

EXTERNAL ENGAGEMENT COMMITTEE

AGENDA

A meeting of the External Engagement Committee will be held at 15:00hrs on 02 November 2015 in the Boardroom, Milton Road Campus.

| | | Lead Speaker | Paper |
|--|--|-----------------------|--------------|
| 1 | WELCOME & APOLOGIES | Chair | |
| 2 | DECLARATIONS OF INTEREST | Chair | |
| 3 | MINUTES OF PREVIOUS MEETING(S) | | |
| | 3.1 Nominations & Engagement Committee <i>for approval</i> | Chair | A |
| | 3.2 Commercial & International Committee <i>for approval</i> | Chair | B |
| 4 | MATTERS ARISING | Chair | C |
| 5 | TERMS OF REFERENCE | Chair | D |
| 6 | BRAND DEVELOPMENT REPORT | D Robertson | E |
| <i>Item 6 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 33, Commercial Interests and the Economy.</i> | | | |
| 7 | MARKETING, PR & COMMUNICATIONS REPORT | D Robertson | F |
| <i>Item 7 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 33, Commercial Interests and the Economy.</i> | | | |
| 8 | STAKEHOLDER ENGAGEMENT | | |
| | 8.1 Community Planning Partnerships | C Wilson/ S Linton | G |
| | 8.2 City Deal Briefing | K Shaw | Presentation |
| 9 | EXTERNAL ENGAGEMENT SUB-GROUPS | | |
| | 9.1 Commercial & International Sub-Group | A Johnston | |
| | 9.1.1 Minutes 06.10.15 attached | | H |
| | 9.1.2 Delegated Financial Authority ¹ | | I |
| | 9.2 Board Engagement Sub-Group | I Young | Verbal |
| 10 | ANY OTHER COMPETENT BUSINESS | | |
| 11 | DATE OF NEXT MEETING: Tuesday 19 January 2015 | | |

¹ The approved Delegated Financial Authority limits can be found under *Section 16; Other Income-Generating Activity* of the Edinburgh College Financial Regulations.

COMMERCIAL & INTERNATIONAL SUB-GROUP

Purpose of the Report

To External Engagement Committee is required to monitor, develop and advise the Board on commercial and international development. The Commercial & International Sub-Group met for the first time on 06 October 2015 to consider a range of development matters.

Action Required

Members are asked to NOTE actions arising from the Commercial & International Sub-Group.

Strategic Implications

| Risk | Yes \ No | Details |
|---------------------------|-----------------|---|
| Governance \ legal | Yes | The Committee is required to monitor, develop and advise the Board on commercial and international development matters. |
| Financial | Yes | Commercial and international development is a key aspect of the College's finances. |
| Executive Approval | Yes \ No | Details |
| Reviewed by Executive | No | |
| Other | Yes \ No | Details |
| Equality Impact | No | |

COMMERCIAL & INTERNATIONAL SUB-GROUP
06 October 2015
Milton Road, Boardroom

| | | | | |
|-----------------------|--------------------|------------|------------------|----------|
| Members: | A Johnston (Chair) | E Lee | N McKenzie | |
| In Attendance: | E Meredith | J Thompson | M Walker (Clerk) | C Wilson |

| Item | Action by |
|---|---------------------|
| <p>1. Welcome and apologies</p> <ul style="list-style-type: none"> • The Chair welcomed all attendees to the first meeting of the newly formed Commercial & International Sub-Group. • No apologies were received. • No declarations of interest were received. | |
| <p>2. Minutes and Actions of previous meeting</p> <ul style="list-style-type: none"> • The Sub-Group NOTED the minutes of the Commercial & International Committee on 06 July. • Members AGREED that the following matters arising, not highlighted on the actions status report, should be considered: <ul style="list-style-type: none"> ○ Revised delegated financial authority report ○ Business development KPIs | |
| <p>3. International Development Report</p> <p>3.1 International Objectives/KPIs/Tactics/Targets</p> <ul style="list-style-type: none"> • The Sub-Group DISCUSSED the International's Strategic Objectives, and an amendment to the 'Enhance Student Mobility Opportunities' measure - to reflect current financial and staffing restrictions. • The Sub-Group AGREED that it would be useful to receive a template outlining progress on each measure, and indicating where the College needed to be. • The Sub-Group NOTED the tactics agreed by the C&I Committee in July, and AGREED to consider these further to develop the on-going business pipeline work. • Members NOTED the Departments targets and current reporting, and DISCUSSED the amounts of commission paid by the College to specific ELT/TT Groups. The Sub-Group accepted assurances around the financial benefits to the College of these contracts, but asked Senior Management to continue to pursue the best financial terms for the College. <p>3.2 UK Immigration Tier 4 Status</p> <ul style="list-style-type: none"> • The Sub-Group NOTED that the College's 'Highly Trusted Sponsor' status was currently undergoing an annual Basic Compliance Assessment (BCA). • Members NOTED the dramatic decline in the number of international students received by colleges since changes to the UK visa system were introduced in 2008, and the low number (<20) of international students studying at the College. • The Sub-Group DISCUSSED the following: (i) the restrictions on international students; (ii) the rigours of compliance; (iii) the difference in requirements between colleges and universities; and, (iv) the College's focus on more commercial aspects in response to points i, ii and iii. | <p>EM</p> <p>EM</p> |

| | |
|---|-----------------------------|
| <ul style="list-style-type: none"> The Sub-Group NOTED the reputational aspects of maintaining 'HTS' status, and that the Comms Team had been alerted to the on-going BCA. | |
| <p>4. Delegated Financial Authority</p> <ul style="list-style-type: none"> The Sub-Group NOTED a revised version of the Delegated Financial Authority to be approved by the Board. The Deputy Principal outlined the changes to 'sense check' the document, and the slight amendments to limits (- to align more practically with the types of contract received by the College). Members AGREED that it was critical for an accompanying pro-forma to be produced and approved at the next Sub-Group meeting. The Sub-Group AGREED that revised Delegated Financial Authority paper should go forward to the External Engagement Committee for recommendation to the Audit & Risk Assurance Committee. The Deputy Principal informed members that the text relating to SFC guidance would be updated prior to review by the External Engagement Committee. | <p>CW MW/CW</p> |
| <p>5. Business Objectives/KPIs</p> <ul style="list-style-type: none"> The Sub-Group NOTED information on sales performance and income targets within the Commercial Team. Members DISCUSSED the importance of recording appropriate information, and the need for clear labelling within the business pipelines (for instance, the breakdown of contact time into sub-sections e.g. 'meaningful contact time'). The Sub-Group AGREED that a follow-up meeting should be arranged to specifically focus on refining reporting of Business Pipeline target and actual data. The Sub-Group AGREED that Senior Management would bring specific proposals and templates forward to this follow-up meeting, including KPIs and a cost/price pro-forma template. | <p>MW CW/JT/ EM</p> |
| <p>6. AOCB</p> <ul style="list-style-type: none"> None | |
| <p>Next Meeting: Monday, 14 December (Milton Rd)</p> | |

ACTION POINTS / DECISION LOG

| No. | Owner | Action | Open/ Closed |
|-----------------------------|----------|--|-----------------|
| ACTIONS FROM MEETING | | | |
| 1. | EM | Template to outline each International measure - indicating status and targets | Open |
| 2. | EM | International 'tactics' to be considered further at future meeting | Open |
| 3. | CW | Develop a pro-forma for delegated financial authority requests – for next meeting | Open |
| 4. | MW/CW | Finalise delegated authority paper and present to External Engagement Committee | Closed |
| 5. | MW | Arrange follow-up meeting in December. | Closed |
| 6. | CW/JT/EM | Senior Management to bring forward specific proposals (inc. KPIs and cost/price pro-forma template) to December meeting. | Open |