



For the future you want

## EXTERNAL ENGAGEMENT COMMITTEE

### AGENDA

A meeting of the External Engagement Committee will be held at 15:00hrs on Tuesday 13 February 2018 in the Boardroom, Milton Road.

		Lead Speaker	Paper
1	WELCOME & APOLOGIES	Chair	
2	DECLARATIONS OF INTEREST	Chair	
3	<a href="#"><u>MINUTES OF PREVIOUS MEETING</u></a> <i>for approval</i>	Chair	A
4	MATTERS ARISING	Chair	B
5	COMMUNITY PLANNING PARTNERSHIP		
	5.1 Midlothian Community Planning Partnership	A Mathers	Verbal
	5.2 Community Planning Partnership Report	N Croft	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	CITY REGIONAL DEAL REPORT	A Craig	D
<i>Item 6 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 30, Prejudice to the Effective Conduct of Public Affairs.</i>			
7	COMMUNICATIONS, MARKETING AND ENGAGEMENT UPDATE <b>Attached</b>	N Croft	E
8	EXTERNAL ENGAGEMENT SUB-GROUPS		
	8.1 <u>Commercial &amp; International Sub-Group</u>		
	Minutes 01.02.18 <b>Attached</b>	Chair	F
	Commercial Strategy 2017-22 <i>for approval</i>	M Jeffrey / J Grant	G
<i>The Commercial Strategy 2017-22 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 27, Information Intended for Future Publication.</i>			
	8.2 <u>Board Engagement Sub-Group</u>	I Young	Verbal
9	ANY OTHER COMPETENT BUSINESS		
10	DATE OF NEXT MEETING: 15 May 2018		



**EXTERNAL ENGAGEMENT COMMITTEE**  
**13 FEBRUARY 2018**  
**PAPER E**



FOR INFORMATION			
Meeting	External Engagement Committee 13.02.18		
Presented by	Nick Croft		
Author/Contact	Gordon Coutts, Diane Gordon and Heather McLean	Department / Unit	Communications / Marketing
Date Created	19.01.18	Telephone	0131 297 9150
Appendices Attached	Appendix 1: Marketing, Communications and Events Update		
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 November 2017 to January 2018.

**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.



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# Marketing, Communications and Stakeholder Engagement Report

November 2017– January 2018

For the future you want

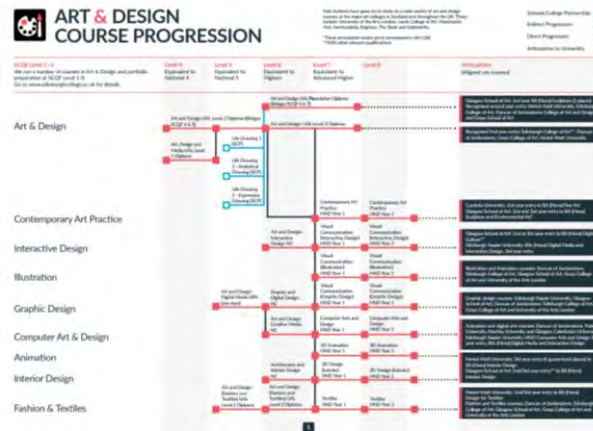
# MARKETING TEAM UPDATE

## Collateral

- Foundation Apprenticeship Materials
- Schools Materials 2018/19
  - SCP Brochure
  - Progression Map Booklets
- Prospectus 2018/19
  - Prospectuses
  - College Guide
  - FT & SCP Teacher Wall Planners



College Courses for  
Senior Phase Pupils (S4-S6)  
2018/19  
For the future you want



### Full-time Courses 2018/19

FACULTY OF CREATIVE INDUSTRIES	FACULTY OF ENGINEERING, BUILDING & CONSTRUCTION	FACULTY OF HOSPITALITY & BUSINESS	FACULTY OF HEALTH, WELLBEING & TECHNOLOGICAL SCIENCE
<b>Graphic Design</b> Year 5: Introduction to Graphic Design, Creative Thinking, Design Process, Typography, Colour Theory, Layout Design, Brand Identity, Portfolio Development. Year 6: Advanced Graphic Design, Specialist Areas (e.g., Packaging, Web Design), Professional Practice, Final Project.	<b>Engineering</b> Year 5: Introduction to Engineering, Engineering Principles, Engineering Materials, Engineering Drawing, Engineering Mathematics. Year 6: Advanced Engineering, Specialist Areas (e.g., Mechanical, Electrical), Professional Practice, Final Project.	<b>Business</b> Year 5: Introduction to Business, Business Principles, Business Law, Business Mathematics, Business English. Year 6: Advanced Business, Specialist Areas (e.g., Marketing, Finance), Professional Practice, Final Project.	<b>Health &amp; Wellbeing</b> Year 5: Introduction to Health & Wellbeing, Health & Wellbeing Principles, Health & Wellbeing Mathematics, Health & Wellbeing English. Year 6: Advanced Health & Wellbeing, Specialist Areas (e.g., Nursing, Physiotherapy), Professional Practice, Final Project.

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# MARKETING TEAM UPDATE

## Campaigns

- January 2018 Campaign - complete
- August 2018 Campaign - prep
- Childcare Campaign
- FWDF Campaign
- Commercial Campaign

### Commercial Training Courses



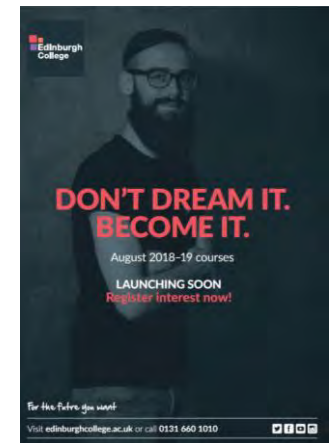
### Flexible Workforce Development Fund



For the future you want



January 2018



August 2018  
(MOCK UP)



Childcare Campaign  
(linked to govt recruitment drive)



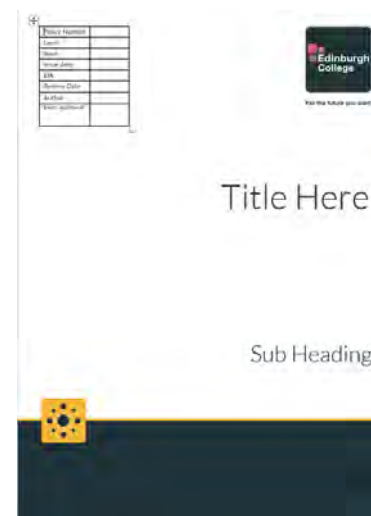
# MARKETING TEAM UPDATE

Other...

- December Open Days
- GDPR Marketing Compliance (website development)
- Branded Policy Documents
- Panama Study Document



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# ONGOING PROJECTS



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- February Open Days
- August Recruitment Campaign - phase 1
- Glow Festival
- GDPR Compliance
- Website Research Project
- Foundation Apprenticeship Recruitment Campaign
- GDPR Marketing Compliance (policies and procedures)
- Services Campaigns (Nursery/Restaurants/Salons/The Club)
- Vehicle Branding (Vans and E-Cars)
- CDN Marketing Awards 2018 (March)
- Club Website
- Nursery Website

# COMMUNICATIONS UPDATE

November 2017



For the future you want

## Press coverage

- 28 positive stories in local, national and trade press (see attached press coverage report)
- 6 Neutral stories
- 63 Negative stories
  - 52 about stabbing of police officer at Granton Campus
  - 1 about a childminder saying she was waiting for payments from the college
  - 2 about sentencing of the supplier of drugs to deceased student Antoine Maury
  - 8 about death of student Greg Mackie at the Milton Road halls of residence

## Press releases

- 5 press releases issued

## Website stories

- 11 news stories

## Internal news

- Intranet stories – 20
- College Update – 4 issues
- All-staff emails – 3, including:
  - Messages to staff and students about the stabbing of a police officer at Granton Campus
  - Messages to staff and students about the death of student Greg Mackie at the Milton Road Halls of Residence, including messages about support available, for halls residents, his class group, and an invitation to the funeral
- Smoking cessation checks on campus
- Milton Road walking group

## Stories include (including stories covered on the college's social media channels):

- Stonemasonry apprentice scoops bronze medal at national construction final
- Students tackle plastic waste with innovative new solution
- Leonardo's Lisa engineers SDS Apprentice of the Year Award
- Edinburgh College students prove big HIT at the Sheraton
- Best stand at Skills Scotland 2017
- Edinburgh College receives Living Wage accreditation
- Former Costume for Stage and Screen students joined by lecturer on set of hit TV show Outlander
- Edinburgh College commits to developing the STEM workforce of the future



# COMMUNICATIONS UPDATE

December 2017



For the future you want

## Press coverage

- 18 positive stories in local, national and trade press (see attached press coverage report)
- 1 Negative story (A story on The Guardian website about an increase in Scottish police being armed with tazers, which referred to the stabbing of a police officer at 'an Edinburgh college')

## Press releases

- 5 press releases issued

## Website stories

- 9 news stories



## Internal news

- Intranet stories – 22
- College Update – 3 issues
- All-staff emails – 12, including:
  - Messages to HND TV students and staff about support available following death of student Greg Mackie
  - Christmas Fairs
  - Academic staff member Board Election result

## Stories include (including stories covered on the college's social media channels):

- Parliament treated to academies students' kitchen wizardry
- Students donate Christmas stockings to local children
- Edinburgh College design student scoops silver award in national industry competition
- Barbering students give haircuts to the homeless at Christmas
- Prospective students invited to course open days in December
- College welcomes Business students from Holland
- Various Christmas student appeals
- Events students' paranormal tales at Granton
- Student Experience news round up
- Estates and IT news round up



# COMMUNICATIONS UPDATE

January 2018 (to 25 Jan)



For the future you want

## Press coverage

- 12 positive stories in local, national and trade press (see attached press coverage report)
- 1 Negative story (In The Sun – in a story about assaults on 99 crews, there was a reference to the stabbing of a police officer at Edinburgh College)

## Press releases

- 5 press releases issued

## Website stories

- 5 news stories



## Internal news

- Intranet stories – 18
- College Update – 2 issues
- All-staff emails – 5, including:
  - Happy new year and welcome back from the Principal
  - Message from the Principal on the news of the sad death of Engineering lecturer Ellinore Moug

## Stories include (including stories covered on the college's social media channels):

- Green Project Fund available to students
- Adverse Weather Policy and safe travel advice
- Photography graduate explores Remains of the Past in new exhibition
- Students raise money for local children's charity The Yard
- EC Development Trust offers EV scholarship
- Call for competitors for Edinburgh College's The Ballroom Factor competition
- EC Development Trust offers EV scholarship
- Edinburgh College Development Trust offers Student Group Grants
- Photography students exhibit work at Creative Exchange



# STAKEHOLDER UPDATE

November 2017



For the future you want

## November:

- Merlin & Hesperus Residents Association Meeting on Granton Campus
- Supporting Trust Relaunch Event 3 November – EH15
- Graduation Review of 2017
- Schools Briefing Sessions – 23 /24 November
- Supporting Study Tour from Alice-Salamon-Berufskolleg Bochum, Germany



Schools  
Briefings

Over 70 Heads,  
Deputes, SDS  
Advisers  
attended



Edinburgh College  
**DEVELOPMENT  
TRUST**

SUPPORTING BRIGHTER FUTURES



SCHOOLS



# STAKEHOLDER UPDATE

December 2017



For the future you want

## December:

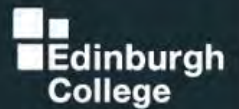
- Schools Bulletin to all schools across the region
- Councillor Fiona O'Donnell (East Lothian) visits Health & Social Care Academy
- Open Days for Schools – Granton, Milton and Sighthill
- Evening Session Open Days



Involving over 25 schools across the region and over 400 pupils

- 
- Curriculum Areas
  - Tours
  - Presentations
  - Student Support

SCHOOLS  
BULLETIN



# STAKEHOLDER UPDATE

January 2017



For the future you want

## January:

- Graduation 2018 Launch
- Schools Bulletin
- Developing the Young Workforce Conference  
– Edinburgh City Council
- Firestarter Festival: Education for Young People: Revolution or Evolution?
- Supporting future Access to Continuing Education programmes





# STAKEHOLDER UPDATE

## Next Steps

- Launch of Staff Awards for 2018
- Launch Prize Giving 2018
- February Open Days
- Apprenticeship Week 2018 – 5-9 March
- Community Open Day
- Creative Industries Open Day
- Stakeholder Newsletter
- Political Briefing



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**SCOTTISH APPRENTICESHIP  
WEEK 2018**

#ScotAppWeek18, 5-9 March 2018

**EXTERNAL ENGAGEMENT COMMITTEE**  
**13 FEBRUARY 2018**  
**PAPER F**



For the future you want

FOR INFORMATION / DISCUSSION			
Meeting	External Engagement Committee 13.02.18		
Presented by	Alan Johnston		
Author/Contact	Marcus Walker	Department / Unit	Governance
Date Created	02.02.18	Telephone	Ext. 67048
Appendices Attached			
Disclosable under FOISA		Yes.	

**COMMERCIAL & INTERNATIONAL SUB-GROUP 01.02.18**

**1. PURPOSE**

The External Engagement Committee are asked to consider the draft minutes from Commercial & International Sub-Group held on 01 February 2018.

**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 01 February 2018.



**COMMERCIAL & INTERNATIONAL SUB-GROUP**  
**01 February 2018**  
**Milton Road, Principal's Office**

<b>Members:</b>	A Johnston (Chair)	L Drummond	N McKenzie
<b>In Attendance:</b>	A Craig	J Grant	M Walker (Clerk)

<b>Item</b>	<b>Action by</b>
<b>1. Welcome and Apologies</b> <ul style="list-style-type: none"> <li>Apologies were received from Mike Jeffrey, Assistant Principal Income &amp; Product Development.</li> </ul>	
<b>2. Minutes and Actions of Previous Meeting</b> <ul style="list-style-type: none"> <li>The Sub-Group APPROVED the minutes of the Commercial &amp; International Sub-Group on 12 October 2017.</li> <li>The Sub-Group NOTED that actions from its last meeting were either marked complete or on the agenda.</li> </ul>	
<b>3. Draft Commercial Strategy 2017-22</b> <ul style="list-style-type: none"> <li>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.</li> <li>The Sub-Group welcomed an opportunity to review an updated draft of the Strategy, and DISCUSSED the following aspects:               <ul style="list-style-type: none"> <li>The organisation of staff within the Commercial Team and the four faculties to support continued commercial development;</li> <li>the distinction between a strategic document and a tactical one, and the benefits of including further performance target information;</li> <li>the responsiveness of the college to the needs of employers and how this related to wider national priorities;</li> <li>the need for further clarity with regards to the uniqueness of college's commercial offering;</li> <li>the inclusion of references within the Strategy to the City Region Deal and the college's membership of the Collab Group.</li> </ul> </li> <li>The Sub-Group AGREED that an updated Draft Commercial Strategy 2017-22, subject to various minor formatting and contextual amendments, should be presented to the External Engagement Committee on 13 February for approval.</li> <li>The Head of Commercial Development informed the Sub-Group that further details on Commercial KPIs would also be presented to the Committee, for information.</li> <li>The Sub-Group AGREED that, in addition to the Strategy, a tactical document should be developed for future consideration by the External Engagement Committee.</li> </ul>	JG/MW  JG
<b>4. Commercial Report</b> <ul style="list-style-type: none"> <li>The Sub-Group NOTED a Commercial Report which outlined key performance information relating to both the business development and international teams.</li> <li>The Sub-Group welcomed the reporting of business development and international matters in the same template and DISCUSSED the new layout. The Sub-Group AGREED that the Head of Commercial Development should continue to refine the Commercial Report to ensure that all relevant business is presented in a standardised format.</li> </ul>	JG

<ul style="list-style-type: none"> <li>The Sub-Group DISCUSSED year end income projections as outlined in the Commercial Report, and the need for continued re-forecasting to support effective performance management. The Depute Principal advised the Sub-Group that, as part of faculty performance reviews, the Executive were in the process of reviewing faculty level plans to close any potential gaps in income streams.</li> <li>The Sub-Group NOTED an update on the college's approach to costing and pricing. The Head of Commercial Development outlined the historical model used by the college, and similar approaches used within the wider college sector.</li> <li>The Sub-Group AGREED that the Executive should review the college's approach to costing and pricing, with a view to remodel its methodology going forward.</li> </ul>	AC/MJ/JG
<b>5. AOCB</b> <ul style="list-style-type: none"> <li>The Sub-Group NOTED that the Chair of the Commercial &amp; International Sub-Group would be standing down as a Non-Executive Board Member on 01 March 2018. The Chair thanked Board and senior management colleagues for their support of the Sub-Group since its inception in October 2013, and emphasised the significant progress the college had made in recent years in its approach to non-SFC funding.</li> <li>The Sub-Group NOTED a recommendation from the Chair that the Sub-Group continue to advise the External Engagement Committee on matters relating to the college's commercial development.</li> <li>The Sub-Group AGREED that the External Engagement Committee should consider the continuation of the Sub-Group and (with the support of the Nominations Committee) seek to refresh its membership at an appropriate juncture.</li> <li>The Depute Principle, on behalf of senior management, thanked the Sub-Group Chair for his significant contribution to the development of commercial and international activity at Edinburgh College.</li> </ul>	MW
<b>Next Meeting:</b> To be confirmed	

#### ACTION POINTS / DECISION LOG

No.	Owner	Action	Open/ Closed
1.	JG/MW	The Sub-Group agreed that an updated Draft Commercial Strategy 2017-22 should be presented to the External Engagement Committee on 13 February 2018.	Open
2.	JG	The Sub-Group agreed that, in addition to the Strategy, a tactical document should be developed for future reference by the External Engagement Committee.	Open
3.	JG	The Sub-Group agreed that the Head of Commercial Development should continue to refine the Commercial Report to ensure that all relevant business is reviewed in a consistent manner.	Open
4.	AC/MJ/JG	The Sub-Group agreed that the Executive should review the college's approach to costing and pricing, with a view to remodel its methodology going forward.	Open
5.	MW	The Sub-Group agreed that the External Engagement Committee should consider the continuation of the Sub-Group and refresh its membership at an appropriate juncture.	Open