

Board of Management Students, Staff & Equalities Committee

Date of Meeting	Wednesday 15 March 2017
Paper No.	SSEC2-I
Agenda Item	12
Subject of Paper	2017/18 Student Recruitment and Admissions Update
FOISA Status	Disclosable
Primary Contact	Gillian Plunkett Student Experience Director
Date of production	7 March 2017
Action	For Noting

1. Recommendations

The purpose of this paper is to provide the Committee with an update on admissions for 2017/18.

2. Purpose of report

2.1 This paper provides key information on year 1 student recruitment and selection for entry at August 2017.

Areas to note are;-

- Current target number of places to fill = 7,010 (up 1% on last year)
- Current 1st choice applications received to date = 11,732 (- 3% on last year)
- Total offers made to date = 2,971 (-11%, adjusted figure - 2% on last year)
- Total acceptances returned = 2,280 (-19%)

3. Context

3.1 Offers and acceptances are slower this year due to a return to the personal and group interview model for 2017/18. In 2016, a number of Curriculum Teams opted for a 'direct offer' model which allowed a quicker throughput and achievement of recruitment targets during the College period of migration. However, for 2017 Curriculum Teams have opted to revert to a personal or group interview model which although slower initially, provides improved guidance on course choice and will even out throughout May 2017.

3.2 While direct comparison of offers made at March 2016 shows an -11% down turn the adjusted figure taking account of additional time required for interview preparation is -2%.

3.3 Table 1 provides the student recruitment targets per Faculty for 2017/18 and the ratio of applications to target showing the Faculty of Education and Society highest at 3.74, and the overall College ratio at 1.67.

3.4 Interviews commenced w/c 6 February and therefore offers made and accepted are still quite low at this point in the admissions cycle.

Table 1 – Ratio of Applications to Recruitment Target.

	Year 1 Recruitment Target	1st Choice Apps Mar 2017	Offers Made Mar 2017	Places Accepted Mar 2017	Ratio of Apps to Target
Business	1,767	2,432	639	466	1.38
Creative Ind	1,314	1,977	530	371	1.50
Building, Eng & Energy	934	1,078	208	168	1.15
Leisure & Lifestyle	2,182	3,316	1,047	861	1.52
Nautical	34	14	0	0	0.41
Education & Society	779	2,915	547	414	3.74
College Total	7,010	11,732	2,971	2,280	1.67

3.5 Table 4 provides a 4 year trend on applications by Faculty at the same period in March each year, showing a slowdown in most Faculties. However, it should be noted that over this 4 year period there have been adjustments to curriculum across the Region as a result of the Regional Curriculum and Estates Strategy. It is still early in the admissions process and this situation will be monitored by SMT and reported again to SSEC in May 2017.

Table 2 - 4 Year Trend

	1st Choice Apps Mar 2014	1st Choice Apps Mar 2015	1st Choice Apps Mar 2016	1st Choice Apps Mar 2017	-/+ % over 4 years
Business	3,385	3,350	2,393	2,432	-28%
Creative Ind	2,565	2,564	2,225	1,977	-23%
Building, Eng & Energy	1,061	1,227	1,085	1,078	2%
Leisure & Lifestyle	4,299	3,652	3,603	3,316	-23%
Education & Society	2,873	2,970	2,789	2,915	1%
College Total	14,183	13,763	12,095	11,718	-17%

3.6 At the point of writing Faculties, Marketing and Student Services had delivered a number of 'mini open days' on Thursdays' twilight 1600- 1900 and Saturdays 1000-1200 showcasing all Faculties and 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 parents.

3.7 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.

3.8 Widening access is being reviewed across the Region with Faculties and the 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.

3.9 The Admissions and Performance Teams have been working together and application information is now available via the College dashboard [homepage](#)

4. Impact and implications

4.1 The applications report of 3rd March 2017 shows that admission is on track but there has been a slowdown in applications which could impact on recruitment and selection of candidates. It is still early in the admissions process and the situation 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.