



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 August 2017 in the Boardroom, Milton Road.

		Lead Speaker	Paper
1	WELCOME & APOLOGIES	Chair	
2	DECLARATIONS OF INTEREST	Chair	
3	EDINBURGH COLLEGE DEVELOPMENT TRUST STRATEGIC PLAN	A Colquhoun/ S Stone	A
4	MINUTES OF PREVIOUS MEETING <i>for approval</i>	Chair	B
5	MATTERS ARISING	Chair	C
6	COMMUNITY PLANNING PARTNERSHIP REPORT	R Whetton	Verbal
7	COMMUNICATIONS, MARKETING AND ENGAGEMENT		
	7.1 Operational Plan 2017/18	R Whetton	D
	7.2 Marketing, Communications and Event Update	R Whetton	E
	Attached		
<i>Item 7.1 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	CITY REGIONAL DEAL REPORT	A Craig	Verbal
9	EXTERNAL ENGAGEMENT SUB-GROUPS		
	9.1 <u>Commercial & International Sub-Group</u>	Chair	Verbal
	9.2 <u>Board Engagement Sub-Group</u>	I Young	Verbal
10	ANY OTHER COMPETENT BUSINESS		
11	DATE OF NEXT MEETING: 21 November 2017		

**EXTERNAL ENGAGEMENT COMMITTEE
29 AUGUST 2017
PAPER E**



FOR INFORMATION			
Meeting	External Engagement Committee 29.08.17		
Presented by	Richard Whetton		
Author/Contact	Gordon Coutts, Diane Gordon and Heather McLean	Department / Unit	Communications / Marketing
Date Created	18.08.17	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 over the June, July and August 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.

EXAM DROP-IN SURGERY

10 AUGUST 2017



For the future you want

OVERVIEW:

- Marketing consisted of both digital and traditional methods, including radio, social media, Facebook advertising and emails
- Bolstered by a campaign with Forth 1 partnership campaign
- 55 people enrolled onto a Higher, Advanced Higher or National 5 courses

A dark blue information card for the exam drop-in surgery. It contains a form with fields for Student Name, SCN Number, Current Application (Change Level, Change Course), New Applications, Advanced Higher/Higher/National 5, Subject, Course Name, and Conditional/Unconditional. It also includes a section for personal statements and a thank you message at the bottom.

DROP-IN SURGERY INFORMATION CARD

Edinburgh College

For the future you want

Student Name: _____

SCN Number: _____

Current Application: ☐ Change Level ☐ Change Course ☐

New Applications: ☐

Advanced Higher/Higher/National 5: ☐

Subject: _____

Course Name: _____

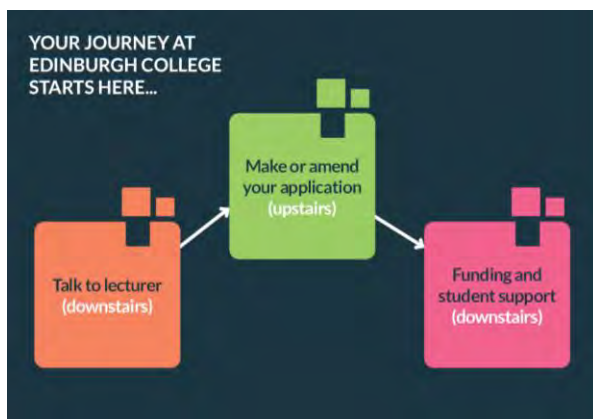
Conditional ☐ Unconditional ☐

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

Application Made: ☐ Funding ☐ 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.

CM Signature: _____



510
Footfall on the day

£16,380
Made from Higher, Nat 5 and Adv Highers on the day

5,426
Emails sent out promoting the event

181
Applications made on the day

EXAM DROP-IN SURGERY

10 AUGUST 2017



For the future you want

MARKETING ACTIVITIES:

- Digital Display adverts - from 27 July to 10 August
- Endorsed Forth 1 radio adverts - from 24 July to 20 August
- Splash Screen - from 27 June to 10 August
- Schools bulletin - sent on 7 August
- Mail-out - sent to 26 agencies
- Social media advertising & organic posts (Twitter, Facebook & Instagram)
- Press - Edinburgh Evening News advertorial (published 10 August)

2,100

People saw the event page on Facebook

edinburghcollege.ac.uk View this email in your browser



Following SQA exam results on Tuesday 8 August, we are holding a **Course Drop-In Surgery** for all current applicants and others who are unsure of their options following their results.

Applicants can speak with course advisors, funding experts and get support with fast track applications for courses with places available starting in August 2017.



Exam Results Drop-In Surgery



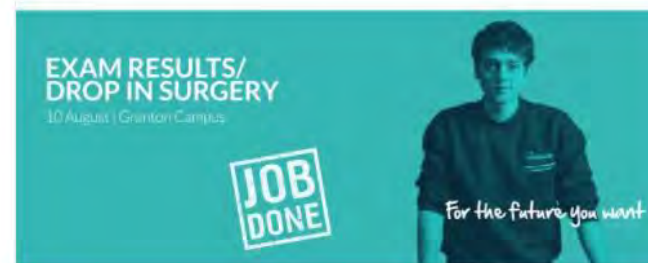
Following SQA exam results on Tuesday 8 August, we are holding a **Course Drop-In Surgery** for all current applicants and others who are unsure of their options following their results.

Drop-In Surgery
Thursday 10 August 2017
12-4pm



Edinburgh College @edinburghcoll · Aug 10

Don't forget our exam drop in session is on at our Granton campus today until 4pm.



ADVERTISEMENT FEATURE

Make the right choice after exam results

WITH SO MANY OPTIONS FOR TEENAGERS, CHOICES FOR THEIR FUTURE CAN BE DIFFICULT

Y ou might be hard-pressed to find the right choice for your future. It's a time when you're faced with the prospect of choosing a career path, a university, or a college. It's a time when you're faced with the prospect of choosing a career path, a university, or a college. It's a time when you're faced with the prospect of choosing a career path, a university, or a college.

considered it before. It's a time when you're faced with the prospect of choosing a career path, a university, or a college. It's a time when you're faced with the prospect of choosing a career path, a university, or a college.

considered it before. It's a time when you're faced with the prospect of choosing a career path, a university, or a college. It's a time when you're faced with the prospect of choosing a career path, a university, or a college.

considered it before. It's a time when you're faced with the prospect of choosing a career path, a university, or a college. It's a time when you're faced with the prospect of choosing a career path, a university, or a college.

considered it before. It's a time when you're faced with the prospect of choosing a career path, a university, or a college. It's a time when you're faced with the prospect of choosing a career path, a university, or a college.



EXAM DROP-IN SURGERY

10 AUGUST 2017



For the future you want

Forth 1 Partnership:

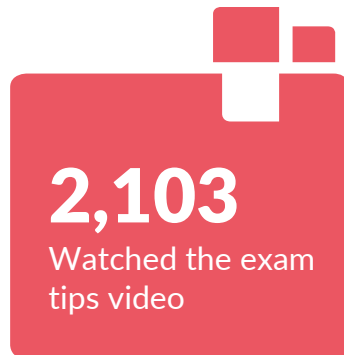
- Partnered with Forth 1 to create unique exam results content
- Vlog starring Acting and Performance NC Student Rhys.

Forth 1 Activity

- Social media content on Forth 1 channels
- Landing page created on Forth 1 (including video and competition to win £200 to celebrate their exam results)

Edinburgh College

- Photos and content from the video adapted into a blog on the website

A screenshot of a landing page for "EXAM RESULTS/ DROP IN SURGERY" on 10 August at Granton Campus. The page features a teal background with a photo of a young man. It includes a "JOB DONE" logo and the text "For the future you want". Below this, it says "Exam Results with Edinburgh College" and "Course Drop-in Surgery 10th August, 12pm - 4pm Granton Campus 350 West Granton Road EH5 1QE". There is a competition entry form with fields for Name, Email Address, Telephone, and Address. At the bottom, there are checkboxes for staying updated with news and offers from Forth 1 and the Bauer Media Group.

- Double Click Image to Play Video

MARKETING TEAM UPDATE

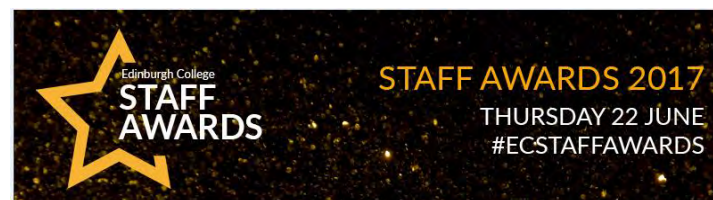
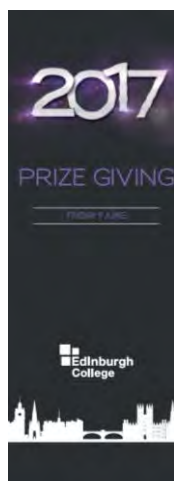
JUNE – AUGUST 2017



For the future you want

KEY PROJECTS COMPLETED:

- Route 2 Brand Development (including templates, marketing materials)
- Development Trust web pages and brand development (including stationary and materials development)
- Graduation Launch (design identity, student guide, website pages, event materials)
- Prize Giving 2017 (invitations, event materials)
- Staff Awards 2017 (invitations, event materials)
- June Information Day (promotional campaign, event materials)



MARKETING TEAM UPDATE

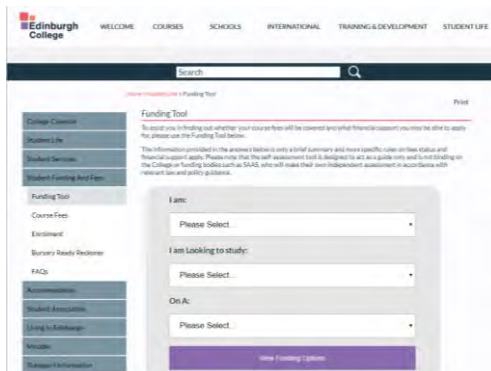
JUNE – AUGUST 2017



For the future you want

KEY PROJECTS COMPLETED:

- Welcome Events marketing support (event materials, invitations)
- Corporate documents (LTA, curriculum, sustainable curriculum, student retention, student behaviour)
- Targeted course recruitment campaigns
- Completed media tender
- Corporate literature Storyboard
- Accommodation marketing campaign
- Childcare campaign –in alignment with government targets
- Borders Commercial Courses Campaign
- Foundation apprenticeships campaign
- Highers/Nat 5 enrolment campaign
- Funding tool website and quick guides



COMMUNICATIONS UPDATE

May 2017



For the future you want

Press coverage

- 42 positive stories in local, national and trade press (see attached press coverage report)
- 6 Neutral stories
- 1 Negative story

Press releases

- 7 press releases issued

Website stories

- 6 news stories



Stories include:

- Glow festival ready to light up the city
- Edinburgh College students took home the top trophy at the Scottish Student Sport College Cup Finals for the fourth year in a row.
- Message to students to stay alert for malicious emails following global cyber attacks
- Star college photography students win big at BIPP Awards
- Construction apprentices and lecturers showcased their traditional building skills to school children and members of the public as part of the Scottish Traditional Building Forum (STBF), hosted by Built Environment Forum Scotland at St Andrew Square,

Internal news

- Intranet stories – 33
- College Update – 5 issues

All-staff emails – 17, including:

- Reminders to sign in in strike days
- Police guidance on staying vigilant following Manchester terrorist attack
- Industrial action suspended
- International homestay recruitment support
- Message from IT about cyber security vigilance
- College Healthier You Month
- Remembrance Day silence

In addition, the Communications team dealt with a programme of industrial action communications for staff, students and stakeholders.



COMMUNICATIONS UPDATE

June 2017



For the future you want

Press coverage

- 37 positive stories in local, national and trade press (see attached press coverage report)
- 0 Neutral stories
- 3 Negative stories (about colleges in Scotland potentially unable to afford lecturers' pay deal)

Press releases

- 5 press releases issued

Website stories

- 5 news stories
- 3 case studies of Prize Giving Award winners



Stories include:

- Graphic Design students win covered D&AD New Blood Award
- First Edinburgh College Staff Awards
- Photography students commissioned for Hibs new kit shoot
- Prize Giving 2017 honours students' achievement

Internal news

- Intranet stories – 16
- College Update – 4 issues
- All-staff emails – 10, including:
 - Reminders to sign in in strike days
 - Police guidance on staying vigilant following Manchester terrorist attack
 - Industrial action suspended
 - Equality Challenge Unity Survey
 - International homestay recruitment support
 - Message from IT about cyber security vigilance
- College Healthier You Month
- Remembrance Day silence



COMMUNICATIONS UPDATE

July 2017



For the future you want

Press coverage

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

Press releases

- 7 press releases issued

Website stories

- 7 news stories



Stories include:

- Design group Bluroom Collective, made up of college lecturers and graduates, wins Sunday Herald Scottish Culture Award
- Edinburgh College Make-Up graduate Jen McIntosh wins gold at European Shooting Championship
- Edinburgh College recruitment drive for volunteer ESOL home tutors
- Project SEARCH graduate meets employability minister Jamie Hepburn
- Product Design students display work at Scottish National Gallery
- Photography lecturer Jon Lee named lecturer of the year at Association of Photographers Student Awards
- Ahead of their appearance at UEFA Women's Euro 2017 the Scotland Women's National Football Team attended a workshop on cooking and nutrition at Edinburgh College.

Internal news

- Intranet stories – 5
- College Update – 2 issues (reduced output over the summer)
- All-staff emails – 1:
 - Joint message from college and UNISON about confirmation of Support Staff pay offer

The Communications team also produced a new Staff Guidebook for 2017/18 to help staff negotiate the start of ter



COMMUNICATIONS UPDATE

August 2017



For the future you want

Press coverage

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

Press releases

- 6 press releases issued

Website stories

- 3 news stories



Stories include:

- Dancers to put on Fringe show at Edinburgh College
- Electrical course helping student bright sparks Get Into work
- Siobhan Redmond joins college graduates in the cast of Mark Thomson's Snowflake at the Pleasance
- Graduate Allan Smith competing in high jump at World University Games

Internal news

- Intranet stories – 16
- College Update – 4 issues
- All-staff emails – 10, including:
 - Reminders to sign in in strike days
 - Police guidance on staying vigilant following Manchester terrorist attack
 - Industrial action suspended
 - Equality Challenge Unity Survey
 - International homestay recruitment support
 - Message from IT about cyber security vigilance
 - College Healthier You Month
 - Remembrance Day silence



STAKEHOLDER UPDATE

August 2017



For the future you want

May:

- GLOW Festival Launch with more than 100 guests
- External consultation on Strategic Plan
- Election guidance issued for staff
- All councillor details updated on CRM following local election
- Invitations issued to Prize giving
- Nominations close for Staff Awards
- Graduation bookings open for staff



STAKEHOLDER UPDATE

August 2017



For the future you want

June:

- Prize Giving - 9 June
- Applications Day – Sighthill, 13 June
- Cross Currents dance event stakeholder reception
- Staff Awards
- Schools Bulletin issued to more than 300 contacts
- Staff Awards – celebrating achievements of all staff



More than
300 guests at
Prize Giving

96 Prize
Giving
Winners



STAKEHOLDER UPDATE

August 2017



For the future you want

July :

- Final planning for launch of Graduation 2017 in early August
- Graduation results confirmed and verified
- End of Strategic Plan Consultation period



STAKEHOLDER UPDATE

August 2017



For the future you want

August:

- Final planning for launch of Graduation 2017 in early August
- Post-results Drop-In Surgery - 10 August
- Graduation results confirmed and verified
- Invitations issued to more than 2,000 eligible graduates
- Bookings open on 7 August for all graduates and guests
- Graduation Guide on line
- Invitations out to VIP receptions

NEXT STEPS:

- Political Briefing - 1 Sept
- Granton Parish Church Community day - 2 Sept
- Visit by HRH Duke of Gloucester - 21 Sept
- Colleges Scotland Parliamentary Reception - 26 Sept
- Graduation - 28 Sept
- STEM Launch - 25 October
- Festival of Learning - 25 October

An orange folder icon with a white tab at the top.

More than
2,000
eligible
graduates

A dark blue folder icon with a white tab at the top.

Drop-In Surgery -
181 new
applications

More than 500
attended