## **East Coast College**

# MINUTES of the meeting of the Curriculum Development Committee held at 9am on Tuesday 16<sup>th</sup> March 2021 Video Conference

Present:		Mike Dowdall (MD) Gemma Head (GH) Peter Lavender (PL) Stuart Rimmer (Principal) Jane Fermor (JF) and Paul Nisbett (PN)		
In attendance:		Wendy Stanger (Director of Governance) Paul Padda (Deputy Principal) Nikki Lane (Assistant Principal Student Wellbeing and Support) and Amy Smith (Marketing Manager)		
W/21/03/1 Ap	ologie	es and membership	Action	
Saul Humphrey	(SH) a	and Roger Cracknell (RG)		
In the Chairs absence it was agreed that Gemma Head (GH) would take the Chair				
W/21/03/2 Declarations of Interest			Action	
There were the following declarations of interest:				
Mike Dowdall as an employee of the LEP				
It was agreed that this declaration didn't preclude full participation in the meeting.				
W/21/03/3	To approve the Minutes of the meeting of the 3 November 2020 and any other matters raised previously not otherwise included in the Agenda			
The minutes of t	the me	eeting held on 3 November 2020 were agreed as a true record.		
W/21/03/4 Action Log				
The action log was reviewed and noted where actions were complete or covered by items on the agenda.				
W/20/02/5 – the employer survey, which had been delayed due to Covid, was to go out this month with results due April.				
ABP event – the Principal advised that the College had assisted in planning the launch event on 25/3 and would be in attendance.				
W/21/03/5	Mark	teting Activity Update		
W/21/03/5	Appe	endices to the marketing report		
The Marketing Manager presented a detailed update on progress which included updates on:				
Methods of advertising				
• Events				
School activity				
Press coverage				

- Internal communications
- Website updates

The committee discussed the method for selecting the direct mail door drops. The Marketing Manager advised them that it was based on target audience analysis. It was noted that door drops were aimed at the adult market and parents and that young people mainly used social media for their information. The Marketing Manager advised that the College had a comprehensive social media programme and used Instagram, facebook, twitter, LinkedIn and YouTube. The College used a mix of postings and paid for advertising.

Governors commented that there needed to be consistency of message across all advertising channels and this included the design, typeface used, plain language and accessibility.

Governors challenged if applicants perception of the College and why they applied was assessed. The Marketing Manager advised that this was to be included in feedback forms following the open day events. The Assistant Principal Student Wellbeing and Support advised that student voice considered students perception of the College before they joined, during the interview process and through the work with schools. Student voice feedback was that what it felt like to be at college was as important as the course information.

The committee discussed the work with schools. It noted that liaison had improved and that careers posters, prospectuses and activity books were all to be provided to schools.

The committee discussed the College website and the information it included. The Marketing Manager advised that work was ongoing to ensure it was easy to use and accessible. Videos are to be added to each curriculum area that will cover overview of the course and progression opportunities. Governors commented that the use of mystery shoppers could help ensure that the website was accessible and provided the information required. This should include students as they are the audience and the message needs to be understandable and attractive to them.

The Marketing Manager advised that the Marketing Plan had been redrafted to bring it in in line with the Strategic Plan and this would be reviewed in an internal audit that was shortly to be carried out.

The Committee thanked the Marketing Manager for the comprehensive report and the improvement in marketing activities.

#### Governors agreed the following actions:

- Marketing Plan to the next meeting
- Use of mystery shoppers, including students to be explored

W/21/03/6 KPIs Review

The Deputy Principal presented the report, which had been requested at the last committee. The report included the KPI, current picture, Key drivers and future developments/actions and risks.

The committee reviewed the paper and noted that a major risk was the capacity of the College to manage the various current projects. The Deputy Principal advised that management capacity and capability were currently being reviewed. It was likely that additional specialist staff would be required for some of the projects and this investment would be required prior to the related income. The Principal advised that

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capacity was key as for example he was currently working 2 days a week on EDF related activities.

Governors challenged that healthcare seemed an underrepresented area and that this was a market that was likely to grow. The Deputy Principal advised that the current health offer will be realigned to create Social Care and Health routes for 2021/22 with new staffing to deliver the specific health offer and that a T level in Heath and Science was being developed and this would include a capital bid for labs and a nursing environment.

Governors discussed international links and European exchange ideas. The Deputy Principal advised that a Turing Report was being drafted for projects in 21/22. This would be aligned to World Skills.

The Principal updated the committee on the College's work with EDF. The College is a named signatory in the Supply Chain Consortium and is named as a supplier. Work with the National Energy Skills Consortium and the National College for Nuclear continued to be developed.

#### Governors agreed the following actions:

#### Turing Report to the next meeting

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W/21/03/7	Curriculum Planning	
W/21/03/7.1	East Coast College Summary of 2019/20 Learning	

The Deputy Principal presented the report and advised the Committee of progress with the development of the curriculum plan. Once approved it would move to budget setting. The plan has been thoroughly tested to ensure it has a valid intent, is viable, based on the best data available for historic trends, admissions and to meet realistic contributions. He advised that the analysis at agenda item 7.1 on summary of 19/20 learning had been included for background information.

Governors noted that the curriculum plan needed to be flexible to take advantage of funding opportunities.

Governors challenged if the plan would lead to any staff reduction. The Deputy Principal advised that this was currently being reviewed but there was likely to be a small staff reduction where the staff could not be used through servicing arrangements.

Governors challenged why HE numbers had reduced. The Deputy Principal advised that it was a cautious approach as curriculum planning has been brought forward by two months. Recruitment on ECC courses continues past the UCAS deadline in January and the College received a significant number of HE applications (circa 60%) after the deadline.

The Committee discussed the complexities of the adult education budget. It was a large proportion of the College's budget and needed a coherent plan. The Deputy Principal advised that the adult funding rate was not released until end July after the curriculum plan had been agreed. The Principal advised that the complexity of the adult budget made the offer more conservative. There was also a risk that the adult funding budget would be devolved.

The Committee discussed the kick-start programme. The Principal advised that the College had commenced the kick-start programme but that there had been issues with the DWP, which had meant delays in people starting on the programme. There was a

need to be cautious with whom the College worked and quality assure to ensure that only high quality placements used.

The Committee discussed that the revised curriculum development strategy needed to include community engagement, curriculum development priorities across all markets and set out the direction of travel, including new developments over the next few years. The Deputy Principal advised that some of the new development work would require investment in new staff with specialist skills.

#### Governors agreed the following actions:

Curriculum Development Strategy to be considered by the next meeting

PN and SR left the meeting.

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### W/21/03/8 Recruitment Update

The Assistant Principal Student Wellbeing and Support presented the update on current recruitment and an online survey that admissions had sent applicants. Due to the positive feedback regarding telephone interviews, a hybrid model was to be used for future interviews. To help ensure that potential applicants are made aware of the College's offer at an early stage a year 8/9 options advice video and 3 minute course videos were being produced.

Governors noted that parents and friends had a strong influence on applicant's decision making and the videos together with taster sessions would help applicants make an informed choice. The Assistant Principal advised that the aim was for applicants to understand that it was 'ok to be you' and to take a different route to their friends.

Governors noted that it was pleasing to see that market share had grown in year 11 applicants and that this would be built on with the enhanced school liaison offer.

#### W/21/03/9 Risk Register

The committee reviewed the risk register.

1. Has the risk register been reviewed

The committee agreed that the risk register had been reviewed. It noted that there had been no major change since the last review.

2. Is the Committee content that the risks are relevant and are being updated

The Committee was content that the risks were relevant. It was noted that income for 21/22 was now more certain and the risk therefore in 21/22 had reduced.

3. Is the Committee content that the risks are being mitigated

The Committee noted that the papers included in the agenda assisted in the mitigation and set out actions being taken to meet the curriculum development objectives.

4. Where a red risk is the Committee assured that appropriate action is being taken

Apprenticeship and maritime were red risks which was unchanged from the previous review

5. Where does the Committee have significant concerns

The Committee	continued to be concerned about apprenticeship and maritime. They			
were aware tha	t action was being taken to mitigate these risks.			
W/21/03/10	Revised Terms of Reference			
The Director of Governance presented the revised terms of reference.				
The Committee noted that with the change of title to 'Curriculum Development Committee' the horizon scanning for future growth and opportunities must not be overlooked.				
The Committee resolved to recommend the revised terms of reference to Corporation for adoption.				
W/21/03/11	Agenda Planning			
Turing Report				
Marketing Plan				
Curriculum Development Strategy				
	at this meeting had been an additional meeting to review the curriculum important that future meetings included horizon scanning for and risks.			
W/21/03/12	Review of Meeting			
Confidential Items: None				
2. Risk Management:				
Health and Safety: Capacity and Capability Report				
4. Equality and Diversity: None				
<ol><li>Media: There were no issues discussed about which we needed to inform the local media</li></ol>				
6. How did the meeting go: Thank you to GH for Chairing				
	Date of Next Meeting			
25 <sup>th</sup> May 2021				