

Newham Sixth Form College

Corporation

Minutes of the meeting held on 14 January 2019

Present: Gail May (Chair and independent member), Joanne Dean (Vice-Chair and independent member), Julia Shelton (independent member), Katharine Young (independent member), Martin Oakeshott (independent member), Julianne Marriott (independent member), Rayon Walters (staff member (teaching)), Miklos Sarosi (parent member), Mandeep Gill (Principal and Chief Executive Officer)

In attendance: Ray Ferris (Vice Principal), Nick Christoforou (Director of Finance and Resources), Tracy Oko (Director of Student Services), Laura De Vos (Head of Marketing and Communications – items 1 and 2 only), Paul Baglee (Clerk)

Apologies for absence were received from Jay Nair, Shawab Iqbal, Sadia Wahida and Maisha Rafiq Raina.

1. **Declarations of interest**

There were no pecuniary interests declared.

2. **Presentation on marketing**

Members received a presentation on marketing from Laura De Vos, Head of Marketing and Communications.

Members were advised of the work undertaken by the marketing team to analyse and understand the college's position in the market. This identified the reputation and awareness of the college within the community as the key issue, particularly for parents. Diversity was the unique selling point for young people. The college's strategic market position is that it best prepares students for their chosen futures.

Following further testing and surveys with students, parents and staff the mission, vision and slogan were developed:

Mission: enhancing lives through excellent education and learning

Vision: the first choice college for enhancing the lives of students in partnership with parents, employers and community

Slogan: diverse in ambition, united in success

The team was developing a strategic framework of 'two voices' to better promote the college, improve its reputation and reach a bigger audience. The first voice speaks about an expertise in education and the second voice is the voice of the students. Both voices would be delivered through targeted social media platforms and the college's website. Student marketing ambassadors would help write and promote the content. Marketing had therefore shifted to on-line and would now be less visible in the community.

The college was on track to achieve the biggest number of open day visits, with a 1000+ target. Recruitment was progressing well with 46% more applications than in the same period in 2018. Also 46% of year 11 students had voted NewVIc as their first choice college on the open day exit survey. A range of metrics were been used to measure the perception of the college, with Google analytics used to track website traffic, behaviour and audiences.

Members' questions (*responses in italics*)

- What has driven the improvement in the number of applications? *There are a number of factors. Leads are captured at an earlier point, there are regular communications and it is easier to apply. There are also better communications and liaison with schools.*
- Do schools make the college feel welcome? *Most schools are open to the college attending. Where there is resistance this is generally because of diary clashes. There are now more application surgeries in schools.*
- How many applications convert into students? *The conversion rate is generally approximately 50%.*

Decision: members agreed to adopt the revised mission statement, vision statement and slogan.

At the conclusion of the item, members thanked Laura De Vos for her presentation and she left the meeting.

3. Principal and Chief Executive's report

Members received and considered the report of the Principal and Chief Executive.

a) FE finance

Members were advised that in spite of the sector's financial difficulties, there were no additional resources in the government's autumn statement for colleges. An on-line petition had been launched and if 100,000 signatories were received this would trigger a debate in Parliament.

Members noted that the college remained in contact with the Greater London Authority regarding funding adult courses as a means of income diversification. The college's view was that there was a local need for adult courses and work to a build a programme would continue. These courses were more likely to be launched in the next academic year as it was important not to redirect scarce resources to prioritise this work in the current year. However, this might be reviewed if the GLA funding position changed.

b) Ofsted

Members were advised that the draft inspection report had now been received. The outstanding grading for personal development, behaviour and welfare was confirmed. A number of factual inaccuracies had been highlighted and the final report should be published in the next 10 days. Members congratulated the college on the inspection outcomes.

In response to questions members were advised that the Ofsted report would be circulated to staff, parents and students. The marketing team would prepare a press release to highlight the key findings.

Members were also advised that the new inspection framework was due to be launched for consultation on 16 January 2019.

c) Data dashboard and development plan

Members received and noted an updated data dashboard and development plan, showing progress against targets. Members noted that these reports would be remodelled to coincide with the Strategy Day in March 2019

d) Art installation on the front elevation

Members were advised that the college had received query regarding the neon light installation by the college sign above the main entrance. The correspondent had asked why £60k had been spent on these works. Members noted that the total cost of the works was £23k. They reiterated their support for the installation to raise the profile of the college. It was noted that an Arts Council grant had been applied for and that some of the costs could be reimbursed.

4. Report from the student governors

Member received and accepted the report of the student governors.

Members were pleased to note the invitation to attend student council meetings.

5. Governance & Search committee annual report

Decision: members received and accepted the 2017/18 annual report of the Governance & Search committee

6. Corporation self-assessment

Members received and considered the corporation self-assessment review for 2017/18.

Decision: members agreed to accept the report and to self-assess governance as “good” in 2017/18.

Action: the governance and search committee to reassess and amend the commentary and governance 2018/19 priorities for in light of the Ofsted findings (when published).

7. Student attainment targets 2018/19

Decision: members agreed to accept the student attainment targets for 2018/19 as set out in the data dashboard and development plan appended to the principal and chief executive's report.

8. Campus masterplan and estates update

Members received and considered an updated report that was circulated at the meeting.

Members were advised that an element of the report regarding phase one remained commercially confidential and they were briefed on the implications for the college.

Members were also advised that the moves to the new learner services hub were due to be completed in January. The areas vacated would be repurposed to create a management hub and a student common room. Supervision arrangements were being considered for the common room.

Members' question (*response in italics*)

Has the reflection and faith room been well received? *The new room is currently in use, but a user survey has yet to be completed.*

9. Strategy Day

Decision: members agreed that the next focused consideration of the college's future strategy should be incorporated into the corporation meeting on Monday 25 March 2019. The meeting would be extended, commencing at 6pm and ending by 9.30pm. The governance and search committee on the same date would now start at 4pm.

10. Link members report

Decision: members appointed Julianne Marriott as the link for careers, employment and enterprise strategy.

11. Audit & Scrutiny committee membership

Decision: members appointed Julianne Marriott as a member of the audit & scrutiny committee

12. Minutes of the meeting held on 10 October 2018

The minutes of the meeting held on 10 October 2018 were agreed as an accurate record and signed by the Chair.

13. Minutes of the meeting of the governance and search committee held on 10 October 2018

Members received and noted the minutes of the governance and search committee held on 10 October 2018.

14. Minutes of the meeting of the governance and search committee held on 3 November 2018

Members received and noted the minutes of the governance and search committee held on 3 November 2018.

15. Minutes of the audit and scrutiny committee held on 14 November 2018

Members received and noted the minutes of the audit and scrutiny committee held on 14 November 2018.

16. Meeting dates 2018/19

Members agreed the following meeting dates:

Spring Wednesday 13 February 2019 Monday 25 March 2019 - 6pm to 9.30pm

Summer Wednesday 22 May 2019 Monday 1 July 2019

All meetings, other than 25 March 2019, to start at 6.30pm.

16. Confidential items

Staff members, other than the Principal and Chief Executive, and senior members of staff withdrew for the confidential items recorded in appendix 1.