



For the future you want

## **EXTERNAL ENGAGEMENT COMMITTEE**

### **MINUTES OF MEETING OF 23 MAY 2017**

**14:00 Boardroom, Milton Road Campus**

**Present:** Neal Black; Bruce Cassidy; Lesley Drummond; Alan Johnston (Chair); Azra Sharif-Qayyum; Ian Young.

**In attendance:** Annette Bruton; Alex Craig; Michael Jeffrey; Marcus Walker (Clerk); Richard Whetton.

#### **1 WELCOME AND APOLOGIES**

1.1 No apologies were received.

1.2 The Committee Chair welcomed Lesley Drummond, a newly appointed non-executive member of the Board to the meeting.

1.3 The Committee Chair, on behalf of members, thanked Bob Downie for his service to the Committee over the past year. The Chair informed the Committee that Mr Downie had now joined the Board's Audit & Risk Assurance Committee.

#### **2 DECLARATIONS OF INTEREST**

2.1 None

#### **3 MINUTES OF PREVIOUS MEETING**

3.1 The Board APPROVED the minutes from 28 March 2017 as an accurate record of the meeting.

#### **4 MATTERS ARISING**

4.1 Actions from the previous meeting were complete, overtaken or on the agenda, with the exception of the following:

#### 4.1.1 Media Training (*Minute 6.5/19.01.16 refers*)

The Board NOTED that the planned Business Transformation Plan Programme Board meeting in May 2017, where the Leadership Development was due to be considered, had been cancelled. The Committee AGREED that a full update would come forward to the next meeting of the Committee in August 2017.

## 5 COMMUNICATIONS, MARKETING AND ENGAGEMENT STRATEGY UPDATE

- 5.1 The Committee NOTED the approved Communications, Marketing and Engagement Strategy, as considered by the Committee at its last meeting. The Head of Corporate Development informed the Committee that the Strategy would be published online in the coming days.
- 5.2 The Committee NOTED that work was underway to improve coordination across Communications, Marketing and Engagement, to align with objectives set out in the Strategy. The Head of Corporate Development informed the Committee that an improvement plan against each strategic objective would be brought forward for review in due course.
- 5.3 The Committee NOTED a Communications, Marketing and Events update, and DISCUSSED the following in relation to the approved Strategy and its implementation:
  - (i) The target audience for the Strategy, and the proposed changes to be made to the intranet and website;
  - (ii) the ways in which the college will monitor the effectiveness of communications, and how this would link to the future development of business intelligence;
  - (iii) the work going on at a departmental level to get staff involved in marketing activities;
  - (iv) the ways in which staff could promote an event across the college.
- 5.4 The Committee AGREED that it would welcome the opportunity to view updates from Communications, Marketing and Events at each of its meetings in 2017/18. Further to this, the Committee Chair commended the Head of Corporate Development and his team for producing the Strategy, and beginning the process of implementing key objectives.

### ***The Principal joined the meeting***

## 6 COMMUNITY PLANNING PARTNERSHIP REPORT

- 6.1 The Committee NOTED a verbal update on the college's work as part of the regions Community Planning Partnerships (CPP), which included a brief national and regional report from the Head of Corporate Development.
- 6.2 The Committee DISCUSSED the engagement of the college with incoming councilors following the recent local elections.

- 6.3 The Committee DISCUSSED the college's statutory obligations as a member of three CPPs, and AGREED that (as appropriate) the Committee should invite partners back to discuss how engagement has progressed.

## **7 ENGAGEMENT WITH LOCAL POLITICIANS BRIEFING**

- 7.1 The Committee NOTED an update on the college's engagement with local politicians. The Principal advised the Committee that, at least three times per year, the college hosted briefing sessions with all local politicians (MPs, MSPs and councilors). Further to this, the Principal also held one-to-one meetings with several local politicians, which provided an opportunity to discuss policy and showcase what the college offers.
- 7.2 The Committee DISCUSSED engagement with local politicians, and AGREED that the college should seek to match-up local councilor's interests with events taking place at the College.
- 7.3 The Committee DISCUSSED the potential impact of BREXIT on the college and other education providers in Scotland. The Committee Chair advised members that the Policy & Resources Committee would continue to evaluate the impact of BREXIT on the college going forward.

## **8 CITY REGIONAL DEAL REPORT**

- 8.1 The Committee NOTED a verbal update on progress relating to the City Regional Deal. The Depute Principal informed the Committee that discussions around the Deal had been postponed until after the UK General Election.
- 8.2 The Committee NOTED that a further update on the City Regional Deal would be provided to the next meeting of the Committee.

## **9 MARKETING REPORT**

- 9.1 The Committee NOTED a verbal update on marketing activities since the last meeting in March 2017. The Assistant Principal, Income and Product Development, informed the Committee that a significant amount of work had been undertaken by the Marketing Team as part of the promotion of the Glow Festival.

## **10 EXTERNAL ENGAGEMENT SUB-GROUPS**

### **10.1 COMMERCIAL & INTERNATIONAL SUB-GROUP**

#### **10.1.1 Minutes 04.05.17**

The Committee NOTED the Commercial & International Sub-Group minutes and actions arising from the meeting on 04 May 2017. The Committee Chair informed members that the Board, on 02 May, had

confirmed Lesley Drummond as a non-executive member of the Sub-Group.

The Committee NOTED progress on the development of the Commercial Strategy Framework, and that the Sub-Group would meet in October 2017 to review a draft Commercial Strategy - prior to its presentation to the External Engagement Committee.

The Committee NOTED that the college had met its International targets for 2016/17, and that the Commercial Team were confident of meeting their targets before the end of the academic year. The Committee Chair congratulated both the Commercial and International Teams, and welcomed the college's fresh approach to developing its non-SFC funding.

## 10.2 BOARD ENGAGEMENT SUB-GROUP

10.2.1 The Committee NOTED that the Board Engagement Sub-Group had not met since the last meeting of the Committee.

10.2.2 The Committee AGREED that the Sub-Group should meet, prior to the next meeting of the Committee, to consider and evaluate whether its aims had been achieved following the publication of the Communications, Marketing and Engagement Strategy.

## 11 REVIEW OF COMMITTEE OPERATION 2016/17

11.1 The Committee NOTED that at the end of each academic year the Committee is required to review its annual activity. The Committee Chair advised the Committee that the same evaluation form, which asked members to consider the committee's operation and its performance monitoring and strategic roles, would be completed by all committees of the Board.

11.2 The Committee AGREED that its operation was compliant with its terms of reference, as outlined in 'Part 1' of the evaluation form.

11.3 The Committee DISCUSSED the effectiveness of its performance monitoring, strategic consideration, decision-making and relationships. The Committee AGREED that it should introduce a planned scrutiny element to its work. For example, the potential consideration of elements of the college's commercial and international work as a case study in the next academic year.

11.4 The Committee AGREED that the Committee Chair should work with the Clerk to the Board to finalise 'Part 2', prior to its recirculation to the Committee for noting.

## 12 ANY OTHER COMPETENT BUSINESS

12.1 None

### **13 DATE OF NEXT MEETING**

- 13.1 The next meeting of the External Engagement Committee will take place on 29 August 2017, in the Boardroom, Milton Road Campus.

***Meeting closed at 15:45***