Board of Management

Students, Staff & Equalities Committee

Date of Meeting	**Wednesday 2 November 2016**
Paper No.	**SSEC1-H**
Agenda Item	**11**
Subject of Paper	**Student Recruitment and Admissions Review 2016**
FOISA Status	**Disclosable**
Primary Contact	**Gillian Plunkett, Student Experience Director**
Date of production	**October 2016**
Action	**To Note**

1. Recommendations

To note the contents of the 2016 Admissions Review at Annexe A.

2. Purpose of report

To provide members of the Students, Staff and Equalities Committee with

- a high level summary of student recruitment activity throughout the admissions period January – September 2016, and activity conversion rates;
- an applicant survey and;
- equality, diversity and inclusion statistics for both full time applications and full time enrolments at October 2016.

3. Context

Admissions for the main College intake in September 2016 commenced in January 2016 and weekly reports on applications received, offers made and acceptances were available via Connected in addition to regular updates to SMT.

At a College level application activity has remained similar to last year

In addition to monitoring activity, Student Services undertook a survey of all applicants in the system at June 2016, to ascertain customer satisfaction levels.

4. Impact and implications

Achieving Student Recruitment targets is a key performance indicator for the College as it impacts on College funding, and is a valuable measure of the reputation and popularity of the College, and its courses. Evaluating our performance is also an important factor in developing an outstanding student experience and ensuring our systems and process meet our strategic objectives on inclusion and access.

Annexe A

Admission Review 2016/17

1. Student Recruitment Activity

At September 2016 there were 22,742 1st choice applications which was a slight increase on last year (22,286). Figure 1 shows 1st choice applications by Faculty for 2015 and 2016, and the +/- change highlighting the largest decrease in applications in the Faculty of Business and the largest increase in applications in the Faculty of Leisure and Lifestyle.

Figure 1 – 1st Choice Applications by Faculty

|	2015	2016	+/-
Building, Engineering and Energy	2651	2867	+216
Business	5601	4870	-731
Creative Industries	3894	3720	-174
Education and Society	4215	4490	+275
Leisure and Lifestyle	5935	6737	+802

During the 2016 admissions phase, pre enrolment was introduced for full time groups which allowed new students to enrol and upload a photograph before starting their course. This new functionality was well used by new students and will provide a more accurate forecast of student numbers starting their course (See Fig 2). This year there was significant variation in Education and Society resulting from the high number of conditional offers made (applicants with conditional offers cannot pre enrol).

Figure 2 - Comparison of Students Pre enrolling and Commencing Course

Faculty	Pre Enrolment 2016	Commencing Course 2016	+/-
Building, Engineering & Energy	85%	78%	-7%
Business	88%	93%	5%
Creative Industries	94%	93%	-1%
Education and Society	74%	90%	16%
Leisure and Lifestyle	93%	91%	-2%

Figure 3 compares the numbers of students enrolling on week 1 in 2015 and 2016 and shows an improvement across all Faculties.

Figure 3 – Comparison of Week 1 Enrolments Over 2 Years

Admissions Conversion Rate 2 Year Trend
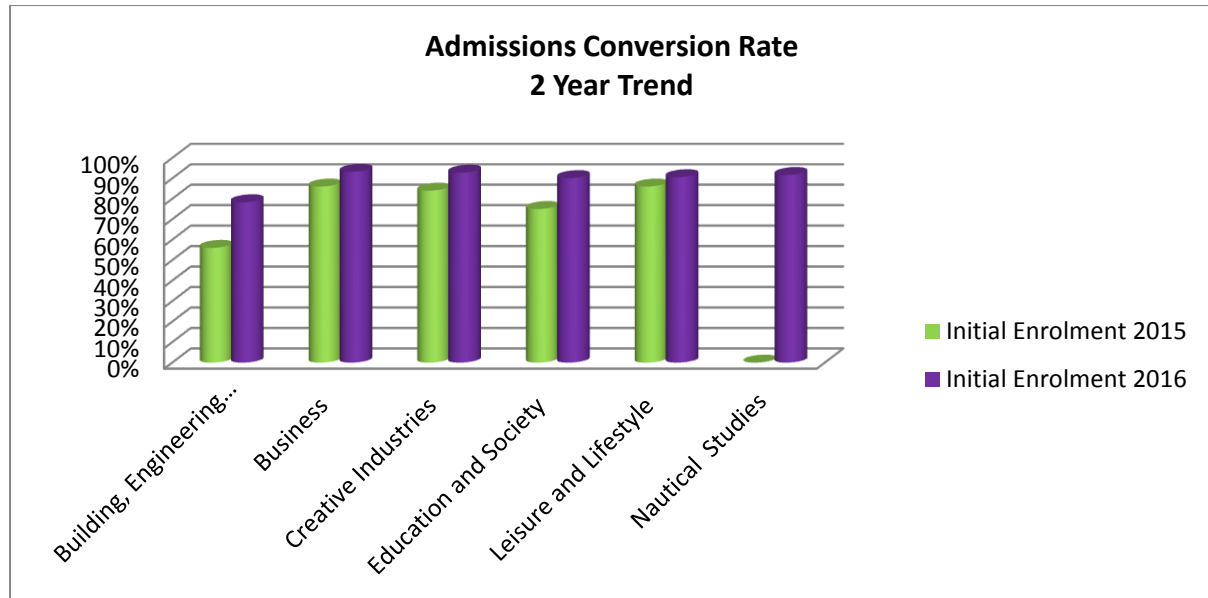
2. Admissions Survey

In June 2016 21,661 applicants were surveyed and responses were received from 2,175 (10.04%) applicants which was a slight increase from last year (9.25%).

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 each question to assist with service improvements.

Responses are summarised in Figure 4 with a 3 year trend showing significant improvement from 2014 to 2015 and a slight drop in customer satisfaction for 2016. This decrease is attributed to the switch over to the new website in April 2016, which required students who had already applied to re-register on the new website. This caused some frustration for students however it is anticipated that this is a one off dip and that satisfaction rates will improve once again in 2017.

Figure 4 – Admissions Survey 2016

2016 Admission Survey Questions	2014	2015	2016
Q1. How easy was it to find information on courses on the City of Glasgow College website?	87%	93%	90%
Q2. How easy was it to complete the application form?	87%	92%	89%
Q3. How easy was it to create an account online?	66%	85%	86%
Q4. How easy was it to book an interview date online?	66%	85%	78%
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%	0%	86%
Q6. How would you rate your overall interview experience?	74%	89%	84%
Q7. After the interview how quickly did we get back to you with the outcome of your interview? (Response is for less than 4 weeks)	70%	79%	79%
Q8. How would you rate your overall experience with our application process?	76%	88%	83%

For 2016, a new question was added to ascertain the main influencers in a students' decision to apply to City of Glasgow College with family and friends featuring highest.

Q9. Who encouraged you to apply to City of Glasgow College?		
Answer Options	Response Percent	Response Count
Family Member	25.4%	501
Friends	21.2%	418
Teachers	15.7%	309
Careers Advisor	14.7%	289
Other (please specify)	23.1%	455

3. **Application/Enrolment Equality, Diversity and Inclusion Statistics**

The information provided below compares student application (admissions) and enrolment data at September 2016 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 encourage equal access for all protected groups, and to provide evidence of the Colleges commitment, to both its Regional Outcome Agreement (ROA) and, to widening access and inclusion for those people who are most disadvantaged.

Age

The table below shows that 81% of the City of Glasgow College's full time applications and 85% of full time enrolments are from the 2 main target groups of 16-19 year olds and 20-24 year olds. In line with the Regional Outcome Agreement, enrolments for the 16-19 year old age group have increased again this year by 2%.

Age Band	Application	Enrolment
Under 16	0.9%	0.5%
16-19	59.9%	63.8%
20-24	21.3%	21.2%
25-39	14.7%	12.1%
over 40	3.2%	2.4%

Disability

Those declaring a disability remains the same as last year at 9.6%.

Disability	Application	Enrolment
No Disability	90.0%	90.4%
Disabled	10.0%	9.6%

Religion

There is very little change in religious groups or none from 2015 and the College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Religion	Application	Enrolment
01 - None	55.8%	56.6%
02 – Christian: Protestant	12.2%	11.4%
03 – Christian: Roman Catholic	18.4%	19.3%
04 – Christian: Other	3.0%	2.9%
05 - Muslim	5.3%	4.9%
06 - Buddhist	0.2%	0.4%
07 - Sikh	0.2%	0.4%
08 - Jewish	0.1%	0.0%
09 - Hindu	0.2%	0.2%
10 - Another religion or philosophical belief	1.2%	1.1%
11 - Information refused/Prefer not to say	3.4%	2.8%

Sex

The College continues to receive more applications from females although this is redressed slightly at the enrolment stage. Enrolments from female students has reduced by 2% compared to 2015. The College continues to address gender/sex imbalances within curriculum areas through the College Gender Action Plan and by working in collaboration with the Equalities Challenge Unit and SFC.

Sex	Application	Enrolment
Female	56.2%	52.0%
Male	42.8%	47.7%
Did not say	1.0%	0.3%

Ethnicity

There is a very slight 1% decrease in applications and enrolments from the Scottish ethnicity compared to last year. The College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Ethnicity	Application	Enrolment
10 – Scottish	78.5%	79.9%
11 – English	1.8%	1.4%
12 – Welsh	0.1%	0.1%
13 – Irish	0.3%	0.3%
14 - Any other white background	2.4%	2.4%
15 - Any mixed background	0.9%	0.8%
16 - Indian, Indian Scottish or Indian British	0.8%	0.9%
17 - Pakistani, Pakistani Scottish or Pakistani British	3.5%	3.6%
18 - Bangladeshi, Bangladeshi Scottish or Bangladeshi British	0.0%	0.0%
19 - Chinese, Chinese Scottish or Chinese British	0.5%	0.6%
20 - Any other Asian background	0.9%	0.8%
21 - Caribbean, Caribbean Scottish or Caribbean British	0.1%	0.2%
22 - African, African Scottish or African British	2.5%	1.8%
23 - Other Black background	0.4%	0.3%
24 - Any other background	0.5%	0.3%
30 - Northern Irish	0.1%	0.1%
31 – British	3.8%	4.0%
32 - Gypsy/Traveller	0.0%	0.0%
33 – Polish	1.9%	2.0%
34 – Arab	0.4%	0.2%
35 - Black, Black Scottish or Black British	0.0%	0.1%
98 - Prefer not to say	0.6%	0.2%
99 - Not known	0.0%	0.0%

Sexuality

There has been a slight increase in enrolments from all groups apart from Gay Women which shows a very small decrease. The most significant change is in the numbers declaring 'other' and 'prefer not to say' which have both reduced. This may suggest that people are more comfortable in declaring this information and that the significant work undertaken on the new website to ensure that an inclusive message was communicated to new applicants has been helpful. The College is satisfied that there is no significant variation between those applying and those enrolling for this characteristic.

Sexuality	Application	Enrolment
1 - Heterosexual / Straight	88.5%	89.0%
2 - Gay Man/Homosexual	1.7%	1.9%
3 - Gay Woman/Lesbian	1.3%	1.2%
4 – Bisexual	3.0%	3.1%
5 – Other	0.8%	0.7%
6 – Prefer not to say	4.7%	4.1%

Employment Status

This data relates to the employment/unemployment/in education status of an applicant immediately before coming to College. The highest category 'in education' suggests that most students applying and enrolling were school leavers. In addition, a high proportion of students were employed before coming to College and it is likely that these are City returning students who engaged in work over the summer period.

Employment Status	Application	Enrolment
01 - Registered unemployed up to 6 months.	10.1%	8.7%
02 - Registered unemployed 6 to 12 months	2.7%	2.4%
03 - Registered unemployed 13 to 24 months.	1.3%	1.4%
04 - Registered unemployed 25 to 36 months.	0.6%	0.6%
05 - Registered unemployed over 3 years.	2.4%	1.8%
06 - Economically inactive up to 6 months	2.1%	2.3%
07 - Economically inactive 6 to 12 months.	0.7%	1.3%
08 - Economically inactive 13 - 24 months.	0.8%	1.8%
09 - Economically inactive 25 - 36 months	0.3%	0.3%
10 - Economically inactive over 3 years.	1.2%	1.1%
11 - Workforce Returners	0.2%	0.1%
13 – Employed	35.7%	38.2%
14 - Self-employed.	2.0%	1.4%
15 - In education/training	39.1%	38.5%
Did not say	0.8%	0.1%

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 is consistent with previous year trends and shows that the College attracts a high number of applications and students from those residing in quintile 1 areas with significant numbers from the Glasgow area. The data shows a reasonable spread over all quintiles with a slight increase in enrolments as a percentage of applications from those residing in the least deprived areas.

	Glasgow or Other Region	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Postcode Not Found
Applications	Glasgow	5274	1383	935	670	345	
	Other	2735	2869	2596	2244	2380	1311
Enrolments	Glasgow	1626	442	314	231	133	
	Other	750	856	746	751	862	129
Enrolments as a % of Applications		30%	31%	30%	34%	37%	