



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

AGENDA

A meeting of the External Engagement Committee will be held at 14:00hrs on Tuesday 23 May 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	COMMUNICATIONS, MARKETING AND ENGAGEMENT STRATEGY UPDATE	R Whetton	C
	<i>Item 5 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 27, Information Intended for Future Publication.</i>		
6	COMMUNITY PLANNING PARTNERSHIP REPORT	R Whetton	Verbal
7	ENGAGEMENT WITH LOCAL POLITICIANS BRIEFING attached	A Bruton	D
8	CITY REGIONAL DEAL REPORT	A Craig	Verbal
9	MARKETING REPORT	M Jeffrey	Verbal
10	EXTERNAL ENGAGEMENT SUB-GROUPS		
	10.1 <u>Commercial & International Sub-Group</u> Minutes 04.05.17 attached	Chair	E
	10.2 <u>Board Engagement Sub-Group</u>	I Young	Verbal
11	REVIEW OF COMMITTEE OPERATION 2016/17 <i>for approval</i>	Chair	F
	<i>Item 11 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 27, Information Intended for Future Publication.</i>		
12	ANY OTHER COMPETENT BUSINESS		
13	DATE OF NEXT MEETING: To be confirmed		



FOR INFORMATION / DISCUSSION			
Meeting	External Engagement Committee 23.05.17		
Presented by	Annette Bruton		
Author/Contact	Annette Bruton	Department / Unit	Executive
Date Created	08.05.17	Telephone	0131 344 7171
Appendices Attached			
Disclosable under FOISA	Yes.		

ENGAGEMENT WITH LOCAL POLITICIANS – BRIEFING PAPER

1. PURPOSE

To update the Committee on the colleges engagement with local politicians.

2. BACKGROUND

At the last External Engagement Committee on 28 March, the Principal agreed to provide a brief paper outlining the engagement the college has with local politicians.

3. DETAIL

Edinburgh College is an active partner within the three Community Planning Partnerships (CPPs) across the region and the Committee now receives regular updates from the Head of Corporate Development.

In addition, the Principal hosts, at least 3 times per year, briefing sessions for all local politicians (MPs, MSPs and councillors). These briefing sessions give an overview of the college performance; update on the business transformation plan; and future plans which include the development of the curriculum.

Several local politicians also meet the Principal for one to one meetings and visit the campuses which gives the politicians a chance to discuss policy and see the college during a working environment and equally, gives staff and students the opportunity to showcase what the college offers.

As well as briefing sessions and formal meetings, all local politicians receive regular invitations to the many events held in the college and are well received.

Most recently, Assistant Principal Jon Buglass has attended all three CPP Board meetings and shared the curriculum development plans which has been positively received and has highlighted the individual needs and opportunities for the local authorities.

Given the recent local election results, we have a number of new locally elected councillors who will all receive a briefing paper on Edinburgh College and an invitation to visit the college before the end of the academic year. A similar action will take place after the General Election in June.

4. BENEFITS AND OPPORTUNITIES

The report covers the positive engagement the college has with politicians.

5. STRATEGIC IMPLICATIONS

There are no strategic implications.

6. RISK

There are no risk implications.

7. FINANCIAL IMPLICATIONS

There are no financial implications.

8. LEGAL IMPLICATIONS

There are no legal implications.

9. WORKFORCE IMPLICATIONS

There are no workforce implications

10. REPUTATIONAL IMPLICATIONS

It is important to continue having positive engagement at local and national level with politicians and the action taken, as above and this helps mitigate any concerns and issues. It is also worth noting that the level of correspondence from politicians with any complaints and concerns has decreased significantly. This is due to the relationship the college management has with the politicians and staff.

11. EQUALITIES IMPLICATIONS

There are no equalities implications.

CONCLUSIONS/RECOMMENDATIONS

The External Engagement Committee are asked to NOTE the information contained in this report.



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FOR INFORMATION / DISCUSSION			
Meeting	External Engagement Committee 23.05.17		
Presented by	Alan Johnston		
Author/Contact	Marcus Walker	Department / Unit	Governance
Date Created	22.05.17	Telephone	Ext. 67048
Appendices Attached			
Disclosable under FOISA	Yes.		

COMMERCIAL & INTERNATIONAL SUB-GROUP 04.05.17

1. PURPOSE

The External Engagement Committee are asked to consider the draft minutes from Commercial & International Sub-Group held on 04 May 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 04 May 2017.

COMMERCIAL & INTERNATIONAL SUB-GROUP
04 May 2017
Milton Road, Boardroom

Members:	A Johnston (Chair)	N McKenzie	L Drummond	
In Attendance:	J Grant	M Jeffrey	A Craig	P MacPherson (minute taker)

Item	Action by
<p>1. Welcome and Apologies</p> <ul style="list-style-type: none"> • No apologies were received. • The Chair welcomed Lesley Drummond to her first Sub-Group meeting and advised that with her appointment, membership of the group was now complete. 	
<p>2. Minutes and Actions of Previous Meeting</p> <ul style="list-style-type: none"> • The Sub-Group APPROVED the minutes of the Commercial & International Sub-Group on 02 March 2017. • The Sub-Group NOTED that actions from its last meeting were either marked complete or on the agenda. 	
<p>3. Commercial Strategy Framework</p> <ul style="list-style-type: none"> • The Sub-Group NOTED an update on the curriculum strategy framework from the Assistant Principal. He confirmed both faculty and curriculum Heads had been involved in reviewing the draft framework and had identified ways in which the college could expand its international business. He advised the draft framework will be used to inform the final strategy. • The Sub-Group NOTED both curriculum and faculty Heads would now include international and commercial targets in their operational plans. • Head of Commercial CONFIRMED the commercial strategy would be completed over the summer and will take into account the curriculum strategy, college strategy and feedback from stakeholders. • Assistant Principal advised the college should be developing commercial activity in key areas such as engineering and the built environment. He CONFIRMED the college is looking to develop a suite of training to help speed up tender applications. • Head of Commercial HIGHLIGHTED the importance of being able to provide technical English as part of the college's international provision as it forms a good starting point from which the college can explore other potential training opportunities. • The Sub-Group NOTED the college's Panama work had helped cement its reputation as an international education provider and the experienced gained can be used in other international projects. • Head of Commercial CONFIRMED the majority of colleges do not undertake any international work. He confirmed Edinburgh College still retained its Tier 4 international licence but is not reliant on international students as a major source of income. • The Sub-Group AGREED the next Sub-Group meeting should take place in October 2017. They AGREED to review the commercial strategy at this meeting. 	MW

<p>4. Business Development Report</p> <ul style="list-style-type: none"> • The Sub-Group NOTED the business development report had been altered to meet previous requests and now outlined all activity up to the end of March 2017. • The Assistant Principal AGREED to ensure all graphs were cumulative in future reporting. • The Assistant Principal AGREED to update the first graph to show sales to date versus target sales. The agreed change will show where the college is in relation to its set targets and will identify where support is required. • The Assistant Principal CONFIRMED similar target activity graphs are presented at monthly management meetings. • Head of Commercial CONFIRMED a product review was currently underway to ensure the college remained competitive with other training providers. • The Sub-Group NOTED SDS provides funds for training providers to deliver modern apprenticeships. Assistant Principal advised the college receives indirect apprenticeships (from other training providers) and direct apprenticeships (65 in the current academic year). The college is looking to grow its number of direct contracts in areas such as finance and digital skills. • The Assistant Principal CONFIRMED the college is looking to develop graduate training schemes with Napier and Heriot Watt. 	<p>MJ MJ</p>
<p>5. International Report</p> <ul style="list-style-type: none"> • The Sub-Group NOTED the international team have nearly achieved their target for the year despite the loss of a major contract. • The Sub-Group NOTED international activity already secured for the next academic year. • Head of Commercial AGREED to create a Venn diagram to show international activity. • Assistant Principal CONFIRMED the college is meeting with representatives from Saudi Arabia to discuss a new TVTC training programme. • Head of Commercial AGREED to develop tender graphs with regular business development for both domestic and international business to highlight strike rate. 	<p>JG JG</p>
<p>5. AOCB</p> <ul style="list-style-type: none"> • Head of Commercial AGREED to provide an update on commercial and international activity in the weekly college newsletter. 	<p>JG</p>
<p>Next Meeting: TBC</p>	

ACTION POINTS / DECISION LOG

No.	Owner	Action	Open/ Closed
1.	MJ/JG	Commercial Development Strategy to come forward to next meeting	Open
2.	JG/MW	Commercial and International managers to be invited to present the Strategy	Open
3.	MW	Next Sub-Group meeting to take place in October 2017 and Sub-Group to review commercial strategy at this meeting.	Open
4.	MJ	All graphs in business development report to show cumulative data.	Open
5.	MJ	Business development report graphs to be updated to show sales to date versus target sales.	Open
6.	JG	Venn diagram to be included in international report to show international activity.	Open
7.	JG	To develop tender graphs with regular business development for both domestic and international business to highlight strike rate.	Open
8.	JG	Provide an update on commercial and international activity in the weekly college newsletter.	Open

