

Board of Management Students, Staff & Equalities Committee

Date of Meeting	Wednesday 24 October 2018
Paper No.	SSEC2-I
Agenda Item	12
Subject of Paper	Admissions Review 2017/18
FOISA Status	Disclosable
Primary Contact	Gillian Plunkett Student Experience Director
Date of production	11 October 2018
Action	For Noting

1. Recommendations

The Students, Staff and Equalities Committee (SSEC) is asked to note the contents of the 2018 Admissions Review at Annexe A which provides data and analysis related to full time courses commencing September 2018 where entry is based on entry criteria including a competitive interview.

2. Purpose of Report

To provide assurance to the SSEC that robust and rigorous monitoring of student recruitment targets, performance improvements and access and inclusion policies are in place to support the achievement of the College strategic aims.

3. Strategic Context and Key Points

3.1 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 in meeting our Regional Outcome Agreement objectives in widening access.

3.2 Robust monitoring of student recruitment targets is maintained through the admissions period with regular reports on applications received, offers made and acceptances available via Connected in addition to regular updates to SMT.

3.3 At a College level application activity for 2018/19 has decreased by 12% compared to last year and there is anecdotal evidence that other FE colleges have experienced a similar dip in application numbers. However, the applications received by the College (20,281) still represented a ratio of 3:1 applications to places available (7,010). There may be a number of external factors influencing this dip in applications including a change in demographics with the number of young people in Scotland continuing to decrease and both the impact of widening access policies currently being implemented by universities, and the various Government youth employment strategies spearheaded by Developing the Young Workforce.

3.4 In addition to monitoring activity, Student Services undertook a survey of all applicants in the system at July 2018, to ascertain customer satisfaction levels.

4. Impact and Implications

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

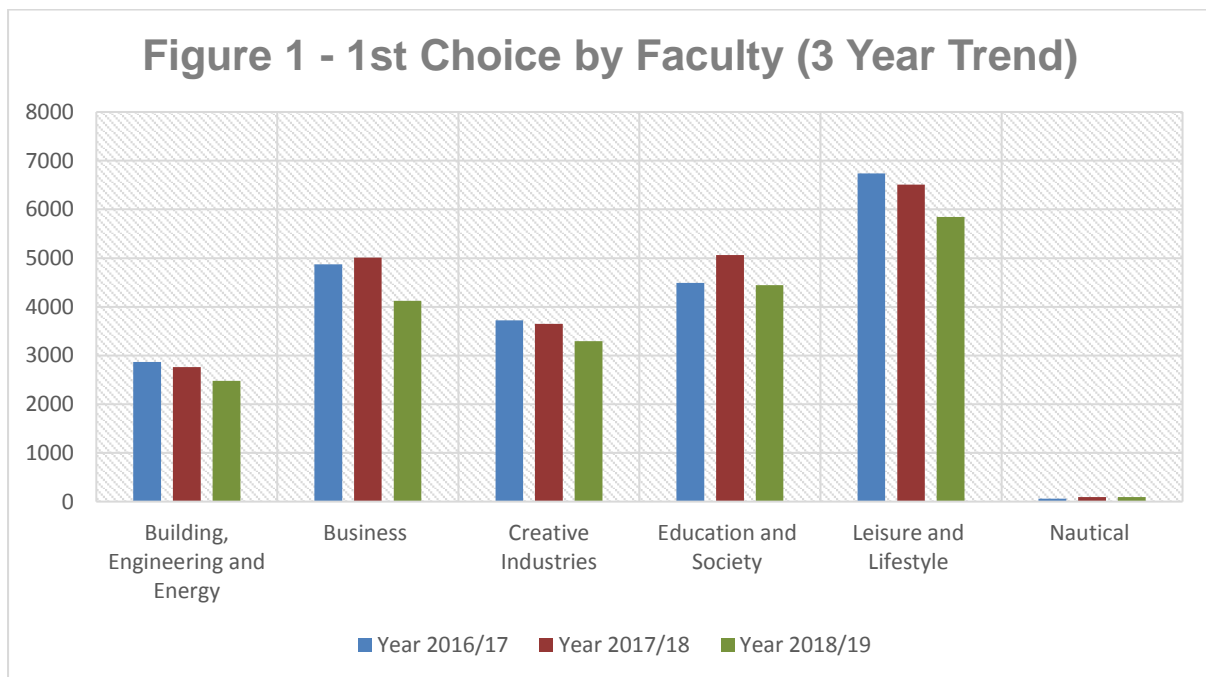
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1. Student Recruitment Activity

Figure 1 provides 1st choice (headcount) applications by Faculty over 3 years. This data refers to full time courses only, where entry is based on selection criteria, including a competitive interview.

The total 1st choices applications for the August 2018 intake was 20,281 which is a 12% decrease from last year (23,084) but still represents a ratio of 3:1 applications to places available (7,010). There are a number external factors which may be influencing this dip in applications including, a change in demographics with the number of young people in Scotland continuing to decrease, both the impact of widening access policies currently being implemented by universities and the various Government youth employment strategies spearheaded by Developing the Young Workforce. This trend in lower applications has been experienced across the FE Sector.

However, the College remains the 1st choice destination for young people seeking a college place directly upon leaving school and we will continue to research applicant behaviour, and actively market and promote the college curriculum.



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Figure 2 shows the percentage of students pre enrolling prior to course commencement. The purpose of this functionality is to improve intelligence related to confirmed enrolments and also to improve induction and enrolment processes by encouraging the use of self service and digital tools. Figure 2 shows a year on year increase in pre enrolment activity (figures taken before SQA exam results day).

Figure 2 – Pre Enrolment Activity - 3 Year Trend

Faculty	2016/17	2017/18	2018/19
Building, Engineering and Energy	47%	68%	72%
Business	49%	62%	75%
Creative Industries	61%	77%	81%
Education and Society	40%	67%	73%
Leisure and Lifestyle	60%	71%	80%
Nautical	25%	52%	70%
College	53%	69%	73%

Figure 3 shows the actual enrolments compared to recruitment targets over 3 years. Overall enrolments have increased from last year and across most Faculties. External factors continue to be the main reason for non enrolment with students citing take up of a university place, other college or returning to School as the main reasons for not enrolling.

Figure 3 – Enrolments – 3 Year Trend

Faculty	2016/17	2017/18	2018/19
Building, Engineering and Energy	90%	97%	89%
Business	99%	93%	97%
Creative Industries	101%	96%	99%
Leisure and Lifestyle	100%	96%	99%
Nautical	100%	90%	95%
Education and Society	101%	100%	99%
College	99%	96%	97%

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2. Admissions Survey

Our annual admissions survey was carried out in July 2018 with both 1st year and 2nd year applicants (20,500). Responses were received from 2,509 (12.24%) applicants a slight increase on 2017 (11.65%) and 2016 (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 of the survey to help inform continued service improvements.

Figure 4 provides a 4 year trend which shows an overall improvement from last year, with both interview experience (Q6) and response times (Q7) in particular being the most improved areas.

Figure 4 – Admissions Survey 2018

2018 Admission Survey Questions	2015	2016	2017	2018
Q1. How easy was it to find information on courses on the City of Glasgow College website?	93%	90%	90%	92%
Q2. How easy was it to create an account online?	85%	86%	91%	92%
Q3. How easy was it to complete the application form?	92%	89%	88%	89%
Q4. How easy was it to book an interview date online?	85%	78%	80%	82%
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%	86%	86%	88%
Q6. How would you rate your overall interview experience?	89%	84%	84%	87%
Q7. After the interview how quickly did we get back to you with the outcome of your interview? (Within 4 weeks or less)	79%	79%	79%	83%
Q8. How would you rate your overall experience with our application process?	88%	83%	82%	85%

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3. Application/Enrolment Equality, Diversity and Inclusion Statistics

The information provided below compares student application (admissions) and enrolment data at September 2018 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 support equal access for all protected groups and meet or exceed the College’s commitment to both the Regional Outcome Agreement (ROA) and to widening access and inclusion for those people who are most disadvantaged.

Age

The table below highlights that the main target groups of 16-19 year olds and 20-24 year olds continue to be well represented at over 80% of all applications and enrolments for this full time application/enrolment subset.

Age Band	2017 Applications	2017 Enrolments	2018 Applications	2018 Enrolments
Under 16	0.8%	0.1%	0.8%	0.53%
16-19	60.4%	61.0%	59.3%	60.60%
20-24	21.4%	23.0%	21.6%	22.03%
25-39	14.4%	13.3%	15.1%	14.01%
over 40	3.0%	2.6%	3.2%	2.83%

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Disability

Those declaring a disability increased slightly in both applications and enrolments compared to last year. This is also evidenced by increased numbers seeking learning support this year.

Disability	2017 Application	2017 Enrolment	2018 Application	2018 Enrolment
No Disability	89.8%	89.7%	87%	86%
Disabled	10.2%	10.3%	13%	14%

Religion

There is very little change from 2017 to 2018 from those represented by religious groups or none and the College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Religion	2017 Application	2017 Enrolment	2018 Application	2018 Enrolment
01 - None	56.8%	56.6%	56.9%	57%
02 – Christian: Protestant	9.7%	10.3%	9.3%	9%
03 – Christian: Roman Catholic	19.0%	19.3%	19.1%	19.8%
04 – Christian: Other	3.5%	3.1%	3.4%	3.2%
05 - Muslim	5.8%	5.1%	5.9%	5.5%
06 - Buddhist	0.3%	0.2%	0.3%	0.2%
07 - Sikh	0.4%	0.4%	0.4%	0.3%
08 - Jewish	0.1%	0.0%	0.1%	0.1%
09 - Hindu	0.2%	0.3%	0.2%	0.1%
10 - Another religion or philosophical belief	0.8%	0.9%	0.8%	0.9%
11 - Information refused/Prefer not to say	3.6%	3.8%	3.7%	3.9%

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Sex

The College continues to receive more applications from females although this is redressed slightly at the enrolment stage. 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.

Sex	2017 Application	2017 Enrolment	2018 Application	2018 Enrolment
Female	55.8%	53%	56.0%	51.4%
Male	43.3%	47%	43.1%	48.2%
Did not say	0.9%	0%	0.9%	0.4%

Sexuality

There has been very little change in applications from all groups, Gay Man and Bisexual show a very small increase in both 2017 and 2018. The College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Sexuality	2017 Application	2017 Enrolment	2018 Application	2018 Enrolment
1 - Heterosexual / Straight	88.3%	88.4%	86.4%	85.8%
2 - Gay Man/Homosexual	1.9%	1.8%	2.3%	2.4%
3 - Gay Woman/Lesbian	1.3%	1.3%	1.5%	1.4%
4 – Bisexual	3.7%	4.0%	4.5%	4.7%
5 – Other	0.7%	0.6%	0.8%	0.7%
6 – Prefer not to say	4.3%	3.9%	4.6%	4.9%

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

Ethnicity	2017 Application	2017 Enrolment	2018 Application	2018 Enrolment
10 – Scottish	77.7%	77.8%	77.2%	77.8%
11 – English	2.1%	2.1%	2.0%	1.8%
12 – Welsh	0.1%	0.1%	0.2%	0.1%
13 – Irish	0.3%	0.4%	0.4%	0.5%
14 - Any other white background	2.6%	2.6%	2.7%	3.1%
15 - Any mixed background	0.9%	1.0%	1.0%	1.0%
16 - Indian, Indian Scottish or Indian British	0.8%	0.9%	0.6%	0.4%
17 - Pakistani, Pakistani Scottish or Pakistani British	3.3%	3.1%	3.2%	3.1%
18 - Bangladeshi, Bangladeshi Scottish or Bangladeshi British	0.1%	0.0%	0.1%	0.1%
19 - Chinese, Chinese Scottish or Chinese British	0.5%	0.6%	0.5%	0.7%
20 - Any other Asian background	0.8%	0.9%	0.9%	0.9%
21 - Caribbean, Caribbean Scottish or Caribbean British	0.1%	0.2%	0.1%	0.1%
22 - African, African Scottish or African British	2.3%	1.8%	2.4%	1.8%
23 - Other Black background	0.4%	0.2%	0.5%	0.3%
24 - Any other background	0.4%	0.3%	0.4%	0.3%
30 - Northern Irish	0.1%	0.0%	0.1%	0.1%
31 – British	4.1%	4.4%	3.9%	4.3%
32 - Gypsy/Traveller	0.0%	0.0%	0.0%	0.0%
33 – Polish	2.0%	2.3%	2.2%	2.2%
34 – Arab	0.6%	0.6%	0.7%	0.6%
35 - Black, Black Scottish or Black British	0.3%	0.2%	0.3%	0.2%
98 - Prefer not to say	0.5%	0.3%	0.6%	0.4%
99 - Not known	0.0%	0.0%	0.0%	0.0%

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Employment Status

This data relates to the employment/unemployment status of an applicant immediately before coming to College. The highest category of 'In Education/Training' suggests that most students applying and enrolling were mainly school leavers.

Employment Status	2017 Application	2017 Enrolment	2018 Application	2018 Enrolment
01 - Registered unemployed up to 6 months.	8.8%	5.9%	8.0%	5.7%
02 - Registered unemployed 6 to 12 months	2.4%	2.1%	2.4%	2.1%
03 - Registered unemployed 13 to 24 months.	1.2%	1.1%	1.1%	1.1%
04 - Registered unemployed 25 to 36 months.	0.6%	0.6%	0.6%	0.4%
05 - Registered unemployed over 3 years.	2.7%	2.1%	2.9%	2.5%
06 - Economically inactive up to 6 months	1.8%	2.0%	1.6%	1.7%
07 - Economically inactive 6 to 12 months.	0.7%	1.0%	0.7%	1.0%
08 - Economically inactive 13 - 24 months.	0.4%	0.6%	0.4%	0.7%
09 - Economically inactive 25 - 36 months	0.1%	0.1%	0.2%	0.2%
10 - Economically inactive over 3 years.	0.6%	0.5%	0.9%	0.8%
11 - Workforce Returners	0.1%	0.0%	0.1%	0.1%
13 – Employed	38.6%	36.4%	37.8%	34.9%
14 - Self-employed.	2.1%	1.7%	2.1%	1.9%
15 - In education/training	39.5%	45.7%	40.9%	46.9%
Did not say	0.2%	0%	0.3%	0.0%

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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 shows an improvement in conversion rates (application to enrolment) in Quintile 1-4.

2017/18 Data	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	123	
	Other	743	876	839	911	824	166
Enrolments as a % of Applications		30%	29%	32%	31%	35%	20%

2018/19 Data	Glasgow or Other Region	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Postcode Not Found
Applications	Glasgow	5039	1329	878	564	292	
	Other	2629	2563	2240	1988	2032	727
Enrolments	Glasgow	1612	502	300	216	107	
	Other	824	846	802	709	718	182
Enrolments as a % of Applications		32%	35%	35%	36%	35%	25%