

Barnet and Southgate College Higher Education Delivery Plan 2020-2024

1. Introduction

The Higher Education provision is included within several curriculum areas and includes Early Years, Teacher Training, Dental Technology, Engineering, Business Management and Events Management and Sport. Current HE partnership agreements are in place with three Universities until 2021. HE programmes are delivered at levels 4-6, with the aim of providing Technical and Employment focused Higher Education learning opportunities, which lead to successful further study or employment. Full and part time Foundation Degrees are on offer at level 4 and 5 with optional Top Up programmes at level 6 to enable students to fully complete an Honours' programme. The College also offers Level 4 and 5 courses with Pearson to provide vocational HE programmes for specific sectors for example Sport. Alongside the HE programmes, discrete level 4 and 5 programmes are offered via adult advanced learner loans. Access to HE programmes are offered as a pre-requisite for progression onto some level 4 programmes.

2. Curriculum Planning with Partners

We will seek increased flexibility to be able to adapt our Higher Education curriculum by working with a range of partners who are able to support this aspiration in order to meet the demands of labour market intelligence, local skills gaps, regional employer needs and student requirements. This will include the consideration of Higher National qualifications as alternative Level 4 and 5 programmes.

We will plan distinctive, high quality, flexible (including part time) innovative and accessible Higher Education courses that provide choice for our Students, including Access to HE programmes, enabling progression opportunities to employment and promoted positions throughout their lives. Our students will be aged 18 plus with a specific focus on adults who live locally and wish to re-train or return to study.

We will work with a variety of appropriate and prestigious partners, including providers with outstanding reputations in specific subjects for example Sport, who are able to support us in our ambition to specialise in specific subject areas, meet local and regional skills gaps and demands from Employers. This will include planning for national qualification developments at Level 4 and 5.

We will actively seek affiliation with Professional or Chartered Institutions who are applicable to our higher education subject areas to enhance the employment prospects and progression opportunities of our HE students. For example, Film London, NGSA, Screen Skills.

Over the next three years we will:

- Become a centre of excellence for training staff in SEN and LLDD areas of education.
- Maintain the partnership with the University of Bolton for the Business Management and Events Management programmes.
- Seek new partnerships with Coventry University, Aston University, Hartpury University and Middx University for example in the subject areas of Sport and CETEC.
- Increase the use of the CETEC space by offering a Masters qualification.

- Reutilise the use of the spaces currently delivering Dental Technology, with Product Design and Engineering at Level 3 and above.
- Consider expanding our Pearson Higher National offer where this leads to specifically identified employment outcomes.
- Plan Higher Level Apprenticeship Programmes to meet Employer needs.
- Develop an 'HE Hub' at the Southgate Centre.

The HE Hub will be created within the Southgate Centre main block, as part of an overall Centre HE Hub, which will provide dedicated learning, study and social spaces for HE students.

The types of curriculum and subjects that could be delivered in the Southgate HE Hub in the next three years will be planned, based on LMI data, local, regional and national competitors and ultimately, on clearly identified employment outcomes.

Emerging subjects being considered are:

- **Design and Engineering** - Product design, 3D design, Machine design.
- **Technology** – IT, Internet of Things, Artificial Intelligence.
- **Media** – Games, VFX, Augmented Reality
- **Film and Screen Skills**
- **CETEC**
- **Esports**

3. Marketing and Admissions

Centres of Higher Education

Each Centre will have a specific name and within each Centre there will be Schools of Excellence in Higher Education focusing on specific subjects per Centre. Specific study areas for HE students will be included at each Centre. Centres will have a specific name, a unique brand whilst still reflecting the overall Barnet and Southgate College brand.

Wood Street Higher Education Centre: Establish this campus as a Centre of Excellence for Business Management and Teacher Training Programmes.

Southgate Higher Education Centre: Develop a Higher Education Centre for Technology, Health and Sciences with a vision of Excellence as its future goal.

See *HE Strategy: Marketing and Admissions* document for further details.

4. Enrolments

We will increase applications and enrolments for Higher Education through an annual enrolment number planning process spanning three years, which will include a centralised Admissions process. A key part of this process will be engagement with stakeholders including Alumni, local Businesses, HE partners and by celebrating our student/alumni to a broader audience and therefore raising aspirations within the community and widen access to HE. Recruitment through UCAS will also increase via a specific HE Marketing Plan.

We will provide accurate, reliable and inclusive information to our students on the application and enrolment process, procedures, courses available, fees, payment plans and loan details on the College website to support students to make informed decisions. The HE Student Protection Plan will be adhered to in relation to course delivery and any potential amendment to a course.

Widening access strategies and policies are continually developed in line with local and national guidance. Include a plan for identifying level 3 learners who are less likely to progress to external Universities, for example learners identified as vulnerable, LACs etc, and provide higher education internal progression advice and guidance to promote the benefits of remaining within the supportive environment to this specific cohort of learners.

5. Teaching and Learning

We will deliver HE programmes using current Partner University virtual and on-line platforms and consider the emerging opportunities in learning through technology that become available.

Alongside, we will embed the following Key Principles of the HE Teaching and Learning Strategy as part of the HE Delivery plan, which are:

- Teaching and Learning as a partnership between Lecturers and Students.
- Embed the Advance HE Fellowship and UK Professional Standards criteria in HE teaching, learning and assessment.
- Employment and progression focused curriculum which will be reflected and celebrated throughout each HE Centre.
- Action research and practice to inform HE teaching, learning and assessment.
- Independent, personalised learning including Flipped learning.
- Inclusive assessment practices.
- Use of digital teaching, learning and assessment practices.
- We will develop Academic and Business Support staff involved in Higher Education, including recognition through the Advance HE Fellowship Scheme and encourage scholarly research activities to enhance excellence in teaching, learning assessment.
- Enhance the student experience by planning HE Alumni activities to encourage FE learners to progress internally and inspire HE students onto further study, self-employment, graduate jobs.

6. Higher Education Students

We will work in partnership with our students through a system of Student Representatives who will promote the interests and diversity of the HE Student Body amongst the wider College to promote enhancement and drive improvements in Quality and shape the HE Student experience. This process will occur via:

- Student contribution at HE meetings to provide feedback at every level of their study experience.
- Provide feedback through course evaluations, College and External surveys and Focus Groups.
- Management teams review, analyse and act upon student feedback including annual review at Governor level through the College HE Self-Evaluation Document. Enhancements will be communicated back to the Student Body.
- Effective student engagement requires identified resources including staff and students taking part in Induction and ongoing training and support related to student engagement.
- Celebrating HE student and staff achievement will form a key part of the enhancement process including an annual Graduation event.
- Higher Education students will be supported in every aspect of their student journey and will form part of a specific community of HE learners at each Higher Education Centre.

7. HE marketing and recruitment strategy

The aim of this strategy is to streamline the College's HE marketing and recruitment; standardize the approach and achieve the recruitment objectives.

1. Naming of the HE provision for campuses

It has been proposed that the HE provision should have a stronger identity within the College structure. The naming rationale below aims to highlight the focus of each of the campuses.

- Wood Street – Wood Street Higher Education Centre for Business and Teacher Training
- Southgate – Southgate Higher Education Centre for Technology, Health and Science
- Colindale – TBC

2. Marketing and recruitment activities

Activity	Timing	Responsibility	Notes
Market research	July 2020	Marketing	The new approach to HE marketing should be evidence-based. The marketing team will analyse: <ul style="list-style-type: none">• Competitors' HE provision and positioning• Our students' profile and journey• Access to nursing – loan is wiped out
HE section on the website	July 2020	Marketing	This section will be the HE hub on the website outlining the overall HE provisions, USPs and key messages, USPs and key messages.
HE content	July 2020	Marketing	More case studies to be developed for different channels.

			It is important to develop and communicate a clear vision for our graduates' career path. This will be a key element of the marketing messages.
HE open evenings	TBC	Marketing	Specific HE open evening will be organized in Wood Street and Southgate. These can be small-scale events aiming to engage prospective applicants and introduce them to the institution and what we offer.
Updating UCAS profiles	July 2020	Marketing	This will ensure our presence on UCAS is up-to-date
Other 3rd party profiles	August 2020	Marketing	College profiles will be created / updated across 3 rd party websites such as: https://www.accesstohe.ac.uk www.thestudentroom.co.uk www.theuniguide.co.uk www.whatuni.com
Always on paid campaign	On-going	Marketing	Targeted Google Ads will be used for an ongoing campaign focused on a niche geographic and demographic segment. The campaign can start with a £5,000 budget. This will indicate if this channel is feasible for the College's audience and offer.
Organic social media	On-going	Marketing	Setting an HE social media account
Conversion activities		Marketing	A regular newsletter to applicants will aim to keep them warm and engaged.