



For the future you want

## EXTERNAL ENGAGEMENT COMMITTEE

### AGENDA

A meeting of the External Engagement Committee will be held at 15:00hrs on Tuesday 29 May 2018 in Room 4.02, 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 REPORT	Chair	B
5	COMMUNITY PLANNING PARTNERSHIP		
	5.1 East Lothian Community Planning Partnership	P Vestri	Verbal
	5.2 Community Planning Partnership Report	N Croft	C

*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.*

6	CITY REGIONAL DEAL REPORT	A Craig	D
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*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.*

7	COMMUNICATIONS, MARKETING AND ENGAGEMENT UPDATE <b>Attached</b>	N Croft	E
8	BOARD ENGAGEMENT REPORT	N Croft	Verbal
9	COMMERCIAL & INTERNATIONAL SUB-GROUP		
	9.1 Commercial & International Report	M Jeffrey	F

*Item 9.1 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 30, Prejudice to the Effective Conduct of Public Affairs.*

10	ANY OTHER COMPETENT BUSINESS		
	10.1 Review of Committee Operation 2017/18 <b>Attached</b>	Chair	G

11	DATE OF NEXT MEETING: TBC		
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<b>FOR INFORMATION</b>			
Meeting	External Engagement Committee 29.05.18		
Presented by	Nick Croft		
Author/Contact	Gordon Coutts, Diane Gordon and Heather McLean	Department / Unit	Communications / Marketing
Date Created	14.05.18	Telephone	0131 297 9150
Appendices Attached	<i>Appendix 1: Marketing, Communications and Events Update (February to April 2018)</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 February to April 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 Engagement Report

February – April 2018

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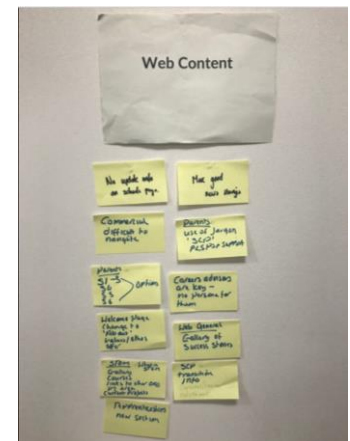
# MARKETING TEAM UPDATE

## Digital



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- **NEW Website research campaign**
  - Staff focus groups (International, Business Development, IT Development, Schools Team) – more scheduled in May
  - Student focus groups x 3 – more scheduled with ECSA in May
  - Online card sorting task
  - Online survey
  - Staff survey – being launched May
  - Heatmapping software on website
- **ECAS testing and development (with IT)**
- **GDPR compliance for website and events (including CRM)**
  - Photography procedures
  - Marketing data capture online (website)
  - Marketing data capture offline (events)
  - Cookie & privacy policy updates
  - CRM development
- **The Club Website redevelopment (launching in May/June)**

A screenshot of the 'First Impressions Survey' form. At the top is the Edinburgh College logo and the title 'First Impressions Survey'. Below this, it states: 'This survey consists of 12 quick and easy to answer questions and refers to the Edinburgh College website.' It includes a link to 'www.edinburghcollege.ac.uk' and a section titled 'Win an iPad Competition' with instructions to enter an email address. There is an 'OK' button and a question 'What age group do you belong to?' with radio button options: 'Under 18', '18-24', '25-34', '35-44', '45-54', and '55+'.

# MARKETING TEAM UPDATE

## Campaigns

- **Commercial August Campaign**
  - PPC, social media, tram adverts
- **Targeted Campaigns**
  - Targeted support for all full-time struggling courses
- **ESOL Launch**
- **FWDF Campaign**
- **Waterfront Nursery**
  - Roadside banner, community posters, nursery guide online adverts and PR story, Facebook adverts
- **GDPR Campaign**
  - Intranet graphics, staff postcard, staff screensavers



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# MARKETING TEAM UPDATE

## Student Communications

- SAAS Application Campaign
- Funding Campaign (New and Returning Students)
  - Emails
  - Website page updates
  - NEW Childcare website pages (students and providers)
  - Social media posts
  - Campus plasma screens
  - Student Portal and Moodle graphics
  - NEW infographics/charts (evidence guidance and childcare funding process)
  - Blog (5 steps to your funding application)

### STUDENT PROCESS

1. Find a childcare provider that is registered by the Care Inspectorate
2. Complete and submit your funding application on your online course application (payments will not be made until enrolled and attending)
3. Provide evidence to the college as per requested (find out more on the website)
4. If your application is successful, you will be sent an award letter with the payment schedule
5. Show your funding award letter (which includes the payment schedule) to your registered childcare provider (childminder, nursery, or playgroup)
6. The college will pay your childcare provider once you are enrolled and attending your course (payment will be conditional on your level of attendance)
7. Any changes to your timetable, class hours or work placements need to be communicated to your childcare provider as soon as possible



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### RETURNING TO COLLEGE NEXT YEAR?

You must re-apply for your funding.

Log into your online course application to start your funding application.



### FUNDING EVIDENCE IDENTITY



What we can accept

- Birth certificate
- Passport
- Driver's license
- National ID card

Common errors

- Student ID cards
- Partial scans of documents

\* National ID cards, UK residence cards and biometric passports. Please provide a full scan of the front and back of the card.

This can include only providing the first page of a multi-page document (you must use full copies of all pages).

Funding eligibility is dependent on individual circumstances. For more information please contact Student Funding.

[studentfunding@edinburghcollege.ac.uk](mailto:studentfunding@edinburghcollege.ac.uk) 0131 649 4400

## SAAS FUNDING APPLICATIONS NOW OPEN

Apply online by 30th June 2018\*

[www.saas.gov.uk](http://www.saas.gov.uk)

\*Students must apply for SAAS funding before 30 June to make sure payments are processed before the start of term.

**SAAS** Student Awards Agency Scotland

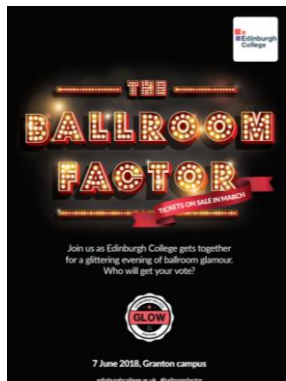




# MARKETING TEAM UPDATE

## Events

- **Granton Community Event**
  - Programme, nursery, salon, facilities hire, course materials, digital graphics, roadside banner, community posters, Facebook adverts
- **Welcome Events**
  - Website Page and Materials/Communications preparation
- **Glow**
  - Website, social media graphics, poster/flyer, programme, Skinny advert, banners
- **The Ballroom Factor**
  - Contestant images, posters, digital graphics
- **Careers in Care**
  - Identity, certificates, email invites, student badges



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This is to certify that

HAS SUCCESSFULLY COMPLETED THE  
CAREERS IN CARE PROGRAMME.

Annette Bruton  
Annette Bruton  
Principal & Chair Executive

Midlothian

oic  
Careers in Care

# MARKETING TEAM UPDATE

## Other

- Lothian Buses Partnership
- Edinburgh College Student Pop-Up Shop
- eh15 (general marketing and promotion)
- Sustainability: (Drinking Water, Fairtrade Signage, Recycling Signage, Spring into Cycling Event)



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# STAKEHOLDER UPDATE

February 2018



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## February:

- Schools Bulletin issued to all schools across the region
- Recruitment Open days 20 and 22 February
- Creative Industries Employability Day
- Launch of Staff Awards 2018
- Presentations to Schools on future options



# STAKEHOLDER UPDATE


March 2018



For the future you want

## March:

- Launch of the SCP programme and new online application system
- Access and Continuing Education open day
- Launch of Prize Giving 2018
- Broadcast Media Open Day



Schools College  
Provision (SCP)  
New online  
application process

- 
- Access and  
Continuing  
Education (ACE)  
Open Day 27  
March



Hosted 7 events  
for community  
groups across our  
campuses in the  
evening and  
weekends



Edinburgh College  
**PRIZE GIVING**

08 June 2018  
4.30 - 7pm  
Granton Campus

# STAKEHOLDER UPDATE

April 2018



For the future you want

## April:

- Launch of Granton Community Day
  - 10 community groups exhibiting on the day
  - 14 college activities/areas represented on the day
  - Opportunity to gather data from the community on the role of the college in the north of Edinburgh
- 
- 3 Parliamentary Motions
  - Community Planning profiling on CRM system
  - Childhood Practice Open Day 23 April
  - Adult Learning Conference, Newbattle Abbey College – 24 April
  - Review and planning for recruitment events 2018/19
  - Planning and campaign for Graduation 2018



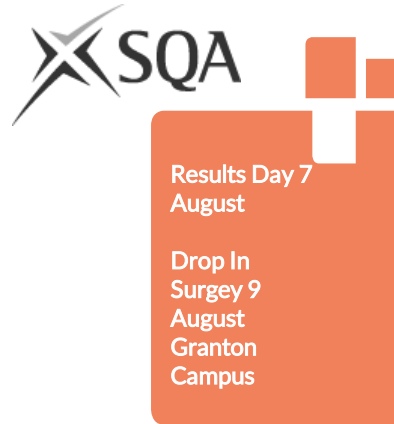
The Scottish Parliament  
Pàrlamaid na h-Alba



# STAKEHOLDER UPDATE

## Next Steps

- Glow Launch – 8 May 2018
- Principal's events at Glow Festival
- Community Open Day 12 May
- Childhood Practice Event – 17 May
- CDN Four Nations Dinner – 23 May
- Staff Bookings open for Graduation 31 May
- Prize Giving – 8 June
- Post Exam Drop In Event – 12 June
- Staff Day – 21 June
- Staff Awards -21 June
- Political Briefing – 22 June
- Stakeholder e-newsletter – 25 June
- Graduates invited to Graduation 6 August
- Post SQA Results drop in surgery – 9 August
- Graduation Bookings close 7 September



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# COMMUNICATIONS UPDATE

February 2018



For the future you want

## Press coverage

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

## Press releases

- 8 press releases issued

## Website stories

- 20 news stories



## Internal comms:

- Intranet stories – 27
- College Update – 4 issues
- All-staff emails – 7, including:
  - Messages about the college closure over three days due to the severe weather
  - Message from the Principal about her decision to retire
  - Staff briefings reminders

## All-student emails – 6, including:

- Messages about the college closure over three days due to the severe weather
- Message from the Principal about her decision to retire

All-staff briefings by the Principal and Exec – 8 (4 at each campus)

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

- Textile students get creative with Scottish icons
- Edinburgh College students swap classrooms for construction sites
- Legacy of Principal supports Edinburgh College students in financial need
- Illustration students drawn to Kelpies book prize
- Edinburgh College Creative Industries students get tips from the top
- Rugby ace Chris Paterson tackles questions from Media students
- Stories promoting Edinburgh College's Positive Mental Health Month
- Award short listings for electric vehicle fleet keep ECOMing



**Positive  
Mental Health  
Month**



# COMMUNICATIONS UPDATE

March 2018



For the future you want

## Press coverage

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

## Press releases

- 7 press releases issued



## Website stories

- 31 news stories

## Internal comms:

- Intranet stories – 35
- College Update – 4 issues
- All-staff emails – 8, including:
  - New Edinburgh College Chair appointed
  - Voluntary Severance scheme open
  - Weather warning

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

- Karen Gillan partners with Edinburgh College as patron of performing arts
- Scottish Apprenticeship Week 2018 stories – Meet Edinburgh College's apprentices
- New Edinburgh College Chair appointed
- Edinburgh College female leaders mark International Women's Day with mentor pledge
- Edinburgh College hairdressing students style their way to national competition finals
- Former Leith Nautical College staff and students invited to set sail for Edinburgh reunion
- Success for Marketing at CDN Awards
- Double triumph for ECSA at NUS Scotland Awards
- Students from Kunitachi College of Music in Japan link up with Edinburgh College during visit to the capital
- Edinburgh College students help develop major tourist attraction app





# COMMUNICATIONS UPDATE

April 2018



For the future you want

## Press coverage

- 31 positive stories in local, national and trade press (see attached press coverage report)
- 0 Neutral stories
- 2 Negative stories (From The Scotsman and Edinburgh Evening News on the Section 22 report by Audit Scotland. Other outlets covered it fairly but these stories were slanted negatively, at odds with the Audit Scotland report itself)



## Press releases

- 4 press releases issued

## Website stories

- 13 news stories

## Internal news

- Intranet stories – 27
- College Update – 4 issues
- All-staff emails – 5, including:
  - A message to staff from the new Chair
  - Changes to recording sickness absence

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

- BESA Pipefitting and Welding Competition held at Edinburgh College
- Work placement leads to year of success for Edinburgh College Built environment student
- BESA Pipefitting and Welding Competition held at Edinburgh College
- Nik and Rich to cycle from Edinburgh to Budapest for charity
- Jessica gears up for automotive career with electric vehicle scholarship
- Granton Community Day on Saturday 12 May
- Edinburgh College presents The Ballroom Factor





FOR INFORMATION			
Meeting	External Engagement Committee 22.05.18		
Presented by	Ian Young		
Author/Contact	Marcus Walker	Department / Unit	Governance
Date Created	17.05.18	Telephone	Ext. 67048
Appendices Attached	Appendix 1: Review of Committee Operation Form 2017/18		
Disclosable under FOISA		Yes.	

## REVIEW OF EXTERNAL ENGAGEMENT COMMITTEE OPERATION 2017/18

### 1. PURPOSE

The Committee is asked to review its annual operation as part of the Board of Management's annual evaluation activity.

### 2. BACKGROUND

The attached Review of Committee Operation Form has been designed to align with the key principles of the Code of Good Governance: Oversight; Strategy-setting; decision-making and relationships.

### 3. DETAIL

The attached (Appendix 1) Review of Committee Operations Form is split into two parts.

Part 1 focuses on whether the Committee's operation has been compliant with its terms of reference and the Standing Orders over the course of the year, and is for more in-depth discussion on an exception basis should Members have matters they wish to raise.

The twelve questions in Part 2 seek to focus Members' thinking on how the Committee currently performs in relation to its performance monitoring and strategic roles, the effectiveness of its decision-making and its key relationships, with a view to feeding its findings into the whole-board evaluation and identifying areas where practice may be improved.

The same approach will be used for all committees, although some Part 2 questions may be less applicable to the Nominations and Remuneration Committee.

### 4. BENEFITS AND OPPORTUNITIES

The Review of Committee Operation provides an opportunity for committee to reflect on their practice and consider improvements going forward.

**5. STRATEGIC IMPLICATIONS**

All committees of the Board are required to review its operation/performance annually.

**6. RISK**

See 'reputational implications' below.

**7. FINANCIAL IMPLICATIONS**

Not applicable.

**8. LEGAL IMPLICATIONS**

Not applicable.

**9. WORKFORCE IMPLICATIONS**

Not applicable.

**10. REPUTATIONAL IMPLICATIONS**

Failure to ensure that good governance procedure are in-place may have reputational implications.

**11. EQUALITIES IMPLICATIONS**

Not applicable.

**CONCLUSIONS/RECOMMENDATIONS**

The Committee is asked to DISCUSS the checklist and questions provided. If appropriate, members may choose to RECOMMEND actions to enhance the Committee's operation.

To support Committee discussions a range of example have been provided in Part 1 & 2. Members are asked to consider these points and bring forward their own feedback to the meeting.

## Review of External Engagement Committee Operation 2017/18 - Part 1

Membership		
Has the Committee's membership been compliant with its <a href="#">terms of reference</a> during the past year?	Y	In alignment with the External Engagement Committee terms of reference, there are currently four non-executive members, along with one staff member and one student Board member.  Following the departure of the Chair of the Committee from the Board on 01 March 2018, the Board agreed the following temporary membership arrangements: (i) Ian Young would act as Committee Chair for its meeting in May 2018; (ii) Sam Hogrefe, a Non-Executive Board Member, would join the Committee as a member.
Are there any skills gaps that the Committee would bring to the attention of the External Engagement Committee?	N	The Committee were content with current arrangements and will continue to review operation as appropriate.
Meetings		
Has the committee met in accordance with its terms of reference and often enough to fulfil its remit?	Y	The Committee is scheduled to meet four times in 2017/18, in line with its terms of reference. Meeting have taken place in August, November, February and May over the course of the academic year.
Have all meetings been quorate?	Y	All meeting of the Committee have been attended by at least two non-executive members and one full member, in line with requirements of the terms of reference.
Administration		
Have pre-meetings assisted in the planning of Committee business?	Y	The Committee Chair, Executive Lead and Governance Advisor liaised prior to each meeting of the Committee to confirm a suitable agenda and papers.
Have papers been issued sufficiently in advance of meetings?	Y	Committee papers are usually circulated to members a week in-advance of meetings.
Have minutes and actions been distributed in good time after meetings?	Y	Minutes are circulated to the Committee following approval by the Chair. All minutes are reported to the next appropriate meeting of the Board of Management by the Chair.

Are there any other points Members would like to raise?	Y	The Committee agreed that it would welcome the development of further Board-level reference materials – including information for members on qualification frameworks, and the development of a glossary of terms.
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## Review of External Engagement Committee Operation 2017/18 - Part 2

### **Performance Monitoring Role**

1. Is the Committee monitoring the KPIs it needs to in line with its remit or is there a need for review or change?

*The Committee monitors performance relating to the college's engagement with Community Planning Partnerships (CPPs) at each meeting, through a standing CPP item. In 2016/17, the Committee agreed to revise its terms of reference to reaffirm the role of the Committee in ensuring the college fulfils its statutory obligations under the Community Empowerment (Scotland) Act 2015.*

*The Committee monitors performance and risk associated with commercial and international income through its Commercial & International Sub-Group, which met on three occasions in 2017/18. The Sub-Group also considers, and feeds back to the Committee on, approaches to growing the College's non-SFC income. The Sub-Group's minutes and actions are reported to the Committee, by the Chair, under a 'Sub-Groups' standing item.*

*The Assistant Principal (Income and Product Development) attended all meetings of the Committee, advising on matters relating to marketing. The Committee through a 'Marketing' standing item receives updates on the status/performance and associated risks of ongoing projects in the department.*

2. Does the Committee receive the information it needs to monitor performance effectively?

*Yes. The receipt of the performance information outlined above is sufficient for the Committee monitor performance in the areas of: (i) Communications, Marketing and Stakeholder Engagement; (ii) Commercial and International Development.*

*To enhance performing monitoring relating to Communications, Marketing and Stakeholder Engagement the Committee agreed that the reporting it receives should be developed further to consider the effectiveness of the current strategy, and monitor the performance of targeted campaigns led by the college.*

3. Have there been any areas where the Committee has not been able to exercise its performance monitoring role effectively or where practice could be improved?

*No. The Committee will however continue to review its performance monitoring role going forward.*

### **Strategic Role**

4. How would the Committee define the key strategic issues within its remit?

*The Committee considers and approves, where appropriate, the development and review of strategies relevant to the Committee purpose.*

*On 13 February 2018, the Committee approved a Commercial Strategy 2017-22 for the college.*

*The Committee keeps under review both regional and national economy and market trends to help advise the Board on the alignment of the curriculum, and matters of commercial interest. To support this, the Committee has invited external speakers to attend meetings.*

*Marketing and brand development are two key areas of strategic importance, with the Committee monitoring the development of the College brand and its strategic implementation closely.*

5. In what ways has the Committee influenced strategy in its area of remit in the last year?

*The Committee has championed the continued development of non-SFC income, in order for the College to meet its financial targets.*

6. Are there particular areas in which the Committee might improve practice in relation to its strategic role?

**No. However, the Committee noted the valuable role played by the Commercial & International Sub-Group over recent years, and supported its continuation going forward.**

### **Decision-Making**

7. Has decision-making been “transparent, informed, rigorous and timely<sup>1</sup>” in the past year?

*The academic year 2017/18 has been the third year of operation for the External Engagement Committee. During the period the Committee has considered and refined the format of information it receives, in order for members to more make informed decisions on the wide range of business it considers.*

*The Committee continues to work with the Executive and the Senior Management Team to develop the information it receives.*

*In general, the Committee has received appropriate papers relating to matters within its remit and deals with them in a timely manner.*

8. Are there ways that the Committee could strengthen its practice in relation to decision-making?

*As outlined above, the Committee will continue to review its operation and develop the information it receives further.*

9. Are there examples that show how the student experience has informed and been central to the Committee's decisions?

*A Student Board Member sits on the External Engagement Committee and is centrally involved in the decision-making process of the Committee.*

### **Relationships**

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<sup>1</sup> This is a definition of effective decision-making given in the Code of Good Governance for Scotland's Colleges.



10. Has the Committee's relationship with the Board been effective in the past year, and are there any examples of where it could have been more effective?

*The Committee, through its Chair, reports its minutes to each Board meetings along with papers on key items of Committee business which members wish to bring to the Board's attention.*

*The Chair of the External Engagement Committee until 01 March 2018 sat on the Policy & Resources Committee and the Remuneration Committee, whilst the Acting Chair convenes the Policy & Resources Committee and is a member of the Nominations Committee.*

11. Has the Committee's relationship with the Executive been effective in the past year, and are there any examples of where it could have been more effective?

*The Assistant Principal (Income & Product Development acts as Executive Lead to the Committee, and is supported by the Head of Corporate Development. The Depute Principal has also been in-attendance at External Engagement Committee meetings in 2016/17, and has advised on matters including the Regional City Deal.*

12. Has the boundary between governance and management been effective in practice in the past year or are there examples of where it could have been more effective?

*The Committee noted its level of trust in the management team shown in the management team, as indicated by the content of the papers and discussions.*