

Board of Management

Learning, Teaching & Student Experience Committee

Date of Meeting	Tuesday 27 February 2024
Paper No.	LTSEC3-C
Agenda Item	4.3
Subject of Paper	Student Recruitment 2023/24 (Full Time January Start Programmes)
FOISA Status	Disclosable
Primary Contact	Brian Deeley Head of Student Recruitment and Funding
Date of production	21 December 2023
Action	For Discussion

1. Recommendations

The Learning, Teaching & Student Experience Committee is asked to discuss progress with Student Recruitment 2023/24 (Full Time January Start Programmes).

2. Purpose of Report

To provide a high-level summary of student recruitment activity for the full time January 2024 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 while** demand for course provision is also a valuable measure of the reputation and popularity of the College, and its courses.

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, and this is an important factor in meeting our Student Experience Strategy objectives and Regional Outcome Agreement objectives related to widening access.

4.3 Enrolment targets for January 2024 are lower than last year with a 48% decrease in student numbers.

4.4 Table 1 provides January 2024 recruitment activity at 21 December 2023 and shows an average ratio of 3.7:1 first choice applications received against places available.

Pre-enrolment activity is up on last year with 95% pre-enrolled, compared to 88% at same time last year. Pre-enrolment activity varies across courses with most courses over 90% enrolled and on track to meet their recruitment target while courses at present below 90% have just converted internal conditional offers and we would expect enrolment numbers to increase for these courses over the coming days and weeks.

Table 1 – Student Recruitment January 2023/24 Statistics

Course Name	No of Groups	Maximum Number of Students	Total Offers	Pre Enrolled	% Enrolment activity v max
HNC Marketing Communications (Jan) (SCQF Level 7)	1	24	36	29	121%
NQ Administration And Business (Jan) (SCQF Level 6)	2	48	60	43	90%
HNC Coaching And Developing Sport (Jan) (SCQF Level 7)	1	24	34	19	79%
NQ Hotel, Restaurant And Events Operations (Jan) (SCQF Level 5)	1	24	38	23	96%
NQ Professional Cookery (Jan) (Fast Track) (SCQF Level 6)	1	18	23	9	50%
NPA Construction Skills (Jan) (SCQF Level 4)	1	16	23	15	94%
NPA Painting And Decorating (Jan) (SCQF Level 5)	1	20	28	23	115%
NPA Women Into Construction (Jan) (SCQF Level 4)	1	20	25	21	105%
NQ Built Environment/ NQ Construction for Industry Technicians (Jan) (SCQF Level 6)	1	20	28	19	95%
NQ Construction Crafts (Jan) (SCQF Level 5)	1	16	26	23	144%
NQ Extended Carpentry And Joinery (Jan) (SCQF Level 6)	1	20	19	14	70%
College Total	12	250	340	238	95%

5. Impact and Implications

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