



NEW
COLLEGE
LANARKSHIRE

BRAND & COMMS DASHBOARD

JUNE - AUGUST 2023

HIGHLIGHTS & PRIORITIES

- Inductions took place for August 2023 full-time courses, welcoming thousands of students to our campuses
- Launch event of our new Recruitment and Admissions Centre as part of our clearing campaign
- Work continued in partnership with Bright Signals as we move closer towards completion of the new NCL website
- Paid advertising continued for our August full-time courses and was introduced for Part-Time and Evening programmes
- Collation has now begun on our August 2024 programmes as we look to launch applications when our new website goes live!
- Work has begun on creating a new brand video to promote NCL

BRAND

Throughout this period, we continued to promote our full-time portfolio of August 2023 courses. We also started promoting our part-time and evening portfolio.

NCL received three nominations at the Herald Awards and won first place for Outstanding Business Engagement in Colleges! The Supported Learning department were also commended in the Diversity, Equality and Inclusion category.

DESIGN

311

design jobs were carried out in-house for departments across the college, including 481 Individual materials within those projects.

SOCIAL MEDIA

Throughout this period we have focused on creating quality content across our platforms for our audience. Paid promotional activity was also ongoing for August 2023



Facebook profile visits

- Over 260,000 organic impressions
- Over 600,000 paid impressions

Most popular posts:

- » Herald Awards win
- » Electric Vehicle Course



- 53k impressions
- 250 likes
- Higher Education Awards - most popular tweet



- 8228 profile visits
- 100+ new followers added
- Most popular posts: Herald Awards, NCL @ Pride and Clearing 2023!

COMMS



- Stories including Turing trips to various locations including Canada, Italy and Mongolia, coverage of our new Esports summer camp, Worldskills and Herald Awards success!



- New interface and updated features implemented on The Clan - increased usage over past quarter

Communications activities also included:

Working with new Student President Mark Frame, introducing him to students and staff.

Working with Bright Signals, writing a script for a new brand video that will launch with the new website in September of this year.

RECRUITMENT CAMPAIGNS

NCLs August 2023 recruitment campaign continued with digital marketing methods being the primary focus. August application numbers have been positive to date. As the campaign and recruitment period draws to a close, we remain focused ensuring that our 'clearing campaign' attracts as many late applicants to NCL as possible.

Further activity was also carried out throughout the campaign period, including:

- Lead generation
- Direct email
- 12-month paid SEO strategy
- PPC audit and paid strategy
- Organic social engagement
- Radio sponsorship
- Out of home media
- Postcode Geo-targeting

EVENTS

- Four clearing events across our campuses coordinated with exam results day
- SATT Annual Construction competition at Motherwell Campus
- Dementia Awareness Virtual Reality suite launch at Coatbridge Campus