



# MARKETING AWARDS 2018

College Marketing Awards  
Summaries Booklet **2018**



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# Shortlist Summaries Booklet

The College Development Network (CDN) Marketing Awards are a key event in the sector's calendar. A celebration of the excellent marketing and communication practice taking place in Scottish colleges, the awards have been running successfully for 20 years. They honour the outstanding staff who help communicate the work colleges do to serve Scottish learners and communities.

Provided for your information are the summaries from each shortlisted submission.



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## New College Lanarkshire Betsy's WorldSkills Journey

New College Lanarkshire (NCL) is immensely proud of its achievements at the national skills competition, WorldSkills, having been in the top three performing institutions in the UK for the last five years. With countless medals and a number of students recognised for their exceptional skills, the College prides itself on skills provision and ensuring their students are 'skilset for life', as reflected in their logo. The WorldSkills campaign on a whole is important to the College. However, it was one particular student whose achievements stood out so much that a communications campaign was developed around her, to promote the College's performance in WorldSkills. Betsy Crosbie is a current student of HNC Mechanical Engineering. Having started the College in 2014, Betsy has become the face of getting females into STEM subjects for NCL as well as for Scotland as a whole. Having competed in WorldSkills UK, EuroSkills and WorldSkills Abu Dhabi, Betsy has shown how hard work pays off, and her story is used to inspire prospective students.

Through case studies, press releases and social media sharing, NCL developed a communications plan to highlight Betsy's WorldSkills journey, which resulted in impressive awareness-raising and more students than ever wanting to be part of the WorldSkills competitions.

## New College Lanarkshire NCL's ScotAppWeek 2017

As a leading provider of Apprenticeship programmes in Scotland, New College Lanarkshire (NCL) is dedicated to the provision of its apprenticeship pathways from school to employment and offers a varied range of apprenticeship programmes.

Its Modern Apprenticeship (MA) provision offers 15 apprenticeships across six sectors, which continues to grow year on year. Marketing of MA programmes has traditionally been targeted at only potential candidates, but as more young people enter into apprenticeships, more employers are needed to support the programmes. NCL has recognised this and in session 2016-17 implemented an integrated marketing campaign to highlight the benefits of having an apprentice to employers, while continuing to position the College as a leading provider of apprenticeships. The integrated B2B and B2C programme was developed to coincide with Scottish Apprenticeship Week, maximising opportunities for engagement. Since the campaign, there has been a 15% increase in employers partnering with NCL to offer apprentices, and 33% increase of apprenticeships from 2016.

## SRUC Hortus Homicida

As part of their HND Garden Design course, second year students worked as a group to submit a show garden to the Gardening Scotland event (which attracts 35,000 visitors). For the 2017 entry, the theme of their garden was based on the murder of Lord Darnley in 1567 and titled Hortus Homicida. Members of the SRUC marketing team worked alongside students to create a campaign that would support the promotion of the garden and increase awareness of the College. As well as assisting the students with guidance to produce their printed marketing materials, a series of three short videos were created to raise awareness of the project on social media (#HortusHomicida). The show garden project is an opportunity for students to showcase their work to the general public and provides an excellent scope for their personal career development. Gardening Scotland is also the largest platform for promotion of SRUC's Horticultural programmes, and so is a vital promotional opportunity for the college; the project's success was important for both sides of the partnership.

The Hortus Homicida campaign operated as a fully integrated campaign making use of both digital and traditional elements, and led to successful fundraising and media coverage for the project.

# Customer Experience

## Edinburgh College STEM P7 Experience

Edinburgh College's P7 STEM Inspiration Experience launched in Feb 2016/17 to address skills shortages in STEM areas demonstrated by regional skills assessments. It is a response to recommendations in Scotland's youth employment strategy, Developing the Young Workforce (DYW), that STEM should sit at DYW's heart.

This is a four-year schools transition programme which brings STEM concepts to life, inspiring pupils as early as possible about career and education opportunities through practical workshops delivered by the Faculty of Engineering. The aim is to help them make better informed decisions about their futures, inspiring them towards STEM-related studies and jobs. A key aim of the programme is changing perceptions about STEM stereotypes and addressing the gender imbalance in STEM, aligned with the College's Gender Action Plan. The activities have a strong engineering focus and on average the breakdown of pupils attending is around 51% female and 49% male pupil participation, depending on the school demographics. The project brings together pupils from cluster primary schools and enables them to meet and interact with peers going to the same secondary school, plus future teachers, which assists the transition process.

## Inverness College UHI International Initiative

Inverness College (IC) UHI's 'International Initiative' focuses on the inbound short course market, offering unique customer learning experiences in their state-of-the-art campus based in the heart of the Scottish Highlands. Targeting the high growth markets of China and the USA, during 2016-17, IC were able to offer new programmes based on an individual cohort's learning requirements. Differentiating themselves from their competitors, they combined bespoke curriculum courses with opportunities to explore the Highlands and Islands.

Recognising the diverse backgrounds of cohort participants, they have adapted their programmes in order to overcome barriers such as language and culture. This has ensured that their customers' experiences have been unparalleled to that of competitors. Through this service adaptation, IC have been able to create sustainable programmes that are forecasted to grow in both financial and participant number terms. External organisation and cross-departmental engagement to create the programmes has promoted knowledge exchange opportunities between external businesses, internal staff, students and cohort participants alike. This collaborative approach has received positive feedback from all parties, ensuring growth and sustainability in the programmes looking forward.

## New College Lanarkshire Funding Pigs to the Rescue

Following a College Finance Review, the Principal initiated a project to review the student funding business process both internally (staff focused) and externally (customer focused), to improve efficient and effective delivery of student support funds beginning 2016-17. The target audience for this project was prospective and existing students who applied for a FE/HE Full-time course starting in August, accepted a place on their desired course as well as Secondary Support and teaching staff, partners and influencers (parents, friends etc).

As a result of the review, the College provided a student funding service which delivers the required and expected quality of service; facilitated the standardisation and simplification of communications through the integration of both online and offline resources and to introduce systems/lean methodologies to business processes and systems to provide a more approachable and friendly service aligned with customer needs.

## Design

### Ayrshire College Salt and Barrel Restaurant

The College's Marketing Team was briefed to propose a name for the new hospitality training restaurant in the new Kilmarnock Campus and design a logo for signage, menus and flyers. A new brand was developed -The Salt and Barrel hospitality training restaurant.

The design concept exceeded expectations in terms of the variety of marketing collateral designed and showed a high level of creativity and originality in the rationale for the concept. The key messages to get over in the design of the marketing materials were: a professional looking restaurant image, an inspiring learning environment, wonderful food and service, welcoming, friendly and helpful staff and increased opportunities for their students. The designer created an effective corporate identity which has raised awareness of the new restaurant brand, delivered effective marketing collateral which has been used to promote the brand and supported the service by designing a website for bookings/ contact information. The design of the Salt and Barrel brand has had a huge impact – it's increased its business by 400% (on the previous restaurant brand).

### Edinburgh College STEM Design Identity

STEM is a huge initiative for all colleges based on government requirements to increase training of students in these areas to meet a national skills demand. In 2016 the Design/Marketing team were tasked with creating a visual identity for Edinburgh College's STEM activities which included manifesto, events and marketing promotions, that would be different from the mainstream curriculum course offering.

The STEM design has been implemented across a variety of channels and continues to build brand identity and awareness for Edinburgh College's emphasis on the STEM curriculum. The final design is bold and engaging. The designs created by the in-house design team have met the clear objectives set out by the project team.

### West College Scotland STEM – Holyrood's Annual STEM Scotland 2017

West College Scotland has a strategic focus on STEM. This was underlined in September 2016 when they were awarded STEM-assured status by the Innovation Council of the STEM Foundation. While the College has always highlighted its commitment to STEM, this award became the catalyst for a different approach which required a unity and consistency of design. The College is proud of its STEM-assured status and wanted to translate that to stakeholders using the full range of marketing materials, including promotional literature, banners, booklets, flyers, newspaper and digital adverts. To achieve this ambitious target, the small team settled on a futuristic look with strong technology-themed images, geometric shapes, as well as taking cues from other science-related fields. Importantly, all material also included the use of the prestigious STEM-assured logo.

In May 2017 the College hosted Holyrood magazine's annual 'STEM Scotland 2017' event at Dynamic Earth, Edinburgh. This was a reputation-enhancing event for the College and, again, required a range of high-quality, well-designed marketing materials. The design has now been used for a variety of STEM initiatives within and out with the College.

# Digital Marketing

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**Media Scotland**

## Edinburgh College Edinburgh College Online Funding tool

The new website Funding Tool was created after the College systems review in collaboration with the IT department highlighted the need for quicker, easier and more personalised funding information to be available online. Prior to the implementation of the funding tool, the website contained vast amounts of information relating to funding that was not personalised or segmented in any way.

The Funding Tool was designed to target all applicants who will be applying for funding as part of the course application process. As the tool is housed on the public website, it can also be used by parents or guardians, teachers, career advisers and influencers to help discover more information about funding options available to students.

## SRUC Cultivate Online

In late 2016, SRUC decided to rationalise their online information silos to create a repository for all of their content. This merged their pre-existing and separate 'Student successes' and 'study tours' blogs, included press releases and enabled them to produce more informal and campus-oriented content. The blog was launched in February 2017 and was called 'Cultivate' as a digital counterpart to their printed magazine of the same name and features the same branding and colour scheme.

They opted to host this on an internal Wordpress system to have maximum control over the blog's functionality, visual appearance and unique identity. It also enabled them to have maximum connectivity with their other digital resources – Facebook, Instagram, YouTube, etc. Cultivate online now serves as their primary location for content creation – it's a resource that they can refer their social media users back to and every piece of content is designed to encourage visitors to view the student recruitment pages of the main SRUC website. It also enables them to re-use seasonal content, but all-round it provides an excellent opportunity to continually generate brand awareness.

## West College Scotland GO FOR IT!

The annual recruitment campaign is West College Scotland's 'calling card' to their target audience: young people aged 16-24, especially school-leavers. The aim of the 2017 digital marketing campaign GO FOR IT! was to drive traffic to their website and encourage prospective students to browse, select and apply for courses. The campaign ran from March-August 2017.

The communities the College serves are among the most socially and economically deprived in the UK, according to the official Scottish Index of Multiple Deprivation 2016. Many young people living in such communities have no family tradition of FE or HE. One of their major challenges, therefore, was to convince young people that college was a viable and realistic option for their future learning and a place where they would fit in and meet people just like them. The campaign centre-piece was 18 15-second-long, high-quality bespoke video adverts showing the range of courses available. These were specifically designed for paid-for social media. GO FOR IT! was conceived, designed and made in its entirety by a small, in-house team of marketing, communications and design professionals. Costs were kept to a minimum and objectives were met.

# Events

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## Ayrshire College Ayrshire Bytes

On Tuesday 21 March 2017, 150 people from the private, public and education sectors took part in the Ayrshire Bytes: Data Changes Everything conference at the Kilmarnock Campus. The College is very proud to have been approved as an official fringe event of DataFest17 – the only one outside the cities of Edinburgh, Glasgow and Aberdeen. DataFest17 was a week-long festival of data innovation from 20-24 March 2017 which showcased Scotland's leading role in data on the international stage.

The ambition for Ayrshire College is to enable its people, businesses and communities to have the skills to take advantage of the potential of digital technologies. They invited leading figures in a range of industry sectors to share their views on how data and digital are changing everything they do. The conference presented a range of perspectives on digital innovation and best practice, and showcased Scotland's leading role in this area. Ayrshire College delivered its own best practice presentation on how they use predictive analytics to help to minimise student withdrawals.

## Dundee and Angus College Summer Sign Up

The initial idea for the Summer Sign-Up Days which took place in August 2017 at Dundee and Angus College transpired from a small recruitment event held around the same time the previous year. The main outcome for the event was to offer information to potential students and to give guidance to help match those students to the correct courses and level of study. Something new added to this year's event which made it different from others, was the addition of on the spot interviews. This meant that prospective students could have a decision right there and then and begin to plan their future.

The event took place in two of the three campuses over two consecutive days, Wednesday 9 and Thursday 10 of August. Those dates were specifically chosen to correspond with the release day of the SQA results earlier that week.

The reasoning behind holding the events from a college perspective was to fill last minute spaces on courses but also to increase retention rates. To offer the support and guidance from this initial stage meant that potential students built relationships with the key departments that they would utilise within their first months attending college.

## North East Scotland College ESOL

Staff identified a demand for a Beginners/Elementary combined level of study course for English Speakers of Other Languages (ESOL) students. Research and data identified the possibility of recruiting for the course and an event was planned to assess demand and convert into applicants with a viable class size for 17-18. Within a four-week period a customer need was identified, acted upon and plans put in place to ensure delivery of a course for the forthcoming academic year.

The combined efforts of curriculum, support teams, students and external community associations created an event that exceeded all expectations. The application process was re-engineered for this audience and proved so successful that it has shaped the future recruitment process for this cohort. Beginners/Elementary ESOL is now part of the NESCol curriculum moving forward, benefiting the local community and regional workforce.



# Integrated Marketing Campaign

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## Edinburgh College Exam Results Student Recruitment Campaign

Edinburgh College's exam results marketing campaign for August 2017 recruitment was implemented between July 2017 and August 2017, using marketing channels such as social media, email, video and website to cover all aspects of the marketing mix.

The campaign message surrounded the '6 Top Tips on How to Survive the Exam Results.' The campaign planned and executed by the marketing team included fantastic added value elements which increased brand awareness across the region during a key time for course recruitment. They worked with one of their performing arts students, Rhys, to produce digital content to connect with school leavers during the SQA exam results period. Examples of value added activity include live radio talk ups. The vlog partnership concept is something that has never been done in the Scottish FE sector and sets the tone for marketing activities for Edinburgh College moving forward – looking at new ways to engage with the young school leaver audience.

## Forth Valley College MA Highlights

Scottish Apprenticeship Week is an annual national campaign run by Skills Development Scotland. The objective of MA Week is to show that apprenticeships work for businesses, individuals and the economy. As Forth Valley College (FVC) is a main provider of MAs to individuals and employers, they supported this national objective by devising two integrated marketing campaigns. The key objectives of the campaigns were: encouraging individuals to consider an MA route raising awareness of the range of MA, disciplines available; and raising awareness among local employers of the benefits of taking on an MA including how FVC can support them through this process and generating new business/employer leads.

Messaging for both campaigns was grouped under the overarching theme of 'MA Highlights'. By doing this two campaigns were able to run alongside each other with a consistent strapline, but with audience specific messages.

## West College Scotland GO FOR IT!

The aim of the 2017 campaign, GO FOR IT!, was to drive traffic to the College website to encourage prospective students to browse, select and apply for courses. It ran from March-August 2017. Their main target audience was young people aged 16-24, especially school-leavers.

Although the digital marketing element of the campaign is substantial and growing to reflect media consumption habits, this campaign was careful to include radio, newspaper and DAX advertising, as well as a 34,000-household Royal Mail mail-drop. For the first time, however, the marketing team declined to undertake an outdoor campaign, including billboards and bus shelters. This resulted in a significant financial saving but at no detriment to final outcomes. The campaign slogan GO FOR IT! reflects the comments which they have often heard from young people who thought college was not an option for them. They captured this upbeat message by showing that learning can be fun and rewarding. They represented the message by using real students, in real classes, with real lecturing staff. The campaign center-piece was 18 15-second-long, high-quality bespoke video adverts. From these, they selected appropriate imagery for other aspects of the campaign. GO FOR IT! was conceived, designed and made in its entirety by a small, in-house team of marketing, communications and design professionals.



# Internal Communications

## Borders College Staff Get Yammering

Borders College were keen to maximise Yammer as an informal communication tool for all staff within the organisation (similar to Facebook). A place where staff could share ideas, thoughts and good practice in an informal way, which empowered each staff member and gave them total control of what they could post. By sharing ideas straight from the 'coal face' without the need to refer 'up the line' staff were enabled to post a huge variety of topics in the same way that many people use Facebook.

The marketing team also keen to use this as a place where they would see what was happening around the College, have the opportunity to follow up on potential news stories and gather additional content for social media.

## Dundee and Angus College Good Practice Blog

Like many, the Quality team at Dundee and Angus College were aware of many isolated incidences of good practice throughout their three campuses. They were struggling with trying to find a way to disseminate these 'gems' of information among a busy and at times distracted staff.

After considering various digital options, the decision was made to 'borrow' a member of the marketing team, one day a week, who could gather good bits of practice and then blog about them on the College portal.

Over the first academic session, there was a steady rise in awareness among the staff. But after the introduction of a light-hearted banner on the portal homepage, the blog has been embraced by many staff as both a source of good tips and a way of supporting and praising their colleagues and strengthening their sense of community. Staff are now flooding the Quality team with suggestions and for their part they've been impressed with some of the ingenious tips and methods being employed.

## North East Scotland College Meet 'COLIN'

At its formation, the merged North East Scotland College (NESCol) inherited two staff intranets: Aberdeen College's AbNet and Banff & Buchan's bNet. At vesting day, staff were simply given reciprocal access to both systems. This enabled staff travelling between campuses to utilise local resources when they visited either site; however, for the most part staff continued to favour the intranet they had used previously. Retaining the two systems meant **there was considerable duplication of effort in terms of posting news, events, policies and procedures on both intranets**. This led to a decision to select AbNet as the sole intranet for NESCol as a **short-term solution**.

Around the same time, a Communications Group was established to look at **ways of improving cross-college communication** as this had been an ongoing area of **concern since the college merger**. The group set out a vision for a new intranet which would put people and **interaction first** and make collaboration easier. The project group met regularly to monitor **progress** and to **agree a communication strategy** to inform and engage staff. **Regular updates were included in the College newsletter** and to further engage and make them **feel part of the decision making process**, staff were asked to 'name the intranet' by completing a **poll**. **From initial ideas, a shortlist was created** and staff were given the responsibility of choosing the **name via online voting**. **The winning name was COLIN** (College Intranet). Once the name was decided, **work continued on the branding** to give COLIN a personality.



### **Ayrshire College** **Digital Insights Survey Research**

Ayrshire College Marketing Team felt it was time to discover what the current customer base of the College was actually using offline and online. At the start of 2017, a Digital Insights survey was created and administered online.

Student recruitment is usually achieved through an integrated marketing campaign on numerous online platforms, offline traditional mediums and physically on the campuses. Although recruitment has always been successful, the College Marketing Team found it difficult to determine what advertisements and information actually reached the target audience. The Digital Insights Survey was the first of this scale and type of marketing survey conducted by the College. The effort from staff to encourage students to take the survey and the overwhelming response from students, has proved effective in providing the College with data that can be utilised.

### **City of Glasgow College** **Researching the development of 'MasterChef: The Professionals' Winner Course Experiences**

One of the College's lecturers, Gary Maclean, won 'MasterChef: The Professionals' in December 2016, a personal success which also offered commercial opportunities and positive market positioning for the College. The College decided to run a course experience 'A Taste of Summer' to effectively test the market in terms of potential course options, price point, core course elements, possible future courses as well as try to understand the persona of their likely core customer base. The top line survey results concluded that the core audience was predominantly female (84%) and 50-64 (63%); in terms of geographical spread, most were 'travel to work' distance given the campus's city centre location and proximity to transport; the majority were (not surprisingly) interested in cooking and passionate about food and had watched Gary's journey on MasterChef, whilst some were former students; email was how the majority of people found out about the event; the course price was viewed as too high and recipe cards were very popular.

The results were used to plan subsequent courses although there has been some resistance to dropping prices and looking at more niche courses.

### **Glasgow Clyde College** **Saturday Classes**

Glasgow Clyde College was looking to expand its commercial offering for 2017. It undertook research in October 2016 to determine the demand for opening on a Saturday and to determine which courses would attract students.

Research indicated that there was demand for classes on a Saturday and that this demand would be for a leisure course programme. The College has successfully offered a programme of courses which incorporated Saturday offering since January 2017. Although small in size, this research project has had a great impact.

# Promotional Literature

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## **Forth Valley College** **FYI – School Pupil Magazine**

During session 2016-17, Forth Valley College launched FYI – a printed magazine aimed at S4-S6 pupils which would be distributed to all local schools. They targeted S4-S6 school pupils as they are a key audience in regard to course recruitment. The publication aimed to bring added value to existing marketing platforms and materials. Its purpose was to build a long-term relationship with their audience, strengthen brand affinity and encourage an interest in the College.

In order to evaluate the publication, they carried out a focus group with S5-S6 pupils. This was very positive and suggested that the publication was achieving its objectives. Pupils felt a printed publication was trustworthy and found the content to be relevant and useful. They also found the magazine to be an easy and enjoyable read. Overall, they felt that the publication would encourage them to find out more about studying at Forth Valley College.

## **North East Scotland College** **Prospectus 2017-18**

Together with the main North East Scotland College (NESCol) website, the Prospectus remains an essential key marketing item and student recruitment tool. Its main objective is to stimulate applications and brand awareness across all relevant geo-demographic groups. This includes 15-24 year old pupils at secondary schools across the North East Region, Angus, Moray and as far as Shetland, Orkney, the Highlands and the Western Isles. In addition, it must appeal to and inform parents, school guidance teachers, local agencies and career services as well as those looking to change career, retrain or return to education.

The content therefore must be clear and concise, but it is also an opportunity to promote available progression routes within college and to university, showcase real-world case studies and success, and promote the benefits of studying and choices available at NESCol by highlighting resources and facilities.

## **West College Scotland** **Focus on STEM Booklet 2017**

In September 2016 West College Scotland was awarded STEM-assured status by the Innovation Council of the STEM Foundation. The College was proud of its new status and wanted to promote this to stakeholders through the Focus on STEM Booklet. The booklet relates why they were awarded the status, and outlines what West College Scotland is doing in the STEM field, from work with employers, to work with schools and the communities they serve.

In May 2017 the College hosted Holyrood magazine's annual 'STEM Scotland 2017' event at Dynamic Earth, Edinburgh. This was an opportunity to impress a range of important stakeholders, including the Cabinet Secretary for Education. The event featured a range of similarly designed STEM pull-up banners, STEM workshop flyers and the College's important promotional document, the 'Focus on STEM Booklet'. The Booklet has received positive feedback and has adhered to the design brief and key objectives.

'The design and development of the STEM material has helped our Curriculum Heads focus on and agree the main priorities for STEM. The Focus on STEM booklet has been particularly useful in our work with schools and employers, demonstrating our capabilities for developing new initiatives.' – Stephanie Graham, VP Educational Leadership, West College Scotland.

## Students Award for Website

This award for the Website category was judged and awarded by students. The websites for the shortlisted winners can be viewed below:

**Forth Valley College**  
[www.forthvalley.ac.uk](http://www.forthvalley.ac.uk)

**Glasgow Clyde College**  
[www.glasgowclyde.ac.uk](http://www.glasgowclyde.ac.uk)

**Glasgow Kelvin College**  
[www.glasgowkelvin.ac.uk](http://www.glasgowkelvin.ac.uk)

## Grand Prix

This award recognises the best overall submission.



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