

Board of Management

Students, Staff and Equalities Committee

Date of Meeting	Wednesday 26 October 2022
Paper No.	SSEC1-C
Agenda Item	5.2
Subject of Paper	Student Recruitment Review 2022/23 (Full Time)
FOISA Status	Disclosable
Primary Contact	Gillian Plunkett Student Experience Director
Date of production	13 October 2021
Action	For Discussion

1. Recommendations

The BoM Students, Staff and Equalities Committee is asked to discuss the contents of the Admissions Review (Annexe A) for the main full-time intake in Academic Year (AY) 2022/23.

2. Purpose of Report

To provide SSEC with: -

- a high-level summary of student recruitment activity for full time courses where entry is based on selection;
- an applicant satisfaction survey and;

- equality, diversity and inclusion, statistics for both full time applications and full-time enrolments for entry to the main college intake in August 2022.

3. Consultation

This paper was discussed at SMT on 19 October 2022.

4. Key Insights

3.1 Robust monitoring of demand for course provision provides valuable information on the popularity and reputation of the College and supports targeted marketing to ensure the college meets its recruitment targets. Evaluation of our student recruitment performance in relation to equality, diversity and inclusion is an indication of how well we meet our Public Sector Equality Duties and Regional Outcome Agreement objectives.

3.2 Management information on student recruitment against targets is provided to SMT and the wider college weekly throughout the admissions period (January to September) with regular reports on applications, offers and acceptances also available via My Connect.

3.3 Appendix A highlights the following:

- At a College level, application activity for 2022/23 entry has decreased by 7% compared to the same period last year, and 17% over a period of 5 years.
- Colleges Scotland have undertaken a high-level review of applications across the sector which shows a reduction of 9.6% between the years of 2019/22 and 2021/22. The full report is not yet published.
- The decline in applications varies across Faculty and on a course by course basis with the greatest reduction in Education and Humanities, at 13% impacting on social science, accounting, business and financial services, (to note these curriculum areas are also offered by local universities). Hospitality and Leisure applications are also down 8%, Nautical and STEM down 3%, while Creative Industry applications increased by 1%.

- Overall satisfaction with the application process and applicant experience remains high at 92%.
- There is no significant difference between the numbers applying across the seven protected characteristics analysed, and those moving to enrolment. (two of the nine protected characteristics – Married/Civil Partnership and Pregnancy/Maternity are not collected at the application stage).

3.4 In relation to the reduction in application numbers, there are a number of factors likely to have influenced the downturn in full time applications including; -

- University applications have increased over the last two years which may be the result of grade inflation; and
- The continued impact of widening access policies currently being implemented by universities target the traditional FE College market.
- Pupils who have missed schooling due to COVID may be more likely to stay on for a 5th or 6th year.

3.5 In terms of demographics, [pupil projection](#) data offered by the Scottish Government highlights a current and projected (2022 – 2027) increase in secondary school pupils of 3.2% between 2021 and 2024 and 4.9% in the Glasgow Region. Interestingly primary school pupil numbers are projected to decrease.

5. Impact and Implications

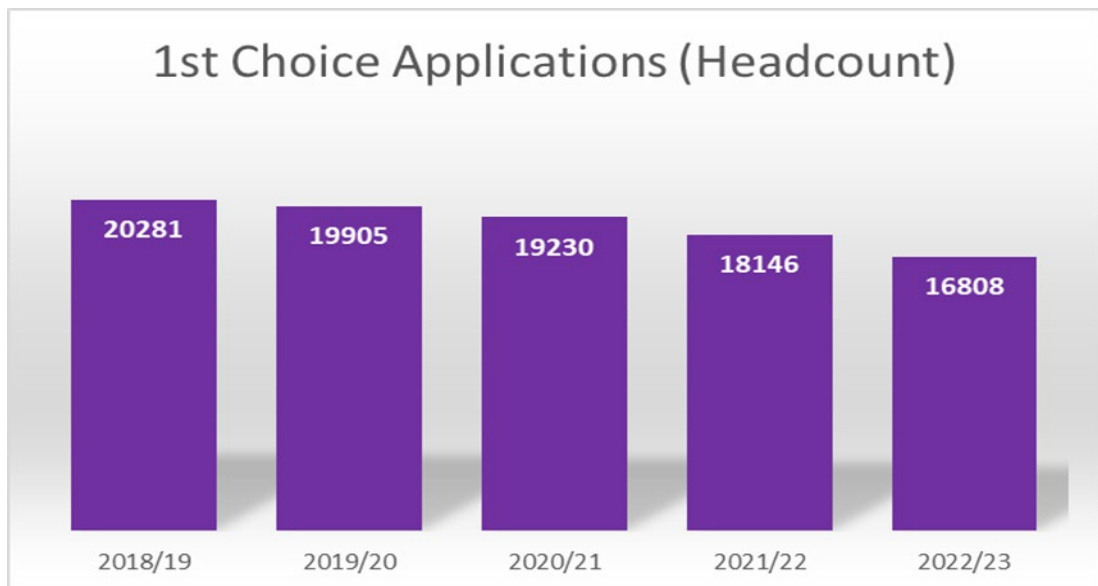
4.1 Monitoring recruitment and enrolment targets is essential to the continued financial stability of the College. While ensuring fair access supports our Public Sector Equality Duty and Regional Outcome Agreement. The College's core values include the recognition and achievement of equality, diversity and inclusion, and publication of statistics on applications and enrolments offers transparency in our approach to inclusion.

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1. Application Data

- 1.1. Table 1 shows that applications for full time courses commencing in August (where entry is based on selection criteria including an interview) have declined over 5 years by approximately 17%, with a further decline of 7% this year.

Table 1 – 5 Year 1st Choice Applications Trend



- 1.2. In terms of curriculum, the single biggest reduction is in Education and Humanities at 12% impacting on social science, accounting, business and financial services. To note these are all curriculum areas offered by local universities. Next highest area of decline is Hospitality and Leisure down 7%, Nautical and STEM down 3%, while Creative Industry applications increased by 1%.
- 1.3. Colleges Scotland have undertaken a high level review of applications across the sector which shows a reduction of 9.6% between the years of 2019/22 and 2021/22. The full report is not yet published.
- 1.4. There are a number of factors likely to have influenced this downturn in full time applications including; -
- Increased application to universities over the last two years which may be the result of grade inflation; and

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- The continued impact of widening access policies currently being implemented by universities target the traditional FE College market.
 - Pupils who have missed schooling due to COVID may be more likely to stay on for a 5th or 6th year.
- 1.5. The Scottish Government have published demographics of [pupil projection](#) (re phased in 2020) in Scotland showing a small increase in secondary school pupils of 3.2% between 2021 and 2024 and 4.9% in the Glasgow Region. However, number of primary school pupils are projected to decline over the same period.

2. Admissions Survey – Customer Satisfaction

- 2.1. An annual survey of all full-time applicants applying to the main August intake is undertaken to ascertain customer satisfaction levels with the admissions process.
- 2.2. Table 2 offers the results over a 5-year period 2018 – 2022. For a third year the admissions process was carried during a period of restrictions which meant there was limited face to face interviews and curriculum teams either carried out interviews over zoom or made direct offers based on application information.

Survey Method

- Applicants are surveyed in July via survey monkey.
- All applicants (both year 1 and year 2 applicants) are surveyed.
- Both successful and unsuccessful applicants are surveyed.

Results

- Responses were received from 1,753 (10.4%) applicants which was a decrease of 13.1 % (2,563) on last year.

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- Results on finding information via the college website have returned to pre COVID levels, and ease of creating an account and completing the application have also improved.
- Results for booking an interview continue to be impacted by restrictions in face to face contact with Zoom or telephone interviews offered and as a result a higher number of students (24.5%) select 'neither agree nor disagree' to this question.
- We are delighted that the overall experience of our applicants remains high at 92% up 4% on last year.

Table 2 – Admissions Survey 2022

2022 Admission Survey Questions	2018	2019	2020	2021	2022
Q1. How easy was it to find information on courses on the City of Glasgow College website?	92%	93%	90%	86%	91%
Q2. How easy was it to create an account online?	92%	94%	89%	86%	88%
Q3. How easy was it to complete the application form?	89%	90%	90%	87%	88%
Q4. How easy was it to book an interview date online?	82%	85%	75%	72%	70%
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.?	88%	92%	88%	89%	89%
Q6. How would you rate your overall interview experience?	87%	91%	87%	89%	91%
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)	83%	84%	74%	76%	76%
Q8. How would you rate your overall experience with our application process?	85%	90%	89%	88%	92%

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3. Equality, Diversity and Inclusion Statistics

- 3.1. The following information compares Year 1 student application and enrolment data at September 2022 by protected characteristic. The data refers to full time courses only, where entry is based on selection criteria, including an interview. The College collects information at application stage on 7 of the 9 protected characteristics excluding marriage and civil partnership, and pregnancy and maternity.
- 3.2. The purpose of reviewing this data is to provide evidence that the College is meeting its public sector Equality Duty¹ by ensuring that the admissions procedures offer fair access to protected groups, and also to evidence the College's commitment to the Glasgow Regional Outcome Agreement (ROA) targets and priorities.

Age

Table 3 offers information on the protected characteristic of 'age' and shows that the 16-19-year-old and 20-24-year-old age groups, continue to be the main application and enrolment groups. In 2022, 16-19-year olds were only category that increased in both applications and enrolments.

Table 3 – Age

Age Band	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
Under 16	1%	1%	1%	0%	1%	1%
16-19	58%	60%	58%	58%	61%	62%
20-24	22%	23%	23%	25%	21%	23%
25-39	16%	14%	15%	13%	14%	12%
over 40	4%	3%	4%	3%	3%	3%

¹ [Public Sector Equality Duty in Scotland](#)

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Religion

There is no significant variation between those applying and those enrolling for this characteristic.

Table 5 – Religion

Religion	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
None	56%	57%	58%	59%	58%	59%
Christian: Protestant	9%	9%	8%	8%	7%	8%
Christian: Roman Catholic	18%	18%	17%	17%	16%	16%
Christian: Other	4%	4%	3%	3%	4%	4%
Muslim	7%	6%	7%	6%	7%	7%
Buddhist	0%	0%	0%	0%	0%	0%
Sikh	0%	1%	1%	0%	0%	0%
Jewish	0%	0%	0%	0%	0%	0%
Hindu	0%	0%	0%	0%	0%	0%
Another religion or philosophical belief	1%	1%	1%	1%	1%	1%
Information refused/Prefer not to say	4%	4%	4%	4%	5%	5%

Disability

Table 4 shows an upward trend in those declaring a disability in both applications and enrolments. These figures represent full time applications only, the number of students declaring a disability across all enrolments is likely to be higher.

In addition to early disclosure of disability, a significant number of students are referred to support services in year, which suggests there is also undisclosed need within the student population. This trend is likely to continue as the College drives forward the Government's access and inclusion agenda targeting those residing in the most deprived areas where quality of life indicators, such as disability and

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additional support need (for example care experienced students), are likely to be more prevalent.

Table 4 – Disability

Disability	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
No Disability	85%	82%	84%	81%	81%	79%
Disabled	15%	18%	16%	19%	19%	21%

Sex

Table 6 shows that the College continues to receive more applications from females although this is redressed slightly at the enrolment stage which is similar to the trend across all FE Colleges in Scotland. Gender/sex imbalances within curriculum areas are the focus of the College Gender Action Plan.

Table 6 – Sex

Sex	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
Female	55%	51%	54%	51%	54%	53%
Male	44%	48%	44%	47%	44%	47%
Did not say	1%	1%	2%	2%	2%	0%

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Sexuality

There is no significant variation between those applying and those enrolling for this characteristic.

Table 7 – Sexuality

Sexuality	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
Heterosexual / Straight	85%	83%	82%	81%	79%	77%
Gay Man/Homosexual	2%	3%	2%	2%	2%	2%
Gay Woman/Lesbian	2%	2%	2%	2%	2%	2%
Bisexual	6%	7%	7%	8%	9%	10%
Other	1%	1%	1%	2%	2%	2%
Prefer not to say	5%	5%	6%	5%	6%	6%

Ethnicity

There is no significant variation between those applying and those enrolling for this characteristic.

Table 8 – Ethnicity

Ethnicity	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
Scottish	76%	77%	76%	77%	75%	75%
English	2%	2%	2%	2%	2%	2%
Welsh	0%	0%	0%	0%	0%	0%
Irish	0%	0%	0%	1%	0%	1%
Any other white Background	3%	3%	2%	3%	3%	3%
Any mixed background	1%	1%	1%	1%	1%	1%
Indian, Indian Scottish or Indian British	1%	1%	1%	1%	1%	1%

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Pakistani, Pakistani Scottish or Pakistani British	4%	4%	4%	4%	4%	4%
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	0%	0%	0%	0%	0%	0%
Chinese, Chinese Scottish or Chinese British	0%	1%	0%	1%	1%	1%
Any other Asian background	1%	1%	1%	1%	1%	1%
Caribbean, Caribbean Scottish or Caribbean British	0%	0%	0%	0%	0%	0%
African, African Scottish or African British	2%	2%	2%	2%	2%	2%
Other Black background	1%	0%	1%	0%	1%	1%
Any other background	1%	1%	1%	0%	1%	1%
Northern Irish	0%	0%	0%	0%	0%	0%
British	4%	4%	3%	4%	4%	4%
Gypsy/Traveller	0%	0%	0%	0%	0%	0%
Polish	2%	3%	2%	2%	2%	2%
Arab	1%	0%	1%	1%	1%	1%
Black, Black Scottish or Black British	0%	0%	0%	0%	1%	0%
Prefer not to say	1%	0%	1%	0%	0%	0%

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Gender Identity

Table 9 offers information on gender identity and the data shows that there is no significant variation between those applying and those enrolling for this characteristic.

Table 9 – Gender Identity

Gender Identity	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
Same as birth	98%	98%	97%	97%	96%	96%
Different from birth	1%	1%	1%	2%	2%	2%
Prefer not to say	1%	1%	2%	1%	1%	2%

Widening Access Statistics

The following information compares Year 1 student application and enrolment data at September 2021 for care experienced students, employment status and SIMD (Scottish Index of Multiple Deprivation) area to ensure that the College admissions procedures provides fair access to disadvantaged groups. These groups continue to be a priority for the Scottish Government and for the Glasgow Regional Outcome Agreement (ROA).

Care Experienced

This is the Year 4 of reporting on applications and enrolments for care experienced students, and while applications have increased the numbers enrolling have remained the same.

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Table 10 – Care Experienced

Care Experienced	2019 Applications	2019 Enrolments	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
Yes	7%	6%	8%	6%	9%	5%	9%	6%

Employment Status

The information provided in Table 11 relates to the employment/unemployment status of an applicant immediately before coming to College. This year 'employed' status has overtaken 'in education/training'. It is not clear why this status has increased but anecdotally it may be a combination of fewer returning students, fewer students coming directly from School and/or increase in students working part time.

Table 11 – Employment Status

Employment Status	2020 Applications	2020 Enrolments	2021 Applications	2021 Enrolments	2022 Applications	2022 Enrolments
Unemployed up to 6 months.	9%	8%	5%	3%	2%	2%
Unemployed 6 to 12 months.	3%	3%	4%	3%	1%	1%
Unemployed 13 to 24 months.	1%	1%	0%	0%	1%	1%
Unemployed 25 to 36 months.	1%	1%	0%	0%	0%	0%
Unemployed over 3 years.	3%	2%	2%	0%	0%	0%
Economically inactive up to 6 months.	2%	2%	0%	0%	0%	0%
Economically inactive 6 to 12 months.	1%	1%	0%	0%	0%	0%
Economically inactive 13 - 24 months.	0%	0%	0%	0%	0%	0%
Economically inactive 25 - 36 months.	0%	0%	0%	0%	0%	0%

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Economically inactive over 3 years.	1%	1%	0%	0%	0%	0%
Workforce Returners.	0%	0%	0%	0%	0%	0%
Employed.	36%	33%	36%	37%	42%	42%
Self-employed.	3%	2%	3%	2%	2%	2%
In education/training.	41%	46%	50%	38%	35%	37%
Not in employment, education or training	N/A	N/A	N/A	17%	15%	15%

SIMD

Table 12 provides information related to areas of deprivation through the Scottish Index of Multiple Deprivation (SIMD). This measure uses 38 quality of life indicators to identify small area concentrations of multiple deprivations across Scotland. The data zones are divided into quintiles with quintile 1 representing the 20% most deprived postcode areas in Scotland. The table compares full time applications and full-time enrolments by quintile and location i.e. Glasgow region and other (out with Glasgow).

The 2022 data shows no change in application volume from Quintile 1 and 2 a small percentage increase in those enrolling from these areas. The category 'Postcode not found' represents applications from outside Scotland (non international i.e. other UK area or EU).

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Table 12 – Applications by Quintile

2021 SIMD	Glasgow or Other Region	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Postcode Not Found
Applications	Glasgow City	4712	1148	816	463	279	
	Other	2339	2387	2111	1859	1762	1030
Enrolments	Glasgow City	1594	438	324	180	109	
	Other	844	890	778	715	741	470
Enrolments as % of Apps		35%	38%	38%	39%	42%	46%

2022 SIMD	Glasgow or Other Region	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Postcode Not Found
Applications	Glasgow City	4206	1026	713	401	235	
	Other	2080	2129	1873	1586	1538	1026
Enrolments	Glasgow City	1606	405	323	174	108	
	Other	831	910	823	673	749	352
Enrolments as a % of Apps		39%	42%	44%	43%	48%	34%