



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.

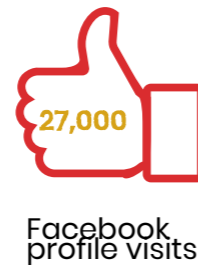
## DESIGN

184

design jobs were carried out in-house for departments across the college. This includes work for the new Undergraduate School area in the former 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.