



## **267 PRELIMINARY PROCEDURAL MATTERS**

### **267.1 Attendance, Apologies for Absence & Welcome**

**Present:** Ken Ayling  
Mick Dempsey  
Tony Medhurst  
Ian Richardson (Chair)

**In Attendance:** Sophie Bass, Marketing & Communications Manager  
Mike Carver, Chair of the Corporation  
Jayne Chaplin, Clerk to the Corporation  
Katrina Dougherty, VP Enterprise & Innovation  
Tracey Welbury, Director of Apprenticeships

It was reported that the meeting was the final meeting for Governor Ken Ayling with his retirement from the Board at the end of term.

On behalf of the Committee, the Chair then paid tribute to Ken. After commending his service to the College and extending members' appreciation for his contribution to the work of the Committee, Ken was wished a long and happy retirement.

### **267.2 Declarations of Interest & Confidential Items**

None reported.

### **267.3 Minutes of the Last Meeting & Matters Arising**

#### **267.3.1 Minutes of the Last Meeting**

The Minutes of the last meeting held on were agreed as a correct record for signing by the Chair.

#### **267.3.2 Matters Arising**

Observing all matter to be covered on the agenda, there were no Matters Arising requiring report.

## **268 ITEMS FOR FORMAL REVIEW OR APPROVAL**

### **268.1 Monitoring & Review Reports**

Reports updating members on performance and activity were received comprising:

#### **268.1.1 Marketing Update**

The Marketing & Communications Manager presented an update on the current status of the College Marketing and Communications service along with an overview of activities from the previous quarter outlined in the accompanying dashboard.

The Report was summarised and reviewed. Discussion with management included:

- Clearing and enrolment activity:
  - i Commending the newly introduced bespoke landing pages highlighting under-recruiting courses with response to more detailed questioning of the nature of the targeted activity that could be undertaken.
  - ii The social media advertising across Facebook and Instagram, commending the reach and engagement achieved on Twitter and LinkedIn in the context of such modest expenditure.
  - iii Questioning the nature of any recurrent spend, noting confirmation that this would be determined through review of activity over designated periods of time, which would inform how and where further activity should be focused.
  
- The impact of the College's use of Organic social media commending the engagement and followers achieved between January and October 2018, particularly as a nil expenditure activity; and noting that data highlighted Instagram to be the students' preferred media choice.
- The October open evening and the impact of GDPR in the capturing of data used to inform and influence marketing and follow-up activity.
- Data highlighting the positive influence of Google Analytics noting the impact of social media with report of more user visits and sessions including via organic search, welcoming the 98% overall increase of the number of users coming to the website via social media.
- The College's two-month trial partnership on the Not Going to Uni website noting its merits and activity to date.
- The two new projects to improve the quality and volume of content being shared from curriculum by use of phone call to ascertain the extent of any support Marketing could provide and the planned ranking of the College website content structure for assessment in-line with guidelines and templates created by Marketing with the intention of addressing inconsistent quality of content used to advertise courses online.

There was more general discussion of:

- The breadth of the College marketing campaigns, sharing experience of the geographical range of the College livery observed in the local community.
- The activity to reach parents with their ability to act as a conduit and influence potential students.

The breadth of new initiatives and ideas were acknowledged, the impact of which it was observed could be reviewed in the next academic year.

The Marketing & Communications Manager was thanked for an informative update and following discussion, the report was noted.

### **268.1.2 Schools Update**

A Schools update was received.

In the context of the Baker Clause introduced as an amendment to the Technical and Further Education Act and introduced in January 2018, a report was presented providing an overview of the level of compliance with the Policy Statement requirement by all Local Authority maintained schools and academies within the Broxbourne and East Hertfordshire area.

The findings and conclusions were summarised and reviewed, noting:

- Activity by Local Authority area, observing the extent to which meaningful activity took place even with a Policy Statement in place.
- The top ten schools to target.
- The top ten most improved.

The Principal then advised members of his attendance at a recent round table meeting on the Baker Clause with Anne Milton and Lord Agnew. It was reported that after recognising the sensitivities of the situation and the potentially counter-productive nature of “whistleblowing” on schools reluctant to engage, the suggestion was made for colleges to write to local MPs, reminding them of the legal obligations schools have under the Baker Clause and suggesting that they facilitate a “Jobs Fair” to which education providers would be invited to exhibit.

The matter of schools outreach activity was discussed further reflecting both on approaches taken by colleges elsewhere and any additional action that governors individually and the Board could take. It was suggested for the Chair of the Corporation to write directly to the Chairs of Governors of every local school on the matter and for it then to be the subject of a brief agenda item at a future Corporation meeting.

The report was noted.

### **268.1.3 Apprenticeship Update**

The Director of Apprenticeships presented a report providing an overview of and updates on developments in relation to the work of the College Central Apprenticeship Team and performance against the data dashboard report.

There was report of:

- The 2017/18 academic year-end advising members of an overall Grade 2 (Good) following completion of the 2017/18 SAR moderation process with three of the four aspect areas graded as good with the fourth aspect, outcomes for learners, graded as requiring improvement. After commending the overall year-end position, there was discussion of the key areas for Improvement noting the focus on the implementation of a quality development strategy aimed at increasing timely and overall achievement for all apprentices for all ages to 5% above the national average during the 2018/19 academic year.

- Year to Date Performance advising members of positive recruitment and providing an overview of numbers currently on programme and those areas where the Business Development Team were receiving greater number of enquiries .
- Activity within the Central Apprenticeship Team, noting with the arrival of the new Programme Delivery Manager, the introduction of new processes along with the new Business Administration Level 3 Standard with its improved value and recognition of the College as an approved Centre for AIM Awards, allowing the delivery of the new Design Level 2 and Level 3 frameworks with first apprentices being enrolled in November 2018.

Discussion included the nature and extent of employer engagement noting report of the complexity of the funding rules causing some reluctance to engage and inhibiting developments; and the potential impact on activity arising from concerns about Brexit.

The Director of Apprenticeships was thanked for an informative report.

Following discussion, the report was noted.

*Ken Ayling left the meeting at this point.*

## **269 ITEMS FOR INFORMATION PURPOSES**

### **269.1 Committee Terms of Reference (Final Version)**

The Committee's Terms of Reference were presented.

It was confirmed that the Terms of Reference represented the final version following review at the previous meeting and were presented for information only.

The Terms of Reference were noted.

## **270 OTHER BUSINESS & DATE OF NEXT MEETING**

### **270.1 Any Other Business: Committee Membership**

In the context of discussion elsewhere on the agenda (Minute 267.1 refers), regarding the forthcoming retirement of governor and Committee member Ken Ayling, the need was considered for an additional Committee member. Observing the potential for inquoracy in the event of the unavailability of one of the remaining members, it was agreed to request for the Corporation to consider the appointment of an additional member.

### **270.2 Date of Next Meeting**

**Wednesday 13 February 2019**

Signed:

Date: 13 February 2019



(Chair)

