Board of Management

Students, Staff & Equalities Committee

Date of Meeting	**Wednesday17 May 2017**
Paper No.	SSEC3-F
Agenda Item	13
Subject of Paper	**2017/18 Student Recruitment and Admissions Performance Update**
FOISA Status	**Disclosable**
Primary Contact	**Gillian Plunkett I Student Experience Director**
Date of production	**5 May 2017**
Action	**For Noting**

1.   Recommendations

SSEC are asked to note the progress to date with full time Student Recruitment and Admissions for 2017/18.

2. Purpose of report

2.1 This report provides key information on Year 1, full time student recruitment and selection for entry at August 2017.

Areas to note at 27 April 2017 compared to the same period in 2016 are;-

• Current 1st choice applications received to date = 16,829 (+1% on last year)

• Total offers made to date = 6,759 (+2 % on last year)

• Total acceptances returned = 6,097 (+4%)

3. Context

3.1 In March 2017Faculties, Marketing and Student Services had delivered a number of 'mini open days' on Thursdays' twilight 1600- 1900 and Saturdays 1000-1200, showcasing College facilities. These were on the whole successful with new applicants being made offers and applicants already with offers, taking the opportunity to visit the College with their parents/carers.

3.2 Early engagement continues to be a focus in 2017 with a number of planned tasks and activities to help build affiliation. This year we will continue to improve our pre enrolment activities by rolling out elements of the student induction model earlier to new students, using engaging multi-media and active learning opportunities aimed at building enthusiasm and motivation to start College in August 2017.

3.3 Table 1 provides an update on applications, offers and acceptances at 27 April 2017 and shows that the College is on track to meet recruitment targets; however there is some variation in course applications and offers across Faculties which will be closely monitored.

3.4 Table 1 also shows the ratio of applications to target with the Faculty of Education and Society highest at 5.67, and the overall College ratio at 2.45.

Table 1 – Student Recruitment and Admissions Performance at 27 April 2017

Faculty	Max Students	1st Choice Apps at 27-04-17	1st Choice Apps at 29-04-16	+/- %	Total Offers 08-03-17	Total Offers 29-04-16	+/- %	Offers Accepted 27-04-17	Offers Accepted 29-04-16	+/- %	Apps to Target Ratio
Business	1718	3524	3359	5%	1642	1601	3%	1500	1441	4%	2.05
Creative Industries	1308	2852	2933	-3%	1293	1301	-1%	1101	1141	-4%	2.18
Building, Eng & Energy	944	1762	1794	-2%	760	686	11%	668	605	10%	1.87
Leisure & Lifestyle	2174	4708	4958	-5%	2039	2275	-10%	1867	1998	-7%	2.17
Nautical	20	32	13	146%	6	3	100%	6	3	100%	1.60
Educ & Soc	697	3951	3576	10%	1019	765	33%	955	668	43%	5.67
COLLEGE	6861	16829	16633	1%	6759	6631	2%	6097	5856	4%	2.45

3.5 Joint approaches across the Region continue to develop in relation to widening access. With the following initiatives achieved:-

- Regional Curriculum and Admissions Teams working to implement inter-college progression opportunities for Social Science students currently at Kelvin College, and Hairdressing and Events students at Clyde College who wish to progress to City of Glasgow College in 2017/18.
- Joint Guidance Statement published on each College website.
- A Regional Clearing System being developed for August 2017.

4.   Impact and implications

4.1 The applications report of 27th April 2017 shows that admission is on track but there are variations in course applications and offers which will be closely monitored.

4.2 Failing to recruit enough students or enough students with the potential to succeed, could impact on enrolment targets, retention and achievement of PIs.