

Board of Management

Students, Staff & Equalities Committee

Date of Meeting	Wednesday 2 February 2022
Paper No.	SSEC2-J
Agenda Item	6.2
Subject of Paper	Student Recruitment 2021/22 (Full Time January Start Programmes)
FOISA Status	Disclosable
Primary Contact	Gillian Plunkett Student Experience Director
Date of production	12 January 2022
Action	For Noting

1. Recommendations

The BoM Students, Staff and Equalities Committee is asked to note progress with Student Recruitment 2021/22 (Full Time January Start Programmes).

2. Purpose of Report

To provide a high-level summary of student recruitment activity for the January 2022 full time intake.

3. Consultation

Not Applicable

4. Key Insights

4.1 Achievement of student recruitment and enrolments 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 courses. Evaluating our performance is an important factor in meeting our Student Experience Strategy objectives and Regional Outcome Agreement objectives related to widening access.

4.2 In terms of widening access January start programmes provide a valuable opportunity for winter School Leavers and others, who may have missed the main intake in August, to obtain a place at College.

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 2022 recruitment activity at 12 January 2022 and shows an average ratio of 2:1 first choice applications received against places available. Pre-enrolment activity shows that all Faculties will not meet their enrolment target with particular concern in Hospitality and Leisure.

Table 1 – Student Recruitment January 2021/22 Statistics

Faculty	Recruitment Target	1st Choice Applications	Offers Made	Pre-Enrolled	% Pre-Enrolled
Creative Industries	103	248	110	95	92%
Education and Humanities	65	175	81	61	94%
Hospitality and Leisure	198	416	204	164	83%
Nautical and STEM	176	737	243	158	90%
Grand Total	542	1576	638	478	88%

5. Impact and Implications

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