



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

MINUTES OF MEETING OF 29 AUGUST 2017

15:00 Boardroom, Milton Road Campus

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

In attendance: Beth Anderson (Observer); Allan Colquhoun (Edinburgh College Development Trust); Alex Craig; Michael Jeffrey; Ian McKay; Sheena Stone (Edinburgh College Development Trust); Marcus Walker (Clerk); Richard Whetton.

1 WELCOME AND APOLOGIES

- 1.1 Apologies were received from Neal Black.
- 1.2 The Committee Chair welcomed Allan Colquhoun, Chair of the Edinburgh College Development Trust, and Sheena Stone, Fundraising Development Manager, to the meeting for Item 3.
- 1.3 The Committee Chair welcomed Beth Anderson, ECSA Vice President (Welfare), to the meeting as an observer.

2 DECLARATIONS OF INTEREST

- 2.1 The Committee NOTED a declaration of interest from Ian Young in relation to Item 3, in light of his role as a Vice Chair of the Edinburgh College Development Trust.

3 EDINBURGH COLLEGE DEVELOPMENT TRUST STRATEGIC PLAN

- 3.1 The Committee NOTED a new Edinburgh College Development Trust Strategic Plan, which outlined a proactive strategy for the Development Trust to target specific funding opportunities to further support students and the work of the college. The Chair of the Development Trust reiterated the arm's length nature of the charity trust, and its independent governance arrangements.

- 3.2 The Committee NOTED an overview of the strategic plan which was based around the Development Trust's objectives, vision and mission. Further to this, the Fundraising Development Manager highlighted to the Committee how the strategic plan mapped into Edinburgh College's new draft strategic plan - which was expected to be approved by the Board in September 2017.
- 3.3 The Committee NOTED areas of work and grant themes which the Development Trust would undertake, including: studentships for individuals to develop employability skills; student group grants via applications from curriculum areas; funding for projects under the heading of promoting good mental wellbeing for students; and, fundraising for campus improvements. The Fundraising Development Manager advised the Committee that, in conducting its work, the Trust would continue to maintain a separate identity to the college through independent decision-making structures.
- 3.4 The Committee NOTED a student case study which outlined the various ways the Development Trust could support individuals at the college. Based on examples raised within the case study the Committee DISCUSSED the following:
- (i) The means by which individual students are selected to receive grant funding;
 - (ii) the assistance provided to students from deprived or vulnerable backgrounds to complete application forms;
 - (iii) the relationship between the Development Trust and ECSA, and the various shared workstreams;
 - (iv) the need to maintain a strong student voice on the Development Trust;
 - (v) the creation of new work experience roles through access to new environments;
 - (vi) the development of an alumni database, and the historical difficulties associated with gaining buy in from legacy college alumni.
- 3.5 The Committee NOTED that a proposal for an alumni relations strategy would come forward to the next meeting for consideration. The Committee Chair thanked the Chair of the Development Trust and the Fundraising Development Manager for presenting the strategic plan to members, and welcomed the opportunity to review the alumni relations proposal in due course.

The Chair of the Edinburgh College Development Trust and the Fundraising Development Manager left the meeting

4 MINUTES OF PREVIOUS MEETING

- 4.1 The Board APPROVED the minutes from 23 May 2017 as an accurate record of the meeting.

5 MATTERS ARISING

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

5.1.1 *Media Training (Minute 6.5/19.01.16 refers)*

The Committee NOTED an update on a proposal for media training for selected members of senior management and the Board, which was being progressed through the Leadership Development Project within the Business Transformation Plan.

The Committee Chair highlighted to the Committee the need for properly media trained personnel in a crisis situation, and recommended that a further update on progress come forward to the next 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 NOTED that, as part of its normal review cycle, Edinburgh CPP was in the process of reviewing its strategic commitments. The Head of Corporate Development advised the Committee that locality improvement plans for the region were in development, and their alignment with the college's own Strategic Plan 2017-22 would be of significance to its effective delivery.
- 6.3 The Committee DISCUSSED the engagement of the college with incoming councilors following local elections in May 2017, and the approach of councilor towards CPP engagement. The Head of Corporate Development informed the Committee of the various approaches taken towards CPPs across Edinburgh, East Lothian and Midlothian.
- 6.4 The Committee DISCUSSED the college's statutory obligations as a member of three CPPs, and AGREED that the Committee would invite each partner to the three remaining meetings in the academic year - to discuss how engagement had progressed.
- 6.5 The Committee AGREED that, outwith the meeting, a matrix of attendees at each of the CPPs should be circulated to members for information.

7 COMMUNICATIONS, MARKETING AND ENGAGEMENT

7.1 COMMUNICATIONS, MARKETING AND ENGAGEMENT OPERATIONAL PLAN 2017/18

7.1.1 The Committee NOTED a Communication, Marketing and Engagement Operational Plan 2017/18, which set out the aims and actions that would enable the Communications and Marketing teams to deliver on the objectives of the Strategy approved by the Committee in May 2017.

7.1.2 The Committee NOTED that the ambitious aims of the actions outlined in the operational plan would be achievable with the resources currently available,

however, the Head of Corporate Development advised members that both the Communications and Marketing teams would be required to work near full capacity.

7.1.3 The Committee DISCUSSED the prioritisation of projects within the Operation Plan, and the roles of the Assistant Principal (Recruitment & Retention) and Head of Corporate Development in guiding the Communications and Marketing managers.

7.1.4 The Committee welcomed the opportunity to consider the Operational Plan 2017/18 and AGREED that, in order to support good governance, such a document should be presented to the Committee on an annual basis.

7.2 MARKETING, COMMUNICATIONS AND EVENTS UPDATE

7.2.1 The Committee NOTED a Marketing, Communications and Events Update, which provided a summary of related activity over June, July and August 2017.

7.2.2 The Committee NOTED that vacant posts in the Events and Communications teams had been filled, providing both teams with greater capacity going forward. The Head of Corporate Development outlined upcoming events in September and October, including Graduation, a STEM Launch and a Festival of Learning.

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 although the City Regional Deal was good news for the region, with a £1.1bn deal being secured from the UK and Scottish Governments, there was currently only a limited amount of Skills and Employability funding being directed towards the college sector.

8.2 The Committee DISCUSSED the limited funding available to the college through the Skills and Employability funding streams, and the potential for colleges within the region to put forward further joint proposals for Innovation projects - to which significant funding had been earmarked.

8.3 The Committee DISCUSSED the substantial funding attached to Infrastructure projects, and the potential benefits to the college in terms of apprenticeships. The Committee Chair advised members that significant opportunities remained available to the college for partnerships with those who had successfully bid for innovation and infrastructure project funds.

8.4 The Committee AGREED that it would welcome a further update at its next meeting on the Executive Team's progress in mapping the college's own business with potential partners.

9 EXTERNAL ENGAGEMENT SUB-GROUPS

9.1 COMMERCIAL & INTERNATIONAL SUB-GROUP

- 9.1.1 The Committee NOTED that the next meeting of the Commercial & International Sub-Group would be held on 12 October 2017.

9.2 BOARD ENGAGEMENT SUB-GROUP

- 9.2.1 The Committee NOTED that the Board Engagement Sub-Group had met on 18 August 2017. The Sub-Group Chair informed the Committee that as the Communications, Marketing and Engagement Strategy provided a coherent framework for Board engagement, the Sub-Group recommended that the Committee consider its position going forward.
- 9.2.2 The Committee DISCUSSED the role of the Sub-Group and AGREED that, in light of the departure of the Head of Corporate Development in September, a further meeting should be held once a new post holder had been appointed - to ensure appropriate Board engagement arrangements continued.

10 ANY OTHER COMPETENT BUSINESS

10.2 HEAD OF CORPORATE DEVELOPMENT

- 10.1.1 The Committee NOTED that the Head of Corporate Development, Richard Whetton, would be leaving the college on 07 September 2017 to start a new role at Police Scotland. The Committee Chair, on behalf of members, thanked the Head of Corporate Development for his support of the Committee over the past year.

11 DATE OF NEXT MEETING

- 11.1 The next meeting of the External Engagement Committee will take place on 21 November 2017, in the Boardroom, Milton Road Campus.

Meeting closed at 17:00