

**Minutes of the Corporation Committee Meeting held on
Wednesday 15th May 2019 at 3.00pm**

Present: Christine Bampton
John Clarke - Principal
Paul Cochrane
John Fell
Veronica Fell (Chair)
Rob Firth
Vickie Hayes
Anita Holt
Alex Kenny
Suzanne Knowles
Mo Kundi
Kathy Passant (Vice Chair)
Carol Reid

In Attendance: Eddie Green – Vice Principal Services
Anne-Marie Francis – Vice Principal Curriculum & Quality
Caroline Jenkinson – Assistant Clerk to the Corporation
Jesamine Kelly – Assistant Principal Curriculum & Quality

Action

C.19.203 Item 1: Apologies for absence

Apologies for absence were received from Terry Fleetwood, Vipin Trivedi, Mark Grutters, Lily Irvine, Liam Gaskell, Lisa Owens, Jim Turner.

C.19.204 Item 2: Declarations of Interest

A standing declaration of interest was received from Veronica Fell (Chair) as she is married to John Fell.

C.19.205 Item 3: Minutes of the Previous Meeting – 19 March 2019

The Board resolved to approve the minutes as an accurate record.

C.19.206 Item 4: Matters arising

There were no matters arising.

C.19.207 Item 5: Confidential Business

Item 9 – Accommodation Strategy update to remain confidential at this stage.

C.19.208 Item 6: Chair's Report

The Chair confirmed the previously scheduled visit from Liz Truss MP had been cancelled half an hour before she had been due to arrive. The Chair and the local MP, Damien Moore, had carried on with the itinerary for the day in her absence and the visit with the MP has now been rescheduled to Friday 24th May 2019.

The Chair informed governors that this week was a second AoC 'Love Our Colleges Week', a week of activities to support the campaign for extra government funding for FE colleges. The Principal is a member of the national task group and would be reporting with an update to the Board in July.

C.19.209 Item 7: Strategic Issues

HE Marketing Strategy 2019/2020

The Vice Principal Curriculum & Quality (C&Q) presented the report as requested by governors at the previous meeting.

The Vice Chair noted her appreciation in seeing detailed approaches to targeting L3 students and asked if strategies were in place for keeping internal students 'warm'. The Assistant Principal confirmed that this was an important aspect of marketing and letters were sent out to students to attend in June, giving them the opportunity to meet other students and speak to student guidance representatives. Further letters would follow with regards to August enrolments. The Vice Principal C&Q explained the aim was to target students unsure of where they wanted to study. She added that the strategy was to work towards being a first choice destination and in this regard a working group had been set up to progress this.

A governor questioned how the University Centre fees compared to the Open University. The Assistant Principal confirmed they were on a par but we had the USP of support for students and small class sizes. A meeting had been scheduled with the OU the following week, the OU being keen to work closely with colleges and were already working with a college in Manchester. The OU are able to validate courses which can be franchised to SCUC. Board will be updated on progress.

Discussions took place with regards to the marketing strategy and budget which the Vice Principal C&Q confirmed sat within the wider College marketing strategy, although, the HE strand has its own agile costing plan.

The Vice Chair asked if the marketing goal of increasing the number of applications could include the current number as well as the number the College were aiming to increase. The Vice Principal C&Q agreed to add this to the report in future.

VP C&Q

A governor referred to the identified weakness at point 3 – lack of prestige surrounding accreditation with the University of Cumbria. The Vice Principal C&Q confirmed this issue had been raised with their relationship manager during their visit two weeks previously. As a result they have been asked to provide more 'stories'/positive outcomes which marketing can promote. The University of Cumbria are also looking to raise their own profile and are working on creating more eye-catching material which we can display in our University Centre.

The Vice Principal C&Q concluded that the new website will contain considerably more functionality than at present and will have its own HE micro-site to promote our provision.

The Board resolved to accept the report.

C.19.210 Item 9: Accommodation Strategy Update

To remain confidential

The Chair of Resources left the meeting at 4.00pm

C.19.211 Item 8: Higher Education – OfS Financial Viability Letter

The Assistant Principal presented her report regarding the OfS letter which had been sent to the governing bodies of all registered Higher Education Institutions (HEIs). She confirmed the College had no material changes to report to the OfS.

In response to a governor question the Assistant Principal confirmed current and future courses were under review, including gaming and social science subjects.

The Board resolved to accept the report.

C.19.212 Item 10: Governors' Charter/Values

The Chair of Corporation presented the report explaining a working group had met twice to review the Governors' Charter. This had resulted in a reduction in narrative and the decision to align the Charter to the Staff Values Charter, using the same terms and format. Governors were asked to review the Charter and give any feedback prior to it being approved at the Corporation meeting in July.

Clerk

The Board resolved to accept the report.

C.19.213 Item 11: Timetable of Meetings 2019/2020

The Chair presented the draft timetable for governors to consider and requested that any comments be passed to the Clerk or Assistant Clerk.

The Chair explained governors had been asked for meeting time preferences and although some governors could opt for either 3.00pm or 5.00pm at the moment the majority appeared to be in favour of 3.00pm, however, the final timetable will be provided to Board in July. The committees, chairs and management are free to set their own meeting times for their particular committees. Meetings will be held at Southport College, with the exception of the Resources Committee which will be held at KGV

The Vice Principal Curriculum and Quality added that revisions were currently being made to the presentation of the SAR and as a result, governor presence at departmental SARs and for the top level SAR would be requested. Invitations to governors would be circulated in due course.

The Board resolved to accept the report.

C.19.214 Date of Next Meeting

Wednesday 10th July 2019 at 3.00pm.