

Board of Management

Students, Staff & Equalities Committee

Date of Meeting	26 October 2017
Paper No.	SSEC1-K
Agenda Item	14
Subject of Paper	Admissions Review 2017/18
FOISA Status	Disclosable
Primary Contact	Gillian Plunkett Student Experience Director
Date of production	12 October 2017
Action	For Noting

1. Recommendations

Students, Staff and Equalities Committee (SSEC) is asked to note the 2017/18 Admissions Review for full time provision commencing August 2017 at Annexe A.

2. Purpose of Report

To provide members of the SSEC with:-

- a high level summary of student recruitment activity throughout the admissions period January – September 2017, and activity conversion rates;
- an applicant survey and;

- equality, diversity and inclusion statistics for both full time applications and full time enrolments at October 2017.

3. Strategic Context

Achievement of student recruitment and enrolments targets supports the College **Strategic Priority 7 - To maintain our long-term financial stability**. Demand for course provision is also a valuable measure of the reputation and popularity of the College, and its courses. Evaluating our performance is an important factor in meeting our Student Experience Strategy objectives and Regional Outcome Agreement objectives related to widening access.

4. Background

Admissions for the main College intake in August 2017 commenced in January 2017 with weekly reports on applications received, offers made and acceptances available via Connected and the College Dashboard, in addition to regular updates to SMT.

Annexe A provides an overview and shows that at a College level application activity has remained similar to last year

In addition to monitoring activity, Student Services undertook a survey of all applicants at July 2017, to ascertain customer satisfaction levels. This information is also provided in Annexe A.

4. Finance and Resource Implications

There are no finance and resource implications.

5. Risk to the College

Failure to meet student recruitment and enrolment targets could have a significant impact on the Colleges' financial stability.

Admission Review 2017/18

1. Student Recruitment Activity

For the September 2017 intake there were 23,084 1st choice applications which was a 2% increase on last year (22,742). This data refers to full time courses only where entry is based on selection criteria, including an interview.

Figure 1 provides a 3 year trend on Faculty 1st choice applications. Focusing on the +/- change from 2016 to 2017 the largest decrease in applications was in the Faculty of Leisure and Lifestyle and the largest increase in applications in the Faculty of Education and Society.

Figure 1 – 1st Choice Applications by Faculty

Faculty	2015	2016	2017	+/-
Building, Engineering and Energy	2,651	2,867	2,759	-4%
Business	5,601	4,870	5,010	+3%
Creative Industries	3,894	3,720	3,648	-2%
Education and Society	4,215	4,490	5,061	+13%
Leisure and Lifestyle	5,935	6,737	6,511	-3%
Nautical	0	58	95	+64%
College Total	22,296	22,742	23,084	+2%

Figure 2 - shows pre enrolment figures compared to week 1 attendance figures and the variance between these figures.

For 2017, week 1 and week 5 attendances is lower than for 2016, with week 1 attendance significantly lower at 80% in 2017, compared to 90% in 2016. The main change which may have impacted on student attendance in week 1 was the course commencement date which was 1 week earlier in 2017 compared with 2016. There is evidence that over 500 students reported being unable to attend induction and/or week 1 due to pre-planned holidays.

Figure 2 – Comparison of Students Pre enrolling and Attending Week 1 & 5.

Faculty	Pre Enrolment 2016	Week 1 Attendance	+/-	Week 5 Enrolment	Pre Enrolment 2017	Week 1 Attendance	+/-	Week 5 Enrolment
Building, Engineering & Energy	85%	78%	-7%	90%	95%	70%	-25%	97%
Business	88%	93%	5%	99%	90%	85%	-5%	93%
Creative Industries	94%	93%	-1%	101%	97%	75%	-22%	96%
Education and Society	74%	90%	16%	101%	88%	69%	-19%	100%
Leisure and Lifestyle	93%	91%	-2%	100%	93%	87%	-6%	96%
Nautical	67%	92%	27%	100%	69%	85%	16%	90%
College Total	84%	90%	+6%	99%	89%	80%	-9%	96%

2. Admissions Survey

City of Glasgow College received 23,084 1st choice applications for entry in 2017/18. The College allows students to apply only once thus reducing duplication and competition for places. However, applicants can make up to two course choices (38,398 choice options) on their application.

A survey of our admissions procedures was carried out in July 2017 with 21,691 included in the survey. Responses were received from 2,526 (11.64%) applicants. This was a slight increase from last year (10.04%).

The survey consisted of a number of questions aimed at ascertaining customer satisfaction levels with the admissions process, with an open ended comment at the end to assist with service improvements.

Figure 3 provides information on those who select the top 2 responses i.e. 'Strongly Agree' or 'Agree' 'Very Easy' or 'Easy' over a 4 year period. Applicants seemed most satisfied in 2015 with a dip in 2016 related mainly to the new website which was introduced in the middle of the admissions cycle. There has been a small improvement between 2016 and 2017 however further improvement is required.

Figure 3 – Admissions Survey 2017

2017 Admission Survey Questions	2014	2015	2016	2017
Q1. How easy was it to find information on courses on the City of Glasgow College website?	87%	93%	90%	90%
Q2. How easy was it to complete the application form?	87%	92%	89%	91%
Q3. How easy was it to create an account online?	66%	85%	86%	88%
Q4. How easy was it to book an interview date online?	66%	85%	78%	80%
Q5. How would you rate the interview information you received when you booked your interview e.g. interview details, date, time, what to bring to interview etc.?	0%	0%	86%	86%
Q6. How would you rate your overall interview experience?	74%	89%	84%	84%
Q7. After the interview how quickly did we get back to you with the outcome of your interview? (Response is for less than 4 weeks)	70%	79%	79%	79%
Q8. How would you rate your overall experience with our application process?	76%	88%	83%	82%

3. Application/Enrolment Equality, Diversity and Inclusion Statistics

The information provided below compares student application (admissions) and enrolment data at September 2017 by protected characteristic, employment status

and SIMD. The data refers to full time courses only where entry is based on selection criteria, including an interview. The purpose of reviewing this data is, to ensure that the College admissions procedures encourage equal access for all protected groups, to provide evidence of the Colleges commitment to the Regional Outcome Agreement (ROA) and to widening access and inclusion for those people who are most disadvantaged.

Age

Figure 4 below shows that application and enrolments have increased for the 16-19 and the 20-24 year old age groups in 2017 which is in line with the Glasgow Regional Outcome Agreement. It should be noted that many young people from the 16-19 year old age group will access the College through the College's Senior Phase and Foundation Apprenticeship programmes.

The College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Figure 4 – Applications and Enrolments Age

Age Band	2016 Applications	2016 Enrolments	2017 Applications	2017 Enrolment
Under 16	0.9%	0.5%	0.8%	0.1%
16-19	59.9%	63.8%	60.4%	61.0%
20-24	21.3%	21.2%	21.4%	23.0%
25-39	14.7%	12.1%	14.4%	13.3%
over 40	3.2%	2.4%	3.0%	2.6%

Disability

Those declaring a disability remain similar to last year with a slight increase in the conversion from application to enrolment. The College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Figure 5 – Applications and Enrolments Disability

Disability	2016 Application	2016 Enrolment	2017 Application	2017 Enrolment
No Disability	90.0%	90.4%	89.8%	89.7%
Disabled	10.0%	9.6%	10.2%	10.3%

Religion

There is very little change in religious groups or none from 2016 to 2017, Christian: Protestant decreased most in applications from 12.2% to 9.7%. The College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Figure 6 – Applications and Enrolments Religion

Religion	2016 Application	2016 Enrolment	2017 Application	2017 Enrolment
01 – None	55.8%	56.6%	56.8%	56.6%
02 – Christian: Protestant	12.2%	11.4%	9.7%	10.3%
03 – Christian: Roman Catholic	18.4%	19.3%	19.0%	19.3%
04 – Christian: Other	3.0%	2.9%	3.5%	3.1%
05 - Muslim	5.3%	4.9%	5.8%	5.1%
06 - Buddhist	0.2%	0.4%	0.3%	0.2%
07 – Sikh	0.2%	0.4%	0.4%	0.4%
08 - Jewish	0.1%	0.0%	0.1%	0.0%
09 - Hindu	0.2%	0.2%	0.2%	0.3%
10 - Another religion or philosophical belief	1.2%	1.1%	0.8%	0.9%
11 - Information refused/Prefer not to say	3.4%	2.8%	3.6%	3.8%

Sex

The College continues to receive more applications from females although this is redressed slightly at the enrolment stage. The main reason for this is the high number of female students on waiting lists for courses which are oversubscribed such as, Hairdressing, Beauty Care and Early Years programmes. The College

continues to address gender/sex imbalances within curriculum areas through the College Gender Action Plan and working in collaboration with the Equalities Challenge Unit and SFC. The College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Figure 7 – Applications and Enrolments Sex

Sex	2016 Application	2016 Enrolment	2017 Application	2017 Enrolment
Female	56.2%	52.0%	55.8%	53%
Male	42.8%	47.7%	43.3%	47%
Did not say	1.0%	0.3%	0.9%	0%

Sexuality

There has been very little change in applications from all groups; The College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Figure 8 – Applications and Enrolments Sexuality

Sexuality	2016 Application	2016 Enrolment	2017 Application	2017 Enrolment
1 - Heterosexual / Straight	88.5%	89.0%	88.3%	88.4%
2 - Gay Man/Homosexual	1.7%	1.9%	1.9%	1.8%
3 - Gay Woman/Lesbian	1.3%	1.2%	1.3%	1.3%
4 – Bisexual	3.0%	3.1%	3.7%	4.0%
5 – Other	0.8%	0.7%	0.7%	0.6%
6 – Prefer not to say	4.7%	4.1%	4.3%	3.9%

Ethnicity

There is very little change in ethnicity compared to last year and the College is satisfied that there is no significant variation between those applying/enrolling.

Figure 9 – Applications and Enrolments Ethnicity

Ethnicity	2016 Application	2016 Enrolment	2017 Application	2017 Enrolment
10 – Scottish	78.5%	79.9%	77.7%	77.8%
11 – English	1.8%	1.4%	2.1%	2.1%
12 – Welsh	0.1%	0.1%	0.1%	0.1%
13 – Irish	0.3%	0.3%	0.3%	0.4%
14 - Any other white background	2.4%	2.4%	2.6%	2.6%
15 - Any mixed background	0.9%	0.8%	0.9%	1.0%
16 - Indian, Indian Scottish or Indian British	0.8%	0.9%	0.8%	0.9%
17 - Pakistani, Pakistani Scottish or Pakistani British	3.5%	3.6%	3.3%	3.1%
18 - Bangladeshi, Bangladeshi Scottish or Bangladeshi British	0.0%	0.0%	0.1%	0.0%
19 - Chinese, Chinese Scottish or Chinese British	0.5%	0.6%	0.5%	0.6%
20 - Any other Asian background	0.9%	0.8%	0.8%	0.9%
21 - Caribbean, Caribbean Scottish or Caribbean British	0.1%	0.2%	0.1%	0.2%
22 - African, African Scottish or African British	2.5%	1.8%	2.3%	1.8%
23 - Other Black background	0.4%	0.3%	0.4%	0.2%
24 - Any other background	0.5%	0.3%	0.4%	0.3%
30 - Northern Irish	0.1%	0.1%	0.1%	0.0%
31 – British	3.8%	4.0%	4.1%	4.4%
32 - Gypsy/Traveller	0.0%	0.0%	0.0%	0.0%
33 – Polish	1.9%	2.0%	2.0%	2.3%
34 – Arab	0.4%	0.2%	0.6%	0.6%
35 - Black, Black Scottish or Black British	0.0%	0.1%	0.3%	0.2%
98 - Prefer not to say	0.6%	0.2%	0.5%	0.3%
99 - Not known	0.0%	0.0%	0.0%	0.0%

Employment Status

This data relates to the employment/unemployment status of an applicant immediately before coming to College. The number of unemployed students applying and enrolling at the College has reduced which may indicate the impact of government policy in this area. Most students applying and enrolling were mainly school leavers. A high proportion of students were employed before coming to College and it is likely that this group consists of returning City of Glasgow College students and school leavers.

Employment Status	2016 Application	2016 Enrolment	2017 Application	2017 Enrolment
01 - Registered unemployed up to 6 months.	10.1%	8.7%	8.8%	5.9%
02 - Registered unemployed 6 to 12 months	2.7%	2.4%	2.4%	2.1%
03 - Registered unemployed 13 to 24 months.	1.3%	1.4%	1.2%	1.1%
04 - Registered unemployed 25 to 36 months.	0.6%	0.6%	0.6%	0.6%
05 - Registered unemployed over 3 years.	2.4%	1.8%	2.7%	2.1%
06 - Economically inactive up to 6 months	2.1%	2.3%	1.8%	2.0%
07 - Economically inactive 6 to 12 months.	0.7%	1.3%	0.7%	1.0%
08 - Economically inactive 13 - 24 months.	0.8%	1.8%	0.4%	0.6%
09 - Economically inactive 25 - 36 months	0.3%	0.3%	0.1%	0.1%
10 - Economically inactive over 3 years.	1.2%	1.1%	0.6%	0.5%
11 - Workforce Returners	0.2%	0.1%	0.1%	0.0%
13 – Employed	35.7%	38.2%	38.6%	36.4%
14 - Self-employed.	2.0%	1.4%	2.1%	1.7%
15 - In education/training	39.1%	38.5%	39.5%	45.7%
Did not say	0.8%	0.1%	0.2%	0%

SIMD

The Scottish Index of Multiple Deprivation (SIMD) identifies small area concentrations of multiple deprivations across Scotland via postcode. Postcodes are divided into 5 quintiles with quintile 1 representing the 20% most deprived postcode areas in Scotland. The table below compares full time applications and full time enrolments by quintile and location i.e. Glasgow region and other (outwith Glasgow).

The data is consistent with previous year trends and shows that the College attracts a high number of applications and students from those residing in quintile 1 areas with significant numbers from the Glasgow area. However, applicants from the least deprived areas are more likely to enrol.

2016	Glasgow or Other Region	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Postcode Not Found
Applications	Glasgow	5274	1383	935	670	345	
	Other	2735	2869	2596	2244	2380	1311
Enrolments	Glasgow	1626	442	314	231	133	
	Other	750	856	746	751	862	129
Enrolments as a % of Applications		30%	31%	30%	34%	37%	

2017	Glasgow or Other Region	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Postcode Not Found
Applications	Glasgow	5445	1535	987	669	325	
	Other	2901	3087	2666	2311	2344	814
Enrolments	Glasgow	1721	479	315	0	213	
	Other	743	876	839	911	824	166
Enrolments as a % of Applications		30%	29%	32%	31%	39%	