

# Shortlist Summaries

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#marketingCDN

The College Development Network (CDN) Marketing Awards are a key event in the sector's calendar and are designed to recognise and celebrate the excellent marketing and communication practices taking place in colleges. This year we received 45 submissions. The shortlist summaries for each category are listed below:

## Communications and PR

This category was open to submissions which demonstrated excellence in communications and PR activity for session 2014/15. Entries have demonstrated clear evidence around strategic and planning processes as well as measurement methodologies.

### Gold – New College Lanarkshire – HGV Centre Launch

In April 2015 New College Lanarkshire unveiled a sector-leading training facility designed to foster a new generation of heavy vehicle engineers. The opening was a unique opportunity for the college to promote the centre as sector-leading throughout Scotland and the UK. Students were involved in the launch along with MSP Roseanna Cunningham. The launch was an enormous PR success and the first cohort of students are now in year two.

The judges thought that this was a good example of a targeted PR campaign in support of a specific project which was informed by background research before planning; student involvement; and follow-up. Clear evidence is provided of the process and rationale as well as an overview of evaluation which translated into results to support the new centre. The campaign was a well planned and executed communications and PR exercise.

### Silver – North East Scotland College – Attracting a New Generation into the Fishing Industry

The judges liked this small-scale campaign which was used to promote a unique programme of vital importance to Scotland's fishing industry. There were high levels of press coverage for this programme which ensured widespread reach. There is evidence of a strong partnership approach demonstrating a carefully planned execution that delivered the desired outcome.

### Bronze – Borders College – Communications and PR

The judges felt that this was a clearly set out submission that reflected the award criteria making this an easy read – celebrating and sharing the whole student journey. A well-structured submission supporting increased coverage about the college in offline formats in order to widen readership across the community.

# Customer Experience

This category was open to activity which demonstrated excellence in customer service for session 2014/15. Entries described a specific initiative and provided evidence of engagement across the college.

## Gold – Forth Valley College – Fusion Blog

Forth Valley College's student magazine, 'Fusion' has been going since 2007. It was a great success but the communications and marketing department decided to evaluate its appeal and costs. Research showed that students still wanted a platform where they could share their voice, so the decision was made to develop and launch 'Fusion', an online blog specifically for students. Evaluation showed that 97.7% of student survey respondents said the blog offers a good platform for the student voice.

The judges felt that this was a well thought through submission that illustrates a transformation in student engagement and experience with solid research that directed change and new planning. A well executed creative proposal, built on a sustainable platform that clearly better engages the student body – involvement and feedback from students is to be commended. Overall, this is a good approach to using a digital channel that is appropriate to this audience. The judges particularly liked class representative training and strong partnership working with the Student Association.

## Silver – Edinburgh College – Drop-in Surgery

The judges liked this simple yet effective platform to engage with the new potential student intake at exam results time. There is a clear drive for a more direct platform on which to engage with students and proactively recruit to the college. The Drop-in sessions were also supported by traditional and online media activity. The judges were impressed with the proactive approach to helping students with course choices, which was a simple, cost-effective and direct engagement with their audience. This resulted in a good number attending the Drop-In Surgery and good evidence of interaction on social media.

## Bronze – Dundee & Angus College – ICT Design Project

The judges found this submission an interesting example of how to use good design and simple communications to improve customer experience. The judges were impressed by the clear brief and outcomes at commencement, allowing the team to produce an effective and engaging solution that has transformed interaction with the college's ICT team.

# Design

This category was open to projects/activities which demonstrated excellence in design based on their creative initiation, concept generation, development and design realisation.

## Gold – Edinburgh College – Let's Glow

The Let's Glow festival is a chance for Edinburgh to enjoy performances and exhibitions from students. It runs through May and June. The festival lacked a clear identity which was impacting its success. With this in mind, Edinburgh College's in-house design team took the lead in researching and developing visuals and concepts to launch a fresh and exciting new look for the festival. The concept was the use of lights, colour, and glow to echo the talents of the students. The project saw staff and student collaboration which produced a clear and well recognised brand.

The judges really liked the energy and positivity of this submission, and felt it was fresh. This very striking 'Let's Glow' design allows for flexible student use, and provides coordination for the festival as a whole. The 'Let's Glow' design has developed and evolved to meet the needs of the college. The project has a strong concept, which was nicely executed with great student enjoyment.

## Silver – North East Scotland College – Aberdeen City Campus Reception Area Rebranding

As the first point of interaction with the college for many visitors, the reception area plays an important role in creating brand impression. The project strongly brands the reception area in line with the college logo in terms of colour and shape. The judges were impressed with the consideration given to how the design was viewed from both inside and out. This physical space design has helped deliver a fresh new entrance foyer as part of building refurb.

## Bronze – Dundee & Angus College – Camperdown House Tea Room

The judges liked the neat, stand-alone design challenge, executed in a way that positively reflects the setting. The design was well-thought through and brought to life the 'vintage experience' as was evidenced in feedback – immersing the design concept in the House interior helped create a solution that appealed to the diverse target audiences. Clear links with design themes in the House to printed material – maintaining a key 'period' feel – which works well on printed materials and online.

# Digital Marketing

This category was open to activity relating to websites, digital media, and social networking communications. Entries had to demonstrate innovation in the use of technology to support the recruitment of students for 2015 or the development of customer relations for session 2014/15.

## **Gold** – West College Scotland

### – Procurement, Design and Launch of [www.westcollegescotland.ac.uk](http://www.westcollegescotland.ac.uk)

This new website had the twin aims of improving applications and enhancing the college's reputation. It was developed to offer an easy journey from course search to application, give prominence to stories of student achievement and offer a fresh, modern, intuitive experience on mobile devices. Since launching the site the college has seen a 7% year-on-year rise in applications to the college plus a huge increase in the volume of relevant traffic to the site.

The judges were impressed with the clear aims given for the new website, particularly summing up what they wanted users to feel when using the site. The creative process was comprehensive and well managed resulting in good understanding of audience reflected in design and platform focus. Delivered to a tight budget this is a fresh, engaging and more user-friendly design.

## **Bronze (joint)** – Ayrshire College – Ayrshire College Blog

### – Blog to be Knowable

The judges felt that this is a useful tool to get good stories of college and student successes out in the open and circulated. The blog is popular, with good content and use of guest bloggers. The blog was used to successfully support campaigns. Clear evidence that the results are strong and that there is room to increase these in the future.

## **Bronze (joint)** – West Lothian College

### – Social Engagement Campaign

The judges thought that it was great to see a college using social media as a key platform and taking social media seriously. They felt that this was a strong submission with targeted use of a range of appropriate social media connected to an evidenced need. The message linked back to contact/course information with a focus on courses which were under-recruiting resulting in a strong impact.

# Events

This award was designed to recognise the combined team effort that is required to successfully plan, organise and manage an event for learners/stakeholders/customers, which led to positive outcomes for the college.

## Gold – West College Scotland – WITS Symposium

The West College Scotland Information Technology Symposium (WITS), was an innovative project designed to provide opportunities for knowledge exchange, to share best practice and enthuse staff as to how technologies can enhance and transform both. It was a huge success and 87% of participants rated the event as good or excellent.

The judges were impressed with the large-scale CPD event for all college staff, which was ambitious in addressing and increasing use of digital technologies. An event with clear ambitions to drive greater impacts of digital technology in learning and teaching. The event was a good mix of talks, breakout sessions, and sponsor stalls and bringing all staff together across the three campuses was an impressive feat. The campaign was well received with extensive pre-event communications.

## Silver – Edinburgh College – Schools Event

The judges were impressed with this focused effort to develop stronger, more strategic links with local schools to highlight college opportunities for young school leavers. This was a cost-effective and simple approach, but thoughtfully targeted and efficiently organised. It was used as a pilot to inform future activity and therefore was more strategic. Quantitative and qualitative feedback was gathered throughout the day to inform future direction.

## Bronze – Glasgow Clyde College – Making a Difference Event

The judges felt that this submission contains the right mix of inspiration and ideas. The event had a clear and important purpose with the objectives met. There was good involvement of staff clubs, associations, and trade unions. The judges particularly liked the commitment from senior management on issues raised.

# Integrated Marketing Campaign

Entrants submitted an integrated marketing campaign for session 2014/15. The campaign demonstrated how a variety of elements in the marketing mix were used and how they were brought together to achieve the campaign's objectives.

## Gold – West College Scotland – Glitch – Full Time Course Recruitment

This campaign was designed to promote the college's full time course recruitment. Initial research was undertaken, which revealed students' marketing preferences and showed a focus on video content. The target audience was 18 to 25 year olds and the campaign ran for eight weeks through July and August last year. All marketing materials and communications reinforced the campaign's 'Apply Learn Achieve' slogan, and directed back to the college website. Website page sessions increased by 100% for the duration of the campaign, while campaign videos were watched over 7,000 times over the period.

The judges liked how this submission represents a strong, integrated campaign with good supporting metrics. The key was the insight gained through the initial focus groups which informed the campaign strategy and choice of media.

Clever use of existing resources helped deliver a cost-effective campaign that delivered local visibility and a strongly performing online social media presence.

## Silver – Glasgow Clyde College – Making a Difference

The judges felt that this was a well thought through digital campaign linked clearly to recruitment targets and complemented by excellent and thoughtful use of digital and social media, backed up by traditional print and TV. In-house expertise kept costs low, and results were high making this an effective campaign. The analysis and feedback has already informed media decisions for the next campaign.

## Bronze – Dundee & Angus College – Camperdown House Tea Room

The judges were impressed with this very detailed submission describing what has been clearly a very successful venture. This was a tightly focused 'no-budget' campaign making extensive use of digital/social media to engage with a local audience. The campaign has generated excellent engagement with the local community and positive press coverage for the college.

## Bronze – Fife College – The Big Bike Race

The judges liked this well targeted campaign linking to wider health and environmental ambitions and demonstrating good integration with the local community. Clear evidence of impact on the college's cycling plans and an effective platform to deliver greater community engagement. A very creative submission for a well-executed, cohesive marketing campaign.

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# Internal Communications

This award was open to projects which evidenced effective and successful internal communications. The work that was submitted reflected internal communications for the session 2014/15 and had engaged staff and improved organisational performance.

## **Gold** – New College Lanarkshire – All Equal, All Individual

Since its inception in 2014, the college has been working towards values across all the campuses. However, it became apparent that work was needed urgently to address equality and diversity in the college environment. The College Board of Management wanted to work closely with the Marketing Team to achieve three aims: welcome, embrace, and include all. The result was a one year plan to assist in achieving these aims. This included two events involving staff and student groups, which saw a health and wellbeing event and Diversity Week. The events were complemented with a promotional campaign focusing on key aspects of the Equality Act. Response from the staff and students to the campaign was overwhelmingly positive and gained recognition from Education Scotland.

The judges felt that this was an impressive, coherent, strategically planned campaign with a focused ambition. It is a well presented submission – clear and easy to read with supporting excellent evidence of research and planning to identify key aims and objectives, as well as setting the key and tone of the work. It demonstrates fantastic engagement with the student body and there is evidence of serious monitoring and evaluation. Good use of campaign to involve, educate and promote the College. An excellent campaign – and an important one!

## **Silver** – Dundee & Angus College – D&A Staff Portal

The judges liked the good example of a college-wide approach to integrating internal staff communications across multi sites in an accessible and dynamic way. The submission had clear ambitions with extensive research, engagement and discussion which have clearly helped this become adopted by the majority of staff. A pragmatic approach to development also assured a cost-effective solution.

# Market/Marketing Research

Entrants submitted college-related market/marketing research study which they have undertaken. This included research relating to the development of new ideas and concepts, development of website, evaluations or the effectiveness/impact of college marketing materials.

## Gold – Edinburgh College – Brand Review Project

Since it was formed in 2012, the college has undergone enormous change. As part of development of its future strategic direction, the college undertook an assessment of its brand to gain an in-depth understanding of perceptions of the college by staff, students and stakeholders. The research took place in three phases: in-depth audit, face-to-face interviews and focus groups. The research outputs were used to inform development of a cohesive, compelling brand for the college.

The judges felt that this submission had strong research objectives. The research incorporated a good mix of primary and secondary methodologies with particularly good desk research and was carefully phased. There was a great range and relevance of target audiences for face-to-face interviews and focus groups undertaken.

## Silver – New College Lanarkshire – Getting It Right Online

The judges were impressed with the good use and mix of quantitative and qualitative methodologies, including both primary and secondary elements of research. The research was responding to a critical identified need. The interactive nature of the focus groups was a positive feature of the research and, in particular, including the attendance of a graphic facilitator.

## Bronze – City of Glasgow College – Digital Badges

The judges felt that the submission had a strong and comprehensive range of research aims and objectives. The research incorporated two sequential phases of research. The research benefited from the variety of individuals involved in writing, designing and managing it.

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# Promotional Literature

Entrants submitted on or off-line promotional literature designed to target specific markets for 2015.

## Gold – North East Scotland College – Part Time Course Guide

This publication was designed to promote part-time courses across the north east region to students completing part-time study from a range of backgrounds. Before designing the guide, comprehensive market research was undertaken to ensure the right courses were being offered in the right places at the right times. This research also informed the key messages: 'Courses for your career' and 'Learning for fun'. And NESCol hosted a 'Get a Taste for Learning' campaign to promote the new guide, in partnership with Aberdeen City Libraries.

The judges acknowledged that this was a major task to bring together the full range of legacy P/T learning opportunities and a comprehensive approach to promoting courses. Good background research to inform redevelopment and design/layout – the judges particularly liked involvement from HND students. A thoughtful and strategic approach has produced a clear guide which has supported a wider campaign. Clear evidence that it has been backed up by local media extensively.

## Silver – City of Glasgow College – Journey

The judges were impressed with this well thought through and targeted set of leaflets for an important faculty at the college which addressed a key issue with a simple but audience-focused publication. The judges liked the approach a clear issue of helping potential students to identify the best course for them. For the first time this brings together faculty provision in a coherent set of integrated communication. In-house design and production means that the cost was kept low. Strong metrics show that potential students are exploring the content.

## Bronze – SRUC – One Port of Call

The judges liked this well prepared and thoughtful submission which had a strong narrative. The project had a sensible rationale, backed up by research. It was felt that the team has put a great deal of effort into the redesign. There were good levels of evaluation to make the results accurate and representative.

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# Students' Award for Prospectus

This award for the Prospectus category was judged and awarded by students.

## Gold – Sabhal Mòr Ostaig UHI

The judges were impressed with the layout, images and the innovative design which included a nice number of student focused images. Strong college content with clear definition between courses. The judges felt that the prospectus has a good bi-lingual integration.

## Silver – Perth College UHI

The judges enjoyed the look and feel of this prospectus. The prospectus is easy to follow and read and has a real student focus with student centric photos and stories. Lots of good course information, in particular with progression routes into employment.

## Bronze – North East Scotland College

The judges liked the slick, clean design of this prospectus. They felt that the design was original and the prospectus had good tie in with the various campuses. The prospectus has a clear focus on progression with lots of student input.

# Students' Award for Website

This award for the Website category was judged and awarded by students.

## Gold – West College Scotland

The judges were impressed with the clean, clear, and concise information on the website. They found this website to be quick and easy to navigate, and very user friendly. They liked that the students' association had a page with contact details. This website was highly rated by the judges for the excellent area specifically for care experienced users.

## Silver – City of Glasgow College

The judges liked the good layout and the nice and clean design with good brand identity throughout the website. They were impressed with the quality of the website as it was easy to read, flowed well, and easy to navigate. They liked how the user could stream by faculty, and then by mode of study which they found comprehensive and easy to use. The judges were very impressed that, amongst other student-focused information, there was a specific link to information about student counselling services which also linked to services available.

## Bronze – Forth Valley College

The judges liked the impressive layout and good interface of the website. They really liked the comprehensive space for the students' association including up-to-date contact information for the student officer team and their staff. The judges commended the method of organising by area of study, then subject. They also liked the synopsis of subjects with the option to click through for detailed information.

# Grand Prix

## West College Scotland – Events ‘WITS Symposium’

The judges discussed all nine category Gold winners and arrived at their decision to award the Grand Prix to West College Scotland for their submission ‘WITS Symposium’ in the Events category based on the great level of consistency, integrated thinking, and very strong submission.

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Congratulations to all the winners and we hope that you find the summaries of each submission with the judges’ comments of benefit to your organisation.



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