

Board of Management

Students, Staff & Equalities Committee

Date of Meeting	Monday 1 February 2021
Paper No.	SSEC2-D
Agenda Item	5.2
Subject of Paper	Admissions 2020/21 (Full Time January Start Programmes)
FOISA Status	Disclosable
Primary Contact	Gillian Plunkett Student Experience Director
Date of production	19 January 2021
Action	For Discussion/Decision

1. Recommendations

Students, Staff and Equalities Committee (SSEC) is asked to note the 2020/21 January admissions statistics.

2. Purpose of Report

To provide a high level summary of student recruitment activity for the January 2021 full time intake.

3. Context

3.1 Achievement of student recruitment and enrolment targets supports the College **Strategic Priority 7 - To maintain our long-term financial stability.**

Demand for course provision is also a valuable measure of the reputation and popularity of the College, and its curriculum portfolio. This is particularly relevant in the current COVID situation where previous trends and norms may no longer be relevant.

Evaluating our performance and responsiveness to applicants and widening access is an important factor in meeting our Student Experience Strategy objectives and Regional Outcome Agreement objectives.

4. Recruitment January 2021

4.1 In terms of widening access January courses provide a valuable opportunity for winter School Leavers and others, who may have missed the chance to obtain a place at College via the August intake.

4.2 January courses are approximately 20 weeks duration and mainly SCQF Level 5 with a high practical content. Compared to full time enrolments for the August intake, these courses tend to include proportionately:-

- Higher number of 16-19 year olds.
- Higher number of students from SIMD10.
- Higher number of Care Leavers

4.3 January start courses also allow the College to reduce or eliminate any enrolment gaps from our main August intake to ensure the College achieves its credit targets.

4.4 Table 1 shows January 2021 recruitment and enrolment activity, with a ratio of 4:1 first choice applications received against places available and an average enrolment of 88%.

4.5 January start enrolments have been impacted by the lockdown with some applicants deciding to defer their offer until 2021/22.

Table 1 – Student Recruitment January 2020/21 Statistics

Faculty	Recruitment Target	1 st Choice Applications	Offers Made	Enrolled	% Enrolled
Creative Industries	215	960	265	187	87%
Hospitality and Leisure	162	409	189	145	90%
Grand Total	377	1369	454	332	88%

4.6 Following the First Ministers announcement of lockdown in mainland Scotland on 4th January there was little opportunity to cancel courses which were due to start on 5th, 11th and 18th January. All courses commenced online and some can be fully delivered online. However, some construction courses which were due to start on 11th and 18th have been redesigned to reduce reliance on practical content. The Faculty met with students explained the circumstances and provided students with options to continue with the re designed course or defer entry until 2021/22.

5. Impact and Implications

Failure to meet student recruitment and enrolment targets could have a significant impact on the Colleges' financial stability.