



NEW
COLLEGE
LANARKSHIRE

BRAND & COMMS DASHBOARD

JUNE - AUGUST 2024

HIGHLIGHTS & PRIORITIES

- Final promotional push of our full-time FE, HE and Degree courses, including programmes for our Undergraduate School, in partnership with UWS.
- 'Clearing Days' at each of our main campuses, following the arrival of exam results.
- The official launch of our Undergraduate School art Motherwell Campus, with new Honorary Appointees in attendance, as well as special guests from UWS.
- Continued promotion of Part-Time and Evening provision, scheduled for September start.

BRAND

Throughout this period, we continued to promote our full-time, part-time, and evening course portfolio. We created engaging paid and organic activity to help support recruitment as well as increase brand awareness.

Video content was also filmed and used to promote a number of individual courses and projects, including courses in Sport, general NCL promotion and internal college campaigns.

DESIGN

184

design jobs were carried out in-house for departments across the college. This include work for the new Undergraduate School area in the formers halls of residence building and work for upcoming UCAS events.

SOCIAL MEDIA

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



- Over 750k people reached
- Content interactions up 5% on previous quarter

Most popular posts:

- UG School Launch
- Art Students transform Cumbernauld underpass
- Clearing Days promotion



- Clearing Days
- UG School
- HNC Fitness Health and Exercise Course



- Instagram reach of 83k impressions
- 3.2k profile visits
- 191 new followers

COMMS



- Stories including the launch of the Undergraduate School, internal communications designed with campus leads focusing on community elements within each campus.



- Staff usage on The Clan remains high, with staff news stories proving to be popular amongst users.

Communications activities also included:

Internal promotion of the Three Peaks challenge

CDN award entries, with nominations to be confirmed in the days.

Relaunch of Smart Hub Lanarkshire for the new academic year, with a featured spread in Construction Scotland magazine.

RECRUITMENT CAMPAIGNS

Throughout this period, we continued promotional activity for our August 2024 courses. This included advertising on social media, Google Ads, out-of-home billboards and in Cumbernauld's Antonine Centre. To date, our August applications are extremely strong, with applications up by almost 20% year-on-year. Furthermore, engaging video content was also created to promote our courses, NCL in general, and the Undergraduate School launch.

We have also commenced a standalone campaign to promote our new degree programmes in partnership with UWS. This campaign will consist of a strong social presence as well as out of home advertising in key locations across Lanarkshire and Glasgow.

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

- Launch event to celebrate our new Undergraduate School
- Clearing Days held on campus to encourage applications to our August 2024 courses.
- Attendance at local events in the community, including schools and SDS events.