been completed and distributed to Curriculum Managers.

The first Educational Maintenance Allowance audit was completed and presented to the College Management Team in December 2019. Findings were positive and in compliance with Scottish Funding Council Guidance.

The Principal stated that a copy of the report would be presented to the Audit Committee.

##### Learner Engagement

The College continues to use a range of feedback mechanisms to further improve the student experience.

Student Question Time 2020 was hosted by the Quality Unit in collaboration with the Student Association, on 21<sup>st</sup> January 2020. Fifty students, including twenty-three class representatives, attended the event. The students were given the opportunity to present their requests directly to the Senior Management Team, together with the Heads of Student Services and Facilities. The event was well received with students providing positive post-event feedback. Suggestions for change were made and agreed by students and staff. Work is underway to develop the action plan. All improvements and timelines are shared with the students through the 'You Said... Together We Did' poster campaign and marketing materials.

The results of the In-Course Questionnaire (ICQ) – Part 1 2019-20 were published and distributed across College teams to review and action. Overall returns were at 61%, which was an increase of 9% from the ICQ-Part 1 2018-19. 95% (1877) of student responses indicated that they are treated fairly and given equal opportunities. 95% (1806) of students agreed/strongly agreed that Learning and Teaching practices in the College suited them, helped them feel well prepared for assessments, and that extra help and advice are accessible. Course level reports were prepared and distributed to support quality enhancement activity at a programme level.

Twenty-one class representatives from the Faculty of Business, twenty representatives from the Faculty of Construction and forty-three from the Faculty of Care attended Meet the Faculty Management Team (FMT) events between November 2019 and January 2020.

### Professional Discussion on Learning and Teaching

Forty-six staff have been selected for a Professional Discussion on Learning & Teaching (PDLT) during the 2019-20 session. The PDLT team met on the 11<sup>th</sup> December 2019 to review the allocations and agreed that all observations take place between January and March 2020.

The Principal stated that he was pleased that the College had this system agreed and in place. It was of benefit to the individual lecturers, the students and the organisation overall.

### Staff Development

The College continues to focus on Staff Development supporting and delivering a range of Continuous Professional Development activities.

On the 16<sup>th</sup> December 2019, the Quality Unit delivered courses to support new teaching staff, course team leaders and staff who undertake quality assurance roles across the College. Sessions included: an Introduction to Learning & Teaching and Evaluative Writing for Course Team Reports (linked to the HGIOC SE Framework).

Currently, eight staff are undertaking a (TQFE) at the University of Dundee. Staff are fully supported by the College's TQFE co-ordinator.

Ten members of staff are currently enrolled in the PDA: Teaching Practice in Scotland's Colleges. SLC deliver this programme as an evening class directly supporting staff development which provides the opportunity for staff to progress to the Teaching Qualification in Further Education (TQFE).

### Awarding Body Activity 2019-20

To date, the Quality Unit has received 49 requests from external verifiers.

The City and Guilds activity includes one successfully completed visit for the Faculty of Construction. The Level 2 Diploma in Plumbing maintains Low (Full Approval) as a result; enabling Direct Claim Status.

The SQA activity includes:

HN Photography, High Confidence (all criterion Green). Health & Safety in Construction Environment and SVQ 2 & 3 Care had successful EV visits in January, resulting in High Confidence. The Quality Unit is currently awaiting the Verification Reports from SQA.

In January, the College had a successful BPEC external verification visit resulting in no non-conformities. The Quality Unit are currently awaiting the report, which will outline recommendations.

Twenty-eight EV visits have been agreed across the remainder of AY 2019-20. The remainder in the planning phase.

### Complaints Handling

There were 6 formal complaints received in Quarter 1 of 2019-20. All were satisfactorily responded to within the College Complaints Procedures required by the Scottish Public-Sector Ombudsman (SPSO) timeframes. Four complaints were upheld and 2 were not upheld by the College. Lessons learned from these complaints have been discussed and actions agreed with the departments and faculties involved.

Quarter 2 of 2019-20 5 further formal complaints have been received and logged, at the time of reporting. Four of these have been actioned and closed at Stage 1. Two were upheld and 2 were not. One complaint remains open at Stage 2 and is currently undergoing investigation.

Discussion took place in regard to the level of complaints. The Principal stated that often a positive outcome can arise out of a complaint, when a student raises an issue that results in an action benefit to the entire organisation: staff and students.

## **5. Marketing and International Activity Report**

### 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.

In the period 1<sup>st</sup> December to 27<sup>th</sup> 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.

Members welcomed this data. The Principal stated that Ms Martin would be working with the Marketing Department to update all areas that included welcomes etc from the Principal. Discussion on content would take place with Ms McKechnie in advance on her taking up post.

### Marketing Campaign for January 2020 Session

Cover photos, share graphics and story graphics for Facebook, Instagram and Twitter have been updated to highlight the January Information Evening and January-start courses, in addition to the ongoing, 'always on' social media posts, designed to encourage engagement and brand awareness.

Members noted the graphics which had been shared as appendices.

In the 60 days to 27<sup>th</sup> 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.

### Information Evenings

Our January recruitment Information Evenings took place on Wednesday 27<sup>th</sup> November 2019 and Tuesday 7<sup>th</sup> 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.

Ms Newlands stated that these evenings had been extremely successful. The Student Association ensured a high profile, being there to welcome every visitor on arrival and handing out information on the College and the work of the Association.

The Principal stated to members that the College was on track to meet credit target. Members discussed the move from recruitment to reputational advertising and the importance of the College maintaining its profile.

Discussion then took place on the student demographic and the high attainment levels being achieved. Members asked how the College attracted students from different backgrounds. The Principal stated that often it was through word of mouth. It was noted that the number of BME students had increased in the College and it was suggested that thought be given to bringing these students together.

### Schools Activity

#### 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 are enrolled on Foundation Apprenticeships.

### Senior Phase: East Renfrewshire Council

Senior Phase pathways for 2019/20 included options for East Renfrewshire Council pupils for the first time. As at 27<sup>th</sup> 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.

The Principal stressed that an excellent relationship had been forged with East Renfrewshire and that work continued in this area. He updated members on proposed accommodation ideas for the College that were being considered at present. Once further talks have taken place, more information will go to the Board of Management.

### Student Association Report

Ms Newlands drew members' attention to some of the highlights of her report. The report will be presented in full to the Board of Management in March 2020.

Members thanked Ms Newlands and the other members of the Association for the continued work and contributions to the College.

## **6. 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.