

HERTFORD REGIONAL COLLEGE
Employer & Community Engagement Committee
31st October 2016.

Present: Ian Richardson (Chair)
Tony Medhurst (Principal)
Warren Gordon (by phone)
Patsy Spears

In Attendance:
Katrina Dougherty (Interim VP Enterprise
& Innovation)
Val Cumberland (Head of Marketing &
Communications)

John Fowl (Clerk to the Corporation)

230. Apologies for Absence.

There were no apologies.

231. Declarations of Interest.

There were no declarations.

232. To Approve the Minutes of the Meeting Held on 11th May 2016.

The Minutes were approved.

233. Matters Arising.

There were no matters arising.

234. Marketing Update.

Val Cumberland provided the committee with details of the recent marketing activities. Val reported that the College had revisited the corporate branding and new brand guidelines had been approved. A review of the Corporate colour 'palette' had also been undertaken to set a fewer number of colours and a set of templates, to assist with consistency in the development of marketing and communications collateral across all college media.

A soundbite of a recent radio advertisement campaign was played to those present. This had been aired on Bob FM and Heart FM radio stations and had been to target Apprenticeships, Higher Education and general course enrolment.

Members were shown a copy of the latest part-time course prospectus which will be produced to handbag/pocket size.

The timing of the prospectus is being updated so that in future years it will be available sooner in the year and in time for the early recruitment campaign. The Full-time prospectus is to be produced by mid-November to ensure that we have collateral in place ready for promotion from the September 2017 recruitment period the prospectus will emphasise the various progression routes available to students following the full-time courses offered.

It is intended to relaunch the website from January 2017. Warren Gordon stated that the website had been a perennial problem for the Governors and he sought clarification as to what will be different this time.

The proposed changes were outlined which will include on-line application via the website.

It was intended that there will be a greater use of targeted marketing. In order to ensure consistency and ongoing development the website development company has been contracted to work with the college for the foreseeable future.

The question was raised as to how the website will link with other social media and VC outlined how this will be done via all forms of relevant media including links with employer led social media such as 'LinkedIn'.

Members were told that the marketing team were seeking to improve the use of social media content and are utilising students to produce a 'selfie' concept. The Chair suggested that the College should consider developing a user 'App' and it was confirmed that this was one of the developments underway and will include such things as enrolment, payment and booking online for the Atrium Restaurant, Inspire Salon and a range of arts and media performances

VC reported that the College had attended the recent Harlow Jobs Fayre. An analysis of this and other marketing data will be undertaken shortly to assess the impact of such activities. A report will be presented to the committee at the end of the current academic year.

Everything at the present time is geared to the enrolment of students and improving the 'conversion rate' of applications.

The Chair requested an analysis of the cost and impact of marketing during the year and it was suggested that termly updates should be provided with a final report at the year end to bring it all together.

It was **Resolved** that the Report be Received.

235. Employer Engagement and Apprenticeships Update.

The Chair reported that he had attended the College briefing event for stakeholders on the future for the Apprenticeship Levy but had found it geared more to larger firms than small and medium sized employers. HRC is up to date with the use of the Apprenticeship Levy and fully aware of how this funding will be channelled to colleges.

Governors were informed of the changes to the Apprenticeship team which despite being in a different structure was now staffed at the level usually found in the private sector and with similar contractual requirements. The caseloads are not considered excessive and the hence replacement staff have not been felt necessary to fill vacancies. Any planned recruitment to fill a vacancy will take into account the skills set that an individual has to offer and be matched to the requirement of the skill set needed for the team.

A total of 628 Apprentices had been supported during 2015-16 and arrangements for 2016-17 apprenticeship delivery via sub-contractors has been put in place.

The London Apprenticeship Training Group is working with the College in collaboration with Barnet & Southgate, CONEL and Waltham Forest colleges to support small and medium sized employers. The LATG website can be found at www.londonatg.co.uk.

WENTA continues to use college accommodation at the Ware centre for their employer networking meetings. The College is seeking to link with these potential

employers in order to offer employment opportunities for students. A new agreement with WENTA is intended which will hopefully help in this respect.

The Principal provided an update on the contract between the College and Tottenham Hotspur FC. It is planned that a 'Foundation Group' in partnership with THFC will provide a route into HE for those on the programme.

The re-development of the THFC stadium was also offering the College the chance to push for better training for contractor's staff and their future employment prospects.

It was **Resolved** that the Report be Received.

236. Community Engagement Update.

Since the closure of the 'Next Steps' centres it was felt that the level of more direct community engagement had improved. In place of these centres the College was now seeking to link with the community by supporting various community groups by way of offering the use of college facilities and hosting events for charities etc:

It was **Resolved** that the Report be Received.

237. Any Other Business.

There was no other business.

238. Date of the Next Meeting.

The next meeting will take place on 8th February 2017.