



For the future you want

## **CORPORATE DEVELOPMENT COMMITTEE**

### **MINUTES OF MEETING OF 23 NOVEMBER 2021**

#### **15:00, Remote Meeting via Microsoft Teams**

**Present:** Bruce Cassidy; Lesley Drummond (Chair); Ann Landels; Azra Sharif-Qayyum

**In attendance:** Nick Croft; Audrey Cumberland; Michael Jeffrey; Marcus Walker (Clerk); Jordan Wyllie

#### **1. WELCOME AND APOLOGIES**

- 1.1 Apologies were received from Rose Dodgson and Gwen Raez.
- 1.2 The Chair welcomed the ECSA Student Vice President (Welfare), Jordan Wyllie, to the Committee as an attendee.
- 1.3 The Committee NOTED that a representative from City of Edinburgh Council was unable to attend the meeting to present an update on Community Planning Partnership engagement. The Chair advised the Committee that a City of Edinburgh Council representative would attend the next meeting of the Corporate Development Committee on 1 March 2022, with representatives from East Lothian and Midlothian Councils invited to attend subsequent planned meetings.

#### **2. DECLARATIONS OF INTEREST**

- 2.1 None.

#### **3. MINUTES OF PREVIOUS MEETING**

- 3.1 The Committee APPROVED the minutes from 7 September 2021 as an accurate record of the meeting.

#### **4. MATTERS ARISING REPORT**

- 4.1 The Committee NOTED that actions from the previous meeting were complete, overtaken or on the agenda

## **5. COMMERCIAL, INTERNATIONAL AND ALTERNATIVE FUNDING REPORT**

- 5.1 The Committee NOTED that income related to both Bespoke and (Year 5) Flexible Workforce Development Fund (FWDF) activities had performed strongly since the start of the academic year. The Vice Principal Corporate Development advised the Committee that both commercial areas were performing in line with their annual budgetary target.
- 5.2 The Committee DISCUSSED the future of the FWDF and its positioning within the college sector, along with its importance to colleges as a means to engage with, and develop contacts, with employers across Scotland. The Principal highlighted to the Committee the value of the CRM systems in recording interactions between colleges and businesses, to understand the wider impact of initial links created through the FWDF.
- 5.3 The Committee NOTED that venue hire had started to show signs of growth after almost no recorded activity in the past 18 months, due to the Covid-19 Pandemic. The Vice Principal Corporate Development highlighted to the Committee that the College had received an increased number of enquiries for venue hire as confidence returned to the event industry.
- 5.4 The Committee NOTED that the Policy & Resources Committee on 16 November 2021 had reviewed a progress report on the Waterfront Nursery at the Granton Campus. The Chair advised the Committee that given the improved financial stability of the Nursery, and its position under the line management of the Corporate Development directorate, future financial reporting would be presented to the Corporate Development Committee as part of its commercial income report.
- 5.5 The Committee NOTED that, despite the challenges presented by the Covid-19 Pandemic and EU withdrawal, the International Team had performed well and were expected to surpass their annual income target for the year. The Committee DISCUSSED commercial international income and the financial protection offered by continued efforts to diversify the College's international portfolio.
- 5.6 The Committee NOTED that the recruitment of a new director post was ongoing, with interviews expected to take place on 2 December 2021. The Vice Principal Corporate Development informed the Committee that there had been significant interest in the post and a diverse group of applicants would be shortlisted for interview on 24 November 2021.
- 5.7 The Chair, on behalf of the Committee, commended both the Commercial and International Teams for their efforts to deliver sustainable commercial income during a challenging period. The Vice Principal Corporate Development advised the Committee that the College sought to maintain momentum in these areas by developing a new commercial and international recruitment campaign.

## 6. RELATIONSHIP REPORT

- 6.1 The Committee NOTED a Relationships Report which outlined key developments in relation to stakeholder engagement, Community Planning Partnerships (CPPs), community and third sector outreach, major partnership projects and Board engagement.
- 6.2 The Committee NOTED that the College's External Engagement Group had now completed an analysis of the 250 external groups which senior and middle managers reported that they engaged with. The Director of Communications, Policy & Research advised the Committee that these external groups had now been categorised and a pilot to improve CRM records management would commence with the Creative Industries Faculty shortly.
- 6.3 The Committee NOTED that, as part of a new Board Core Script and Key Messages document, information had been gathered from Board members on their engagement networks. The Director of Communications, Policy & Research advised the Committee that this information would be discussed with members of the Board and incorporate into the Board Core Script and Key Messages information.
- 6.4 The Committee NOTED that, within its community and third sector outreach remit, the College had partnered with the National Deaf Children's Society to improve recruitment and support for deaf students. The Committee DISCUSSED a recent audit of College-wide provisions for deaf students and the development of a joint event for prospective deaf students in spring 2022.

## 7. BRAND AND REPUTATION REPORT

- 7.1 The Committee NOTED a Brand and Reputation Update which outlined progress on activities relating to communications, marketing, business intelligence, corporate development, policy research and public relations.
- 7.2 The Committee NOTED that Covid-19 communications and marketing activity continued at the College in line with national government guidance. The Director of Communications, Policy & Research informed the Committee that specific campaigns for improving uptake of lateral flow tests and vaccinations, and to encourage the use of face masks on campus continued.
- 7.3 The Committee NOTED that the new Edinburgh College website launched on 8 November 2021, whilst work progressed further on both content and technical developments. The Director of Communications, Policy & Research highlighted that the launch of the *Friends of Edinburgh College Network* had also taken place and the College would be working with the Edinburgh College Development Trust to recruit members to the Network and engage in fundraising activities.
- 7.4 The Committee NOTED that the Edinburgh College Research Unit (ECRU) had established a committee to oversee all research activity and progress the development of an Edinburgh College Research Framework. The Director of Communications, Policy & Research advised the Committee that a recently funded research project with *Boutique Innovation* would analyse current and future innovation practices with industry partners and produce a report to assist with College work in this area.

7.5 The Committee DISCUSSED social media analytics and the preferred platforms used by students. The ECSA Student Vice President (Welfare) advised the Committee that students preferred short, and often visual, pieces of information through social media posts, with more details information best circulated through either the College Moodle or Teams platforms.

**8. ANY OTHER COMPETENT BUSINESS**

8.1 None.

**9. FOR INFORMATION**

9.1 COMMITTEE PROGRAMME OF WORK 2021/22

9.1.1 The Committee NOTED its proposed programme of work for the current academic year.

9.1.2 The Committee DISCUSSED potential items for consideration at future meetings of the Corporate Development Committee. The Committee AGREED that the Chair and the Vice Principal Corporate Development should consider the inclusion of the following items within the programme of work:

- (i) Future Knowledge Exchange funding for the sector.
- (ii) Commercial income within individual faculties.
- (iii) The development of the College CRM system.

**10. DATE OF NEXT MEETING**

10.1 The next meeting of the Corporate Development Committee will take place on 1 March 2021.

***Meeting closed at 16:10***