



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

AGENDA

A meeting of the External Engagement Committee will be held at 15:00hrs on Tuesday 21 November 2017 in the Boardroom, Milton Road.

		Lead Speaker	Paper
1	WELCOME & APOLOGIES	Chair	
2	DECLARATIONS OF INTEREST	Chair	
3	MINUTES OF PREVIOUS MEETING <i>for approval</i>	Chair	A
4	MATTERS ARISING	Chair	B
5	COMMUNITY PLANNING PARTNERSHIP		
	5.1 Edinburgh Community Planning Partnership	N Croft	Verbal
	5.2 Community Planning Partnership Report	A Craig	C
<i>Item 5.2 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 30, Prejudice to the Effective Conduct of Public Affairs.</i>			
6	COMMUNICATIONS, MARKETING AND ENGAGEMENT UPDATE Attached	M Jeffrey	D
7	CITY REGIONAL DEAL REPORT	A Craig	E
<i>Item 7 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 30, Prejudice to the Effective Conduct of Public Affairs.</i>			
8	EXTERNAL ENGAGEMENT SUB-GROUPS		
	8.1 <u>Commercial & International Sub-Group</u>		
	Minutes 12.10.17 Attached	Chair	F
	Commercial Strategy 2017-22 Attached	M Jeffrey	G
	8.2 <u>Board Engagement Sub-Group</u>	I Young	Verbal
9	ANY OTHER COMPETENT BUSINESS		
10	DATE OF NEXT MEETING: 13 February 2018		

FOR INFORMATION			
Meeting	External Engagement Committee 21.11.17		
Presented by	Mike Jeffrey		
Author/Contact	Gordon Coutts, Diane Gordon and Heather McLean	Department / Unit	Communications / Marketing
Date Created	03.11.17	Telephone	-
Appendices Attached	<i>Appendix 1: Marketing, Communications and Events Update</i>		
Disclosable under FOISA		Yes	

MARKETING, COMMUNICATIONS AND EVENTS UPDATE

1. PURPOSE

The Marketing, Communications and Events Update provide a summary of activity, which succinctly covers activity from August to October 2017.

2. BACKGROUND

This update will be made available at management meetings, online and brought forward to the External Engagement Committee for information.

3. DETAIL

See Appendix 1.

4. BENEFITS AND OPPORTUNITIES

The update provides information on the positive engagement undertaken by the college.

5. STRATEGIC IMPLICATIONS

The Committee maintains an overview of Marketing and Communications related matters as part of its remit.

6. RISK

Not applicable.

7. FINANCIAL IMPLICATIONS

Not applicable.

8. LEGAL IMPLICATIONS

Not applicable.

9. WORKFORCE IMPLICATIONS

Not applicable.

10. REPUTATIONAL IMPLICATIONS

Not applicable.

11. EQUAL OPPORTUNITIES IMPLICATIONS

Not applicable.

CONCLUSIONS/RECOMMENDATIONS

The Committee are asked to NOTE the information provided.



For the future you want

Marketing, Communications and Stakeholder Engagement Evaluation

August – October 2017

For the future you want

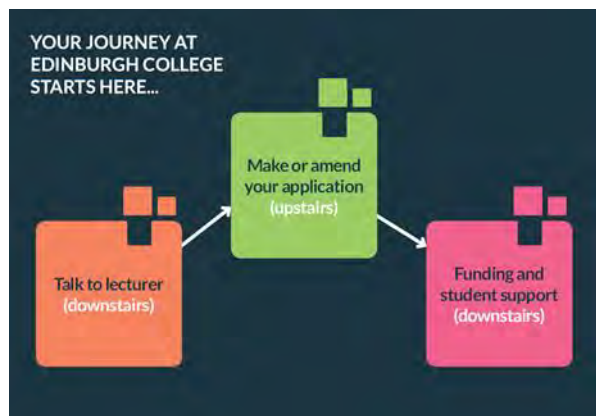
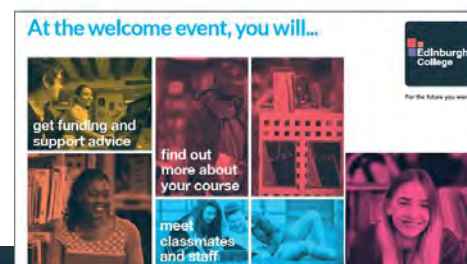
MARKETING TEAM UPDATE

Events



For the future you want

- **Exam Drop-in Surgery** (11th August) – course materials, signage, campaign
- **Welcome Events** (August) – invitations, email series, campus guides, pens, t-shirts, signage, presentations, registration pass, website
- **Graduation** (29th September) – website, invitations, social media, programme, tickets, signage, certificates, presentations, banners
- **STEM Launch** (25th October) – banners, signage, t-shirts, water bottles, programme, presentations
- **Skills Scotland** (9th November)



DROP-IN SURGERY INFORMATION CARD

Student Name: _____
Date of Birth: _____
Current Application: ☐ Change Level ☐ Change Course ☐
New Application: ☐
Advanced Higher/Higher/National 5: ☐
Subject: _____
Course Name: _____
Conditional ☐ Unconditional ☐
CM Signature: _____

Personal statements should NOT be completed on applications made at the drop-in surgery. In personal statement field, please write 'Attended drop-in surgery'.

1. Application Made ☐ 2. Funding ☐ 3. Student Support ☐

Thank you for attending the exam drop-in surgery. Details of your start date, timetables and induction will be sent via email shortly. Please keep an eye on your inbox for updates.



Strategic Documents



- College Strategy
- College Strategy Blueprint
- STEM Strategy
- Curriculum Strategy
- ROA
- Sustainable Curriculum Strategy
- Core Skills Strategy
- Learning, Teaching and Assessment Strategy



MARKETING TEAM UPDATE

Campaigns



For the future you want

- January Course Recruitment Campaign (to launch 6th November)
- Flexible Workforce Development Fund Campaign
- Staff Awards Internal Poster Campaign (in collaboration with comms)
- Foundation Apprenticeships Campaign
- Exam Results/Last Remaining Places Campaign



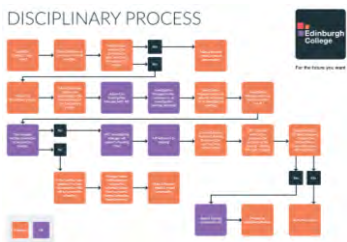
MARKETING TEAM UPDATE

Other...



For the future you want

- Prospectus (to launch on 9th November at Skills Scotland)
- Brand Policy Templates
- Website Funding Tool
- Student Policies (Behaviour, retention)
- Media Tender – completed Republic of Media assigned
- Catering Marketing Activities (Christmas meals etc)
- National Childcare Recruitment Campaign
- Facilities Hire Materials
- Birthday Bake Off
- #ECPerks Campaign
- Route 2 Open Day



ONGOING PROJECTS



For the future you want

- January Course Recruitment Campaign
- January Commercial Course Recruitment
- August Course Recruitment Campaign
- Open Day Campaign
- Schools materials (SCP Brochure/course lists and Event kits for teams)
- Prospectus update (in line with curriculum review)
- Live chat implementation (in collaboration with student experience team)
- Mobile website build (in collaboration with IT)
- Document Control Procedure (in collaboration with Governance)
- My Vision Branding (in collaboration with MIS)
- Panama Study Document (in collaboration with International)
- Website Development Project Group

STAKEHOLDER UPDATE

October 2017



For the future you want

September:

- 14 MPs/MSPs and Councillors attended briefing session and campus tour at Sighthill on 1 September
- Exhibited at Granton Parish Church Community Day on Saturday 2 September
- Visit by HRH Duke of Gloucester on 21 September to Forthside
- Colleges Scotland Parliamentary Reception 26 September

740 Graduates
with over
2,500 Guests



STAKEHOLDER UPDATE

October 2017



For the future you want

October:

- 1 October 5th Birthday Bake Off
- Midlothian Transport Survey Presentation 12 October
- STEM Manifesto Launch, Granton Campus 25 October with over 140 school pupils and over 200 guests and staff attending



50 Guests attended
Midlothian
Transport Survey
Findings

STAKEHOLDER UPDATE

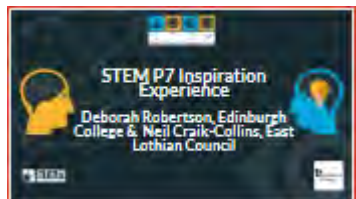
October 2017



For the future you want

STEM Manifesto Launch 25 October :

- Jamie Hepburn MSP, Minister for Employability and Training
- Morna Simpson, Girl geek Scotland
- Professor Sa'ad Medhat Founder and Chief Executive, Institute of Innovation & Knowledge Exchange



STEM Manifesto
Launch with 140
Schools Pupils
from across the
region



Involving over 200
staff and guests at
Granton Campus



STAKEHOLDER UPDATE

October 2017



For the future you want

NEXT STEPS:

- Graduation evaluation
- Schools Bulletin for all schools across the region
- Teachers Briefing sessions for 18/19 curriculum
- Campus Open Days – December 2017
- Event Planning for 2018



ARE YOU A
TEACHER?

COMMUNICATIONS UPDATE

August 2017 (from 18 August)



For the future you want

Press coverage

- 15 positive stories in local, national and trade press (see attached press coverage report)
- 6 Neutral stories
- 0 Negative stories

Press releases

- 4 press releases issued

Website stories

- 7 news stories



Internal news

- Intranet stories – 3
- College Update – 2 issues
- All-staff emails – 3, including:
 - Message from Print Services: Large volume of late-notice print requests
 - Message from the Student Records team: Student registration guidance
 - Message from IT: Systems back online after cyber attack

Stories include:

- Edinburgh College's STEM P7 Inspiration project has been nominated for a Herald Global Game Changers Award, in the Innovation in STEM Education/Training category
- Edinburgh College student Robbie Anderson won a gold medal in the indoor bowls pairs at the 2017 Special Olympics
- Edinburgh College joins The Scottish Training for Energy Partnership (STEP) to support East Africa oil and gas industry
- Third-generation bridge worker Keir keeps it in the family to help open new Queensferry Crossing
- Forty-two of Edinburgh College's music students and five staff members embarked on a five-day, four-concert tour of the Highlands of Scotland.



COMMUNICATIONS UPDATE

September 2017



For the future you want

Press coverage

- 20 positive stories in local, national and trade press (see attached press coverage report)
- 5 Neutral stories
- 0 Negative stories

Press releases

- 8 press releases issued

Website stories

- 9 news stories



Internal news

- Intranet stories – 24
- College Update – 4 issues
- All-staff emails – 8, including:
 - New CPD process for 2017/18 - Message from OD team
 - Message from HR – Please remember to update your details on iTrent
- - Safer You Month - Atrial Fibrillation checks
- - For heads and managers: Message to staff about Staff Development Day on 25 October
- - Reminder - October staff briefings

Stories include:

- HRH the Duke of Gloucester visits Forthside construction training facility at Edinburgh College
- Edinburgh College Class of 2017 graduates
- Edinburgh College photography students snap up the country's top
- Barbering students on the Razor's Edge for National Portrait Gallery project
- Students share innovative work at Scottish Learning Festival
- College Sports Festival encourages students into sport
- Edinburgh apprentices reach national construction final
- Painting Apprentice Stefano Shortlisted for Bodyshop Awards 2017
- Edinburgh College green fleet named UK's best
- Also case studies on students who won prizes at Graduation



COMMUNICATIONS UPDATE

October 2017



For the future you want

Press coverage

- 40 positive stories in local, national and trade press (see attached press coverage report)
- 17 Neutral stories
- 0 Negative stories (about student Antoine Maury's mother revealing he had taken magic mushrooms before he died)

Press releases

- 6 press releases issued

Website stories

- 12 news stories



Internal news

- Intranet stories – 5
- College Update – 5 issues
- All-staff emails – 10, including:
 - Reminder: STEM Manifesto launch on at Granton
 - Sign in at all campuses for staff development day tomorrow
 - Staff briefings reminders

The Communications team also organised a series of Staff Briefings in October, where the Principal and senior colleagues discussed the new Edinburgh College Strategic Plan 2017-22 with staff.

Stories include:

- Edinburgh College joins Collab Group
- Edinburgh College launches STEM Manifesto
- Medallion of Excellence for Jordan Charters at World Skills 2017
- 200 south-east Scotland school pupils complete academies programme
- Scott bounces into student trampoline competition
- Opportunity for employers to apply for up to £10,000 worth of training at Edinburgh College
- Edinburgh College Sport and Fitness lecturer lands top national team coaching role
- Aldi Shoppers sample cookery students' culinary delights
- Edinburgh College student named 2017 UK Paint Apprentice of the Year



EXTERNAL ENGAGEMENT COMMITTEE
11 NOVEMBER 2017
PAPER F



For the future you want

FOR INFORMATION / DISCUSSION			
Meeting	External Engagement Committee 11.11.17		
Presented by	Alan Johnston		
Author/Contact	Marcus Walker	Department / Unit	Governance
Date Created	20.10.17	Telephone	Ext. 67048
Appendices Attached			
Disclosable under FOISA		Yes.	

COMMERCIAL & INTERNATIONAL SUB-GROUP 12.10.17

1. PURPOSE

The External Engagement Committee are asked to consider the draft minutes from Commercial & International Sub-Group held on 12 October 2017.

2. BACKGROUND

Not applicable.

3. DETAIL

The External Engagement Committee is required to monitor, develop and advise the Board on commercial and international development matters.

4. BENEFITS AND REQUIREMENTS

Not applicable

CONCLUSIONS/RECOMMENDATIONS

The External Engagement Committee are asked to NOTE the minutes of the Commercial & International Sub-Group held on 12 October 2017.

COMMERCIAL & INTERNATIONAL SUB-GROUP
12 October 2017
Milton Road, Boardroom

Members:	A Johnston (Chair)	L Drummond	N McKenzie	
In Attendance:	A Craig	J Grant	M Jeffrey	M Walker (Clerk)

Item	Action by
1. Welcome and Apologies <ul style="list-style-type: none"> No apologies were received. 	
2. Minutes and Actions of Previous Meeting <ul style="list-style-type: none"> The Sub-Group APPROVED the minutes of the Commercial & International Sub-Group on 04 May 2017. The Sub-Group NOTED that actions from its last meeting were either marked complete or on the agenda. 	
3. Draft Commercial Strategy <ul style="list-style-type: none"> The Sub-Group NOTED a Draft Commercial Strategy 2017-22, which had been developed to enable the college to meet current and future demands on partners, employers and individual CPD demands. The Sub-Group welcomed an opportunity to review an initial draft of the Strategy, and DISCUSSED the following aspects: <ul style="list-style-type: none"> The audience for the Strategy and the need to engage staff within the faculties; the large volume of information provided, the need for further prioritisation and greater differentiation between strategy and tactics; the need to develop a 'strategy on a page' document, to provide a summarised high-level version of the strategy; reference to opportunities and staff involvement within the strategy, and the need to outline its translation to increased revenue; the college's Tier 4 status and the potential implications of Brexit. The Sub-Group AGREED that the Draft Commercial Strategy should be developed further to include suggestions put forward by members. The Sub-Group AGREED that an updated Draft Commercial Strategy should go forward to the External Engagement Committee on 21 November 2017, for endorsement, prior to a formal consultation with stakeholders taking place. 	MJ/JG MJ/JG
4. Business Development Report <ul style="list-style-type: none"> The Sub-Group NOTED a detailed account of the college's commercial income and sales performance in 2017/18. The Sub-Group NOTED that the college would have access to a £1.6m flexible workforce development fund (FWDF), following an announcement made at the end of September 2017. The Head of Business Development advised the Sub-Group that the fund provided the college with an opportunity to deliver bespoke training programmes to apprenticeship levy payers in the Edinburgh region. The Sub-Group NOTED the restrictive deadline of 15 December 2017 for FWDF applications, set by the SFC, with a view to the delivery of such programmes being completed by the end of June 2018. The Sub-Group DISCUSSED the FWDF initiative and advised the Head of Business Development to consider offering set training packages, rather than completely bespoke options, in order to meet the demanding timescale. 	

<ul style="list-style-type: none"> The Sub-Group DISCUSSED the Income Report 2017/18 provided, and recommended that such reporting should be considered by the Senior Management Group on a regular basis. 	
5. International Development Report <ul style="list-style-type: none"> The Sub-Group NOTED a detailed account of the college's international income, which outlined planned activity and sales pipelines in 2017/18. The Sub-Group AGREED that the Head of Business Development should continue to work towards harmonising both commercial and international development reports received by the Sub-Group. The Sub-Group NOTED that the positive performance outlined in the international reportage, and were mindful of the emphasis placed on the continued success of the Panama Bilingue Programme. The Sub-Group NOTED that further collaborative work across the college sector was a key ambition, in order to develop a more sustainable business model for international development for the college. Further to this, the Sub-Group welcomed the college's instrumental role in the creation on the College Development Network's International Development Network, the first national college-wide network for international collaboration in Scotland. 	JG
6. AOCB <ul style="list-style-type: none"> The Sub-Group AGREED that it would welcome a short paper on the college's approach to costing and pricing at its next meeting. 	JG
Next Meeting: 01 February 2018	

ACTION POINTS / DECISION LOG

No.	Owner	Action	Open/ Closed
1.	MJ	All graphs in business development report to show cumulative data.	Open
2.	MJ	Business development report graphs to be updated to show sales to date versus target sales.	Open
3.	JG	Venn diagram to be included in international report to show international activity.	Open
4.	JG	To develop tender graphs with regular business development for both domestic and international business to highlight strike rate.	Open
5.	JG	Provide an update on commercial and international activity in the weekly college newsletter.	Open
6.	MJ/JG	Updated Draft Commercial Strategy to go forward to the External Engagement Committee for consideration, prior to stakeholder consultation	Open
7.	JG	Head of Business Development to continue working towards harmonising both commercial and international development reports received by the Sub-Group.	Open
8.	JG	The Sub-Group agreed that it would welcome a short paper on the college's approach to costing and pricing at its next meeting.	Open