

**HERTFORD REGIONAL COLLEGE**  
**Employer & Community Engagement Committee**  
**28<sup>th</sup> May 2015.**

**Present:** Ken Ayling (Chair)

Desdra Kingdon (Interim Principal)  
Jan Wing  
Warren Gordon (by phone)

**In Attendance:**

Barbara Stone (Head of Employer Engagement)  
Chris Harrison (Adult Education Development Manager)  
Elaine Seculer (Marketing & Communications Manager)  
Nicola Conibear (Dir: Academic Quality and Development)  
John Fowl (Clerk to the Corporation)

**192. To receive Apologies for Absence.**

There were no apologies.

**193. Declaration of Interests and to Notify Part 2 Agenda Items.**

There were no declarations or Part 2 Items.

**194. To Approve the Minutes of the Employer Engagement Committee Held on 12<sup>th</sup> February 2015.**

It was noted that Nicola Conibear had been in attendance at this meeting.  
With this amendment the minutes were approved.

**195. Matters Arising.**

There were no matters arising.

**196. To Receive a Report From the Marketing Team.**

Elaine Secular presented a report on the April Open Evening and an update on the work of the Marketing Department.

A direct mailshot had been sent to 7,284 parents/guardians with targeted marketing to 14,000 young people via social media.

A guerrilla marketing campaign to place stencilled messages in various locations has been undertaken but Governors expressed some concern that this was often without the consent of the third party owners properties. It was confirmed that the marketing department was not entirely happy with this type of campaign and that it had now ended.

Visitor numbers at the open evening were up on last year with a 3% increase in 1<sup>st</sup> Choice applications. The analysis of the data shows that the direct mail initiative was most beneficial of the recent marketing initiatives but most contact came via schools and the college website.

The Members were surprised that more did not come via social media and there was a discussion about the new 'Apps' used by young people rather than Facebook.

It was stressed that the 'Conversion rate' was the figure the SLT monitored rather than just the number of applications.

Members noted the actions taken to strengthen the involvement with schools to promote the HE provision in the College.

The marketing consultant (Tamasin Davies) had confirmed that the Ware centre is known locally as the 'Hairdressing College'. A number of initiatives to include banners promoting the new building and development of the multi-media provision will be placed in the windows of the salons bordering the main road at Ware.

The Committee was informed of the various art events that were taking place in the coming months.

Governors were pleased to see that the College website had been amended to remove the initial page that had proven so unpopular with users.

Work to produce the 2016-17 prospectus was underway.

Warren Gordon stressed the need for all reports to the Board and Committees should have a summary sheet at the front in which the risks associated with the subject of any report is identified.

It was **Resolved** that the report be received.

**197. To Receive a Report for Business Solutions and Apprenticeships.**

The report set out the work of the Business Solutions team and the Apprenticeship contracts. Governors were informed that the number of apprenticeship starts was below the contract target which will result in a shortfall of income from this source. It was intended to try to minimise the impact of this by using sub-contractors where possible.

A reason for the shortfall was considered to be the number of school pupils not up to the standard for an apprenticeship were staying on at school or going straight into employment.

Apprenticeships for 19+ students are proving more successful and the college has achieved the targets set.

The sub-contract agreement with RME has now ceased due to problems experienced by this provider.

The students affected by this have been moved to NVQ provision in the College. There had been no overpayment to RME but the change will affect the College income and success rates for 2014-15.

A new Head of Functional Skills has been appointed and is making a difference to the outcomes expected this year which will improve.

An employer survey is underway to enable the College to establish how the College is viewed by employers.

Governors were delighted to hear of the success of a person who had been placed in employment by the college employment service after she had been unemployed for 15 years. The individual is to receive an award at an event in London and is to be accompanied by Barbara Stone and Desdra Kingdon.

In the period April 2014 to May 2015 the employment service had placed 60 young people in jobs.

The Committee noted the wide ranging initiatives in which Business Solutions Team were involved and the income generated by each.

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

**198. To Receive a Report on Adult & Community Learning.**

Chris Harrison advised the Committee of the variances in Income from the Adult Skills Budget as a result of the change in funding from central Government.

ESF bids had been delayed due to the General Election and this had created a gap in funding for the Adult & Community Learning unit.

LEP's are now encouraging consortium bids and the college is actively pursuing this with other colleges.

Governors thanked Chris Harrison for the information provided to them in the report and took the opportunity to clarify what they would like to see reported, and in what format, at future meetings. This also included a suggestion that future meetings might invite an employer or community representative to meet with the committee.

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

**199. To Undertake a Self-Assessment of the Work of the Committee in 2014-15 & to review the Committee Terms of Reference.**

Governors were satisfied that they had performed well as a group and in accordance with the Terms of Reference but acknowledged the attendance of some members was not good.

In reviewing the Terms of Reference the Members agreed to add oversight of the risks associated with the work of this Committee.

Governors considered the name of the Committee and felt that it did not fully reflect the work being undertaken, which was more aligned to partnerships. In view of this it was suggested that the Board be asked to approve a change to the title of the Committee to become 'Partnerships & Community Engagement'.

It was **Resolved** that the Report be Received and the that the Board;

- (i) Approves the change of title for the Committee to become 'Partnerships & Community Engagement'.

- (ii) Approves the change to the Terms of Reference to include reference to oversight of the risks associated with the work of the Committee.

**200. Any Other Business.**

There was no other business.

**201. Date of Next Meeting**

The next meeting will be held on the **26<sup>th</sup> November 2015. (tbc)**

Signed.....  
(Chairman)

Date.....