

## Board of Management Performance & Nominations Committee

<b>Date of Meeting</b>	<b>Monday 18 January 2021</b>
<b>Paper No.</b>	<b>PNC4-C</b>
<b>Agenda Item</b>	<b>3.3</b>
<b>Subject of Paper</b>	<b>SA Advertising</b>
<b>FOISA Status</b>	<b>Disclosable</b>
<b>Primary Contact</b>	<b>Iona Gibson (on Behalf of CitySA)</b>
<b>Date of production</b>	<b>11 Jan 2020</b>
<b>Action</b>	<b>For Approval</b>

### 1. Recommendations

Following support offered by Board of Management at Board Planning Day (9<sup>th</sup> Oct 2019) the SA seeks approval to sell advertising on its Website and Social Media Platforms to further increase the SA budget.

## **2. Purpose of Paper**

This paper is to provide background information and context to enable PNC to approve the recommendations, pending any agreed amendments.

## **3. Context and Content**

This new undertaking is motivated by the [SA Strategic Plan](#) - “The Students’ Association will have a medium-term financial plan to meet our Strategic Priorities... ensuring that we have sufficient resources to effectively deliver our operational plan and build our capacity.” Additionally, approval would contribute to the [City of Glasgow College Strategic Plan](#) Priority 7 - “To maintain our long-term financial stability” and Priority 8 – “To secure diversity of income and sustainable development”.

Following a review of the SA’s existing income streams and drawing comparison with other SUs around the country it was recognised that our website and Social Media Platforms could provide opportunity to generate additional revenue through the sale of advertising. This plan was shared at Board Planning Day (9<sup>th</sup> Oct 2019) and met with great support by members.

Since then, we have completed a thorough bench-marking activity against other local Student Unions current advertising offering (including [Strathclyde Union](#) and [Glasgow Caledonian Students’ Association](#)) to formulate our own pricing structure based on our own website traffic and follower count. We have formulated a potential advertiser list based on companies who work with other Student Unions, suggestions from NUS and those who have contacted us in the past seeking space to advertise. We have also met with relevant support departments to agree new process and procedure for working with external advertisers. A mock-up advertising brochure can be viewed in our appendices below.

## **4. Impact and Implications**

It would be the intention of the SA to use any income generated by the sale of Advertising to further expand our operational activity. This in turn would result in an improved student experience with added resource to develop existing SA activities as well as the launch of new innovative ones.

All advertisers would need to be approved by the SA before a service level agreement would be reached. Approval expectations would be that advertisers adhere to the college’s comms guidelines and fit in with the SA core values. This is to ensure that

Equality and Diversity requirements are met and that the SA reputation is not compromised.

Any subject data collected about advertisers would be stored in line with GDPR. No Student/Staff subject data, that would allow individuals to be identified, will be shared with Advertisers.

We have agreement from the College Finance Team to support the financial process of selling advertising through the SA, including Tax revenue (if applicable).

## **Appendices**

SA Advertising Pack (PDF)

**CITY OF GLASGOW COLLEGE  
STUDENTS' ASSOCIATION**

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**ADVERTISING  
PACK**

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2021

# WHO ARE WE

City of Glasgow College Students' Association is based in the largest College in Scotland. We work in partnership with the wider College teams to deliver passionate and relatable student experiences both on campus and within wider student life. The social, cultural and campaigning interests of students shape our diverse events and societies.

Over 30000 students attend College on a variety of interesting and diverse courses. Every student is automatically a member of the Students' Association, which gives the SA a wide reach and opportunity for engagement.

Students are at the heart of everything we do, and we want to reach out to you to offer a media package that can help connect students to organisations and special offers that will enhance their student experience and social life while studying in Glasgow.



## **HOW CAN WE HELP YOU?**

We can help you reach our 30000 students of City of Glasgow College.

There are 75,000 students in Scotland with an estimated spending power of over £75 million pounds. We understand brands and local businesses and we know how to help you reach our student market. Many of our students are deciding which brands best suit their needs. That's why attracting them to your service or product has huge potential for generating long term brand loyalty within the 18-30 age group bracket.



# DIGITAL ADVERTISING WEBSITE

From Sept 2019 – Sept 2020, we had 53,000 visitors to our site. You can place your advert on our site, allowing students to click straight through to your website.

**Web banner on  
citysa.co.uk homepage:  
£100 per month, per banner**



# DIGITAL ADVERTISING SOCIAL MEDIA



We are constantly engaging with students via our social media channels and we have over 7000 followers across our platforms.

**One Instagram Story: £50**

**One Facebook Story: £50**

Or £80 for both

Connect with our audience through our social media:

 [Facebook.com/cogcsa](https://www.facebook.com/cogcsa)  
 [Instagram.com/cogcsa](https://www.instagram.com/cogcsa)