

BRAND & COMMS DASHBOARD

JUNE 2021 – AUGUST 2021

HIGHLIGHTS & PRIORITIES

- Internal Brand Launch
- Procurement of Campus Signage
- Covid-19 return to campus
- Full-time recruitment
- Part-time recruitment
- Staff CPD Week
- Launch of weekly e-newsletter for staff
- NCL Summer Session social media takeovers and WSUK National Final Preparation
- Herald Higher Education Awards – double win for NCL
- Promotion of Smart Hub Lanarkshire summer events
- Starting content on digital screens
- Social content for Freshers' 21

BRAND

Internal launch of NCL's new brand was successfully executed in August 2021. Ongoing review of the application of the new brand is under way.

External launch of NCL's new brand is planned for October 2021. This will include the completion of phase 1 campus signage.

DESIGN

71

DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 240 individual materials within those projects.

SOCIAL MEDIA

Since September 2020 we have focused on increasing our social following and engagement across the following key channels:



16,731 new likes on Facebook.

- Over 500,000 organic impressions
- Over 1.2m paid impressions this year
- Thousands of page views
- Most popular posts:
 - » Apprenticeship in Automotive opportunity
 - » Sports students returning to campus
 - » Former Student Paul Craig gets ready for UFC fight



- 800k impressions
- 3000 likes & retweets
- 2000 link clicks



- 400 new followers since the start of term
- Hosted 4 Summer Sessions takeovers with others planned
- Over 400 unique video views

COMMS



- 62 stories in local, national, industry and online news
- 9,988,052 opportunities to see the stories (please note this figure is higher than usual due to a change in the way our media monitoring service reports opportunities to see for several online publications)
- £284,631 worth of editorial space in publications



- 476 pages of content
- 83,211 visits and 965 unique visitors

Communications activities also included:

- Returning to campus – staff and student communications and update of all return to campus documentation
- Herald Higher Education Award entries
- Input into internal brand launch (refresh of The Clan, communications style guide etc)

- CPD sessions on communicating the new brand and tour of The Clan
- Launch of weekly staff e-newsletter
- Scenario planning for graduation
- Promotion of Smart Hub Lanarkshire summer events
- Promotion of Freshers' Week

RECRUITMENT CAMPAIGNS

Due to the pandemic, all out of home media with exception of pre booked digital boards was suspended. All activity resumed as of March 2021.

2021 recruitment is driven by a digital first approach, to encourage engagement and interaction with prospective students. This year's recruitment is being built and developed in partnership with course experts across the college to ensure we maximise potential where possible so recruitment targets are met.

Areas of focus are reviewed fortnightly, and budget is allocated to Brand and those areas of low recruitment.

Activities to date include: Direct email, Regional mail drop, 6 month paid SEO strategy, PPC audit and paid strategy, Organic social engagement, Spotlight events, One-to-one expert in the field sessions, Radio sponsorship, Out of home media (From June 2021) and Postcode Geo-targeting.

2022 recruitment plan is currently being developed. Our next campaign 'theme' has been signed off and creative is underway. The primary aim of this campaign is to build leads for August 2022 and to encourage January 2022 applications.

EVENTS

- CPD Week
- NCL Summer Sessions
- Smart Hub Lanarkshire Summer Events
- Freshers' 21