

CORPORATE DEVELOPMENT COMMITTEE – ACTIONS FROM THE MINUTES

Date of Meeting	Min Ref	Matter for Action	Responsible Person	Action Taken	Timescale (where applicable)
7 Mar 2023	CD174	<p>Estates Strategy</p> <p>a) Proposed to refresh the Estate Strategy 2016-2026 document over the course of 2020-21 to reflect change, and changing, operating environment.</p> <p>b) Future design to ensure DDA compliant and no barriers to those with any impairment. Estates Strategy should ensure the College estate is fit for purpose for everyone who wishes to come to the College. A review across the current estate to take place.</p>	AM	<p>March 2024 – the Estates Strategy will be subject to Internal Audit in the coming month. This review will help inform the future strategy refresh to ensure the College has sufficient coverage across</p> <ul style="list-style-type: none"> • Physical infrastructure • Utilisation • Facilities management • Capital planning • Sustainability initiatives • Technology integration • Accessibility and inclusivity • Safety and security • Community engagement • Financial planning and resource allocation • Long term vision and adaptability 	Due August 2025
30 May 2023	CD189	<p>Risk Register</p> <p>Tolerance is not currently considered - the College will look to complete a tolerance level for each risk and bring back to the Committee.</p> <p>Risk session to be arranged for Board members.</p>	AM		Ongoing Pending – Board Session (tbc)
26 Sept 2023	CD210	<p>Matters Arising</p> <p>Committee to receive a summary page on key areas for discussion with Paper pack</p>	JL/ SM		Completed

Date of Meeting	Min Ref	Matter for Action	Responsible Person	Action Taken	Timescale (where applicable)
26 Sept 23	CD214	2023/2024 Budget & Forecast Recurring and non-recurring costs to be split in forecast figures	AM	Part of finance presentation at last Board meeting which setting this out.	Completed
26 Sept 23	CD217	Estates Update Proposal paper on refurbishment of the Finnart Campus and funding to support the project to be submitted to the Board meeting in January 2024.	AM		Completed 17 Jan 24 Board Session
26 Sept 23	CD218	2022/2023 IT Security / Controls Report Phishing test exercises to be explored for staff to undertake to identify and address any weaknesses in this area	B Stobbs	As recruitment activities and the team reshaping project proceed, the timing of phishing simulations will be identified, but will not be widely communicated in advance of the simulation in order to allow for responses to be assessed.	Completed
21 Nov 23	CD229	Risk Register a) Wording to be updated on Financial Sustainability to emphasis scale of necessary change to meet savings b) Review of business model and alternative income arrangements as part of Strategy Review c) Factor in comments made in ES report on systems and processes d) Score numbers to be added	AM LC SG AM		Completed
21 Nov 23	CD230	Sustainability Advert to be published for vacant Senior Management Posts	AM/SG	SMT jobs advertised	Completed
21 Nov 23	CD231	Management Accounts to 31 Oct 23 Table on analysis of required savings to be updated.	AM		Completed
21 Nov 23	CD233	Procurement Approvals Framework agreements for Mobile and Client Devices to be shared with Committee	BS		Completed

Date of Meeting	Min Ref	Matter for Action	Responsible Person	Action Taken	Timescale (where applicable)
21 Nov 23	CD235	KPI Reporting Updates to be provided at future meetings	AM		Completed

Title of Paper	Annual Return – Carbon Management
Presented by:	Amy McDonald, Vice Principal Operations
Recommendation:	To Note
Status:	PUBLIC once Approved by SG

Purpose / Executive Summary:

The attached paper provides the details of the Colleges carbon emissions for the last academic year. This report was submitted to Government at the end of November 2023.

Recommendations:

The Committee is asked to note the content of this report.

Implications:	
Financial	There are no direct financial implications however to reach net zero there will require to be investment in “green technology”. Still to be fully costed.
Student Experience	There are no direct implications.
People	There are no direct implications.
Legal	There are no direct implications.
Reputational	If the College was not to pursue sustainability initiatives and not develop a plan to net zero there would be reputational issues relating to failing to comply with government legislation and meeting the net zero challenge.
Community/ Partnership impact	There are no direct implications.
Environment	There are direct implications for the environment in not taking better care of the value of the environment we rely on for our health and wellbeing and that of future generations.
Equalities	There are no direct implications.

Title of Paper	Communications Directorate Quarterly Report – Dec 23 – Feb 24
Presented by:	Nathan Tyler, Director of Communications, Engagement and Student Experience
Recommendation:	To note
Status:	Public

Purpose / Executive Summary:
<p>This paper provides the Corporate Development Committee with updates in relation to the following matters:</p> <ul style="list-style-type: none"> • Communications • Marketing • Strategic Engagement • Events • Other Directorate activities <p>The paper is presented in line with Corporate Development Committee Terms of Reference:</p> <p>1.a) 'To have strategic oversight of the overall management of the College's resources – finance, people, procurement, information technology and property.'</p> <p>1.i) 'To consider and advise the Board of Management on key strategic matters relating to marketing and communications including:</p> <ul style="list-style-type: none"> • the implementation, development and review of marketing and communication strategies • policies which enable the College to build its reputation.

Recommendations:
The Corporate Development Committee is asked to note the updates provided in the report

Implications:	
Financial	No direct financial implications associated with this paper.
Student Experience	No student experience implications directly associated with this paper.
People	No people implications directly associated with this paper.
Legal	No legal implications directly associated with this paper.
Reputational	No reputational implications directly associated with this paper.
Community/ Partnership impact	No community/partnership implications directly associated with this paper.
Environment	No direct environmental implications associated with this paper
Equalities	No equalities implications associated with this paper

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1. Introduction

A busy quarter for West College Scotland's Communications Directorate as the focus shifted to successfully delivering the January '24 recruitment and August '24 full-time courses campaigns. Additionally internal Student and Staff communication remains an evolving priority as we help drive and support cultural and organisational change, along with ensuring positive PR and reputational management for the College.

This update offers the Corporate Development Committee (CDC) insight into the work conducted and progress made in the last 3 months, along with details of upcoming developments.

Nathan Tyler
Director of Communications, Engagement & Student Experience

2. Marketing and PR Campaigns

The Marketing Team, supported by cross-departmental colleagues, carries almost sole responsibility for student, commercial course and online course recruitment. It also plays a key role in the retention of students choosing to continue their academic journey with West College on completion of initial courses.

Primary focus areas for marketing in the last quarter have been a final push on the January '24 start course programme, and the August '24 main #WeAreWest full-time recruitment campaign.

There has also been a strong PR effort, particularly with regard to highlighting and celebrating WCS employee and student/alumni success, which has resulted in widespread local media coverage in our key target recruitment communities.

New advertising opportunities are being explored including the use of digital screens alongside the M8 motorway and other roads near our campus areas.



(M8 Westbound Digital Screen adjacent to Glasgow Airport and 1km from West College's, Paisley Campus)

Dealing directly with the suppliers, rather than through an agency, Fiona McLaren (Head of Marketing) was able to negotiate a £5,200 discount on the £12,500 ratecard cost. Our adverts were played 159,328 times over a fortnight period and were driven past by 3,139,704 cars.



West College will also be advertising using Sky's AdSmart platform from late-April. Our 20" TV advert will be hyper-targeted into local homes across the West region. Based on a 'pay-per-view' model it offers us a cost-effective, unique way to serve video directly to key audiences for whom the College is likely to be of interest.

In terms of PR, the College will also be taking an active role in the Scottish Apprenticeship Week with daily content going out across digital channels and to media outlets from 4-8th March.

3. Political Engagement

The Director of Communications, Engagement and Student Experience continues to represent West College at the Holyrood Cross Party Groups for both Skills, and Colleges and Universities, using them as a platform to showcase and highlight the work of WCS accordingly with elected representatives and other sector stakeholders.

As Scottish Colleges Lead for Prevent, Nathan Tyler continues to contribute to Home Office and Scottish Government (SG) discussions on Counter-Terror issues and initiatives including contributing to the SG's soon to be released 'Prevent Duty Guidance'.

Political engagement:

- Pam Gosal MSP, Scottish Conservatives, West Region

Ms Gosal attended our Clydebank campus to meet with Liz Connolly and Nathan Tyler. Main points of discussion:

- Promoting the opportunities for Apprentices and local businesses with WCS
- Exploring some of the challenges we as WCS and the wider sector face, particularly regards funding and funding models.
- Post-covid rise in anti-social and violent behaviour demonstrated by school pupils and young people.

Nathan Tyler also met with the office of Stuart McMillan MSP. They were keen to explore whether the soon-to-be vacant EE offices in Greenock would be of any interest to the College.

4. Staff and Student Engagement

Our in-house staff newsletter WestWorld which moved from a quarterly print version in 2020 to a monthly digital version in 2022 is evolving again.

From January this year we're publishing a monthly, punchy 'WestMatters' aimed at highlighting key WCS developments, events and corporate messaging. In addition, there'll be a quarterly publication of a lengthier WestWorld which will offer news and staff stories along with picture galleries, video messaging and lighter content.

Agile, more immediate messaging aimed at staff and students is now delivered via the WCS Intranet, the MyWest Student App and using digital screens located in prominent positions across all campuses.

We are also trialling 'NextGen Media' digital screens on our Paisley campus. They connect learners with brands offering student discounts, organisations looking to pay students in return for canvassing their opinions, and businesses looking to recruit. The screens also offer WCS and the

Student Association another way to more actively engage students' attention with regards important messaging.

We have also just launched our private 'Working at West' LinkedIn Group. This offers staff members a new way to connect and network with colleagues.

We are also encouraging more WCS employees onto the platform to help amplify our messages and stories, providing them with supporting materials and best practice advice to do so.

HOW TO BECOME A WEST LINKEDIN 'ALL STAR'

In order to stand out on LinkedIn it's important to complete your profile. LinkedIn will guide users to ensure they fill in all these details, however it's not enough to have each section. They must be completed in an impactful way. Here's a guide to ensure your LinkedIn profile is not only complete but impactful:

- ### 1 Professional Profile Photo

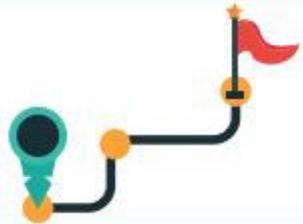
Choose a Clear, Professional Image: Your photo is the first thing people see. Ensure it's high-resolution, professional, and approachable. A headshot with a plain background, good lighting, and a smart dress code works best.


- ### 2 Compelling Headline

Be More than Just a Job Title: Use the headline space to summarise your professional expertise and value proposition. Instead of "Marketing Manager at XYZ," try "Experienced Marketing Manager Specialising in Digital Campaigns and Brand Development."


- ### 3 Engaging Summary

Tell Your Story: Your summary (About section) should reflect your professional personality. Use it to talk about your career journey, key skills, and unique experiences. Write in the first person and keep it conversational yet professional.


- ### 4 Detailed Experience Section

Showcase Your Achievements: List your professional experiences, focusing on achievements and impacts rather than just duties. Use specific metrics and examples (e.g. "Increased sales by 20% through strategic partnership developments").



5. Media Coverage, PR and Awards

The College moved to a new media coverage supplier, Onclusive (Kantar) in January, saving us approximately £10k per annum. Unfortunately, Onclusive were hit with a debilitating cyber-attack

just a day later. This impacted their ability to capture and serve us with press and media coverage concerning West College Scotland. Near normal service resumed in late February.

We are currently in discussion with Onclusive about how we can capture the crucial insights lost during that time and are asking for a partial refund. We therefore intend to start serving the SMT and BoM with monthly, quarterly, and annual WCS coverage reports beginning end-March '24.

The team also continues to create large volumes of positive PR about the College through multi-media releases, proactive engagement with publications and a policy of always providing a comment or statement when requested by the media.

Jan 1st 23 – Dec 31st 23 (inclusive)

- **969** articles/stories published or broadcast in the media featuring or mentioning West College Scotland. Up 42% on 2022.
- **6,000** people actively shared news stories about West College Scotland with their Facebook or X friends/followers.
- **1.4 billion** people potentially saw/read/heard coverage which included a mention of West College Scotland. Up 185% on 2022.
- We were the **4th** most talked about College in Scotland in the media (behind Edinburgh, City of Glasgow, and Ayrshire Colleges), accounting for 14% of coverage mentioning a Scottish college.
- **45%** of all coverage was positive in its sentiment (down 14% on 2022 and primarily resulting from sector-wide industrial action coverage) towards West College Scotland, **51%** was neutral (up 13%) and just **5%** was negative (up 1%).
- The WCS Communications team produced 90+ press releases

Once again, the Communications team have been instrumental in getting the College shortlisted for regional and national awards. We are looking at submitting 12+ entries for the upcoming national Herald Awards and are supporting colleagues shortlisted in two categories in the Scottish Knowledge Exchange Awards 2024 – The Innovation of the Year Award and the Making a Social Difference Award. We look forward to reporting back on what we hope will be successful outcomes.

6. Social Media

Social media growth remains steady, with an increasing focus on generating engaging video content. Facebook remains a key driver in course recruiting, while Instagram and TikTok have been powerful tools for engaging with new audiences and current students.

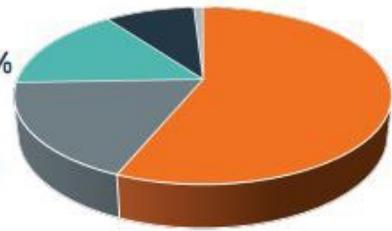
2023 Social Media Review

5,734
Organic posts were published across the 5 main social media platforms in 2023.



39,922
followers (breakdown shown below).

- Facebook **56%**
- Twitter **18%**
- LinkedIn **16%**
- Instagram **9%**
- TikTok **1%**



4 Million
Over 4 million Impressions achieved across all platforms.



Top Post
Bay City Rollers and MOYA Launch, achieving **85K** Impressions on Facebook.



Facebook

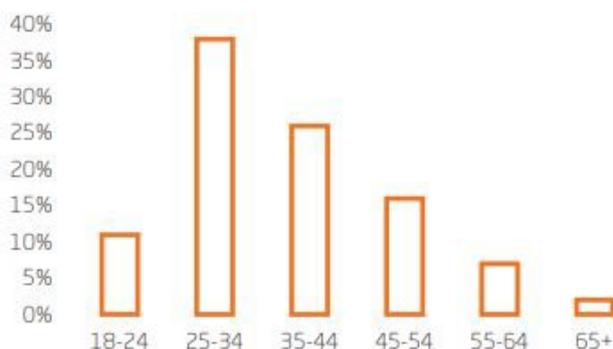
1.2 Million
Facebook Reach



Follower Breakdown
30% male 70% female



Followers by Age



Target Audience
Current students with key announcements. Course promotion targeted at mature students and influencers (e.g. parents/grandparents) of school leavers.



Key Focus
Student Case Studies.



LinkedIn is increasingly a critical stakeholder engagement and awareness platform, leading us to launch our new 'Staff Spotlight' series, aimed at highlighting the achievements and ethos of the WCS family. The initial post, which delivered strong engagement and a much higher than average click through rate can be seen here: https://www.linkedin.com/posts/west-college-scotland_staffspotlight-activity-7161373212826648577-8PP1

LinkedIn



Trending Content
Commercial courses and sponsored content.



Target Audience
Up-skillers & industry partners.



+26%
2nd fastest growing platform in 2023



Key Focus
#StaffSpotlight highlighting staff members throughout the college. Also, encouraging conversations between internal staff and external industry links.

Instagram



1.4 Million
Impressions



550%
Instagram Reel Reach increased

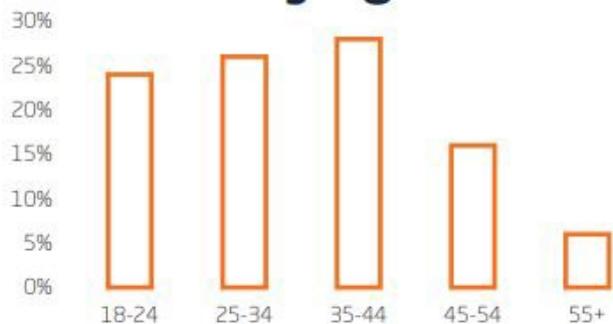


Stories Reach
Increased from **193** in 2022 to **67,000** in 2023.



Target Audience
Potential students and engaging with current students.

Followers by Age



Key Focus
Reels (department overviews/showcasing college life).
Student Takeovers.



73% female

Follower Breakdown

27% male 

TikTok



Other WCS Social Media highlights:

1. Love Scotland's Colleges Campaign

- National week-long campaign, co-led by WCS achieved over 30,700 impressions.
- A round-up video performed well on all platforms, highlighting what we love most about West – the staff and students.
- <https://www.instagram.com/reel/C3aX-tZo-dh/>

2. Taylor Wimpey x West College Scotland apprentices.

- Showcasing the industry connection.
- Students are working on a live client project and had a visit from members of the Taylor Wimpey team for progression check-ins.
- <https://www.linkedin.com/feed/update/urn:li:activity:7161346973881511936/?actorCompanyId=3310714>

3. Active Campus Co-Ordinator (Savannah) did a social media takeover.

- Highlighting her cross-campus role and the sports clubs on offer to staff and students.
- Achieved over 20K views between Instagram and Facebook.
- <https://www.instagram.com/stories/highlights/17999432372402095/>

Funding for our Social Media Assistant, Graduate Apprentice Eilidh Reid, has been extended to July '24. The Director of Communications and Head of Marketing are working with HR to externally advertise a 1-year contract post, starting August '24 and utilising Young Persons Guarantee (YPG) funding, to further extend the invaluable role. We are proposing adding a 1-year contract Multimedia Producer/Content Creator entry-level role, also through the utilisation of YPG funding.

7. Website

A Project Initiation Document for the development and introduction of a new West College Scotland website has been submitted to SMT for approval. The project co-led by Nathan Tyler and Brian Stobbs (Director of IT) aims to deliver a new product by late 2024.

A series of Staff/Student 'Discovery' workshops are being held to help map priorities – including 'must haves', stakeholders, User Experience (UX), Brand etc. Discussions with Procurement and potential providers are also underway.

Due to limited budget (Approx. £75k) and tight financial forecast the new website will not be built to the preferred Agile methodology (creation of a minimum viable product (MVP) which undergoes subsequent iterations based on evaluation of performance). Rather we will aim to deliver a simple 'big bang' product that only requires minimal future development and support but with a realistic lifespan of 3-5 years.

8. Graduation 2024 and Events

WCS Graduation ceremonies for 2024 will be as follows:

- Tuesday 10th September, Clydebank Townhall (Evening)
- Thursday 12th September, The Beacon, Greenock (Evening)
- Tuesday 17th September, Paisley Townhall, (Afternoon and Evening)

Please note the venue changes for the Greenock and Paisley ceremonies. This has been undertaken as we continue to strive to deliver the best possible experience for our graduates and their guests. Anticipated costs are expected to be approx. £3k higher than 2023, owing to inflationary pressures and venue hires.

Looking back to our 2023 Graduations we recently received a letter from one of WCS Fellows, Jim Hannigan which we would like to share:

"A wee story I thought worth relating... After a short illness my mother passed away just after midday yesterday. However, she told my wife that her day at the WCS Graduations in September was one of the best days of her life... and she was 88... so she had a few days... and I'm not gonna lie it was mostly about Paulo... 😊. But I just wanted to thank you all for affording my mother that opportunity.....it will live with us forever 😊."

West College Open Days, open to both schools and members of the public are scheduled to be held on the following dates:

- Tuesday 26th March, Clydebank (10am to 1pm & 5pm to 7pm)
- Wednesday 27th March, Greenock
- Thursday 28th March, Paisley

Sessions will run 10am to 1pm & 5pm to 7pm. They may however be impacted by ongoing

industrial action. Return coaches for school pupils will be laid on and paid for by WCS Marketing in order to encourage school participation.

9. Graphic Design

Our Graphic Design team remain constantly busy, supporting all areas of the College with their design needs, along with providing the Marketing team with all recruitment campaign, website, intranet, internal signage, and animation assets while also creating the regular WestMatters and WestWorld newsletters.

Recent examples include:

Creation of 45-page Schools Programmes Books (Click on image below to view in full)...



And supporting our Sport Scotland funded Active Campus Coordinator's introduction of health and wellbeing initiatives...

BASKETBALL CLUB

RENFREWSHIRE LEISURE CENTRE



**EVERY THURSDAY
12-1PM**

ALL ABILITIES WELCOME
MIXED GENDER

ENQUIRIES: SAVANNAH.ANTOINE@WCS.AC.UK



BASKETBALL CLUB

RENFREWSHIRE LEISURE CENTRE



**EVERY THURSDAY
12-1PM**

ALL ABILITIES WELCOME
MIXED GENDER

ENQUIRIES: SAVANNAH.ANTOINE@WCS.AC.UK




**START
2024
RIGHT!**

IGNITE YOUR WELLBEING JOURNEY WITH
OUR SPORT'S CLUBS AND FITNESS CLASSES

FATBURN EXTREME

**HIGH INTENSITY
INTERVAL TRAINING**

- ▶ 20 MINUTE CLASS
- ▶ MUSCLE TONE
- ▶ FAT LOSS
- ▶ FAST FITNESS GAINS

**TUESDAYS
12:15-12:45**

RENFREW LEISURE
DANCE STUDIO



SCAN ME
SIGN UP

