

Marketing Strategy

2008/09 - 2011/12

First Draft November 2008

Introduction

The Marketing Strategy has been prepared in light of the College Strategic Direction, Vision and Development Plan. It highlights the key priorities for each of the College's target audiences. The Strategy identifies the key drivers and influencers for each target audience together with a promotional approach.

14-16 Year Olds

These are young people undertaking vocational options as part of the College / Schools Partnership and the new Diploma which is to be introduced in B&NES September 2009.

16-18 Year Olds

Young people in vocational education and training, both full-time and work-based learners.

19+ Adult Learners

Both full-time and part-time lifelong learners.

Skills for Life

Learners seeking to improve their basic skills, ESOL and other life skills.

Employers

Linking in to the College's Employer Engagement Strategy, providing skills development for both employers and employees.

College Profile

In addition, it is important to ensure that the College profile and reputation is highly perceived, highlighting achievements, and responsiveness to community needs.

Marketing Activity

Drivers and Influencers

College Profile

Key Aim

Raise the profile and the reputation of the College, its successes and quality of services locally, regionally and nationally.

Target Actions

Maintain and build on strong community partnerships both locally and regionally.

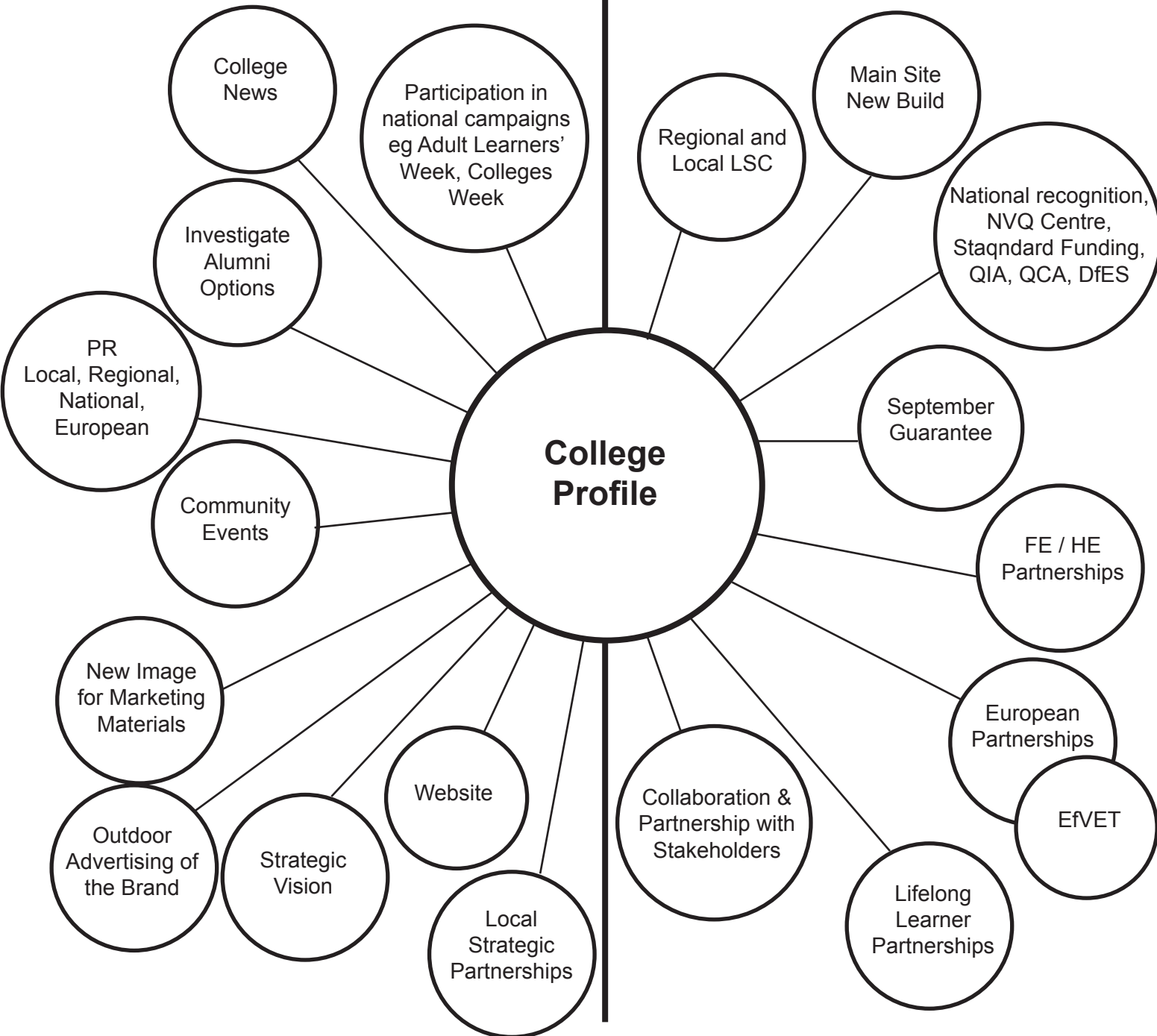
Inform stakeholders of attainment and successes through:

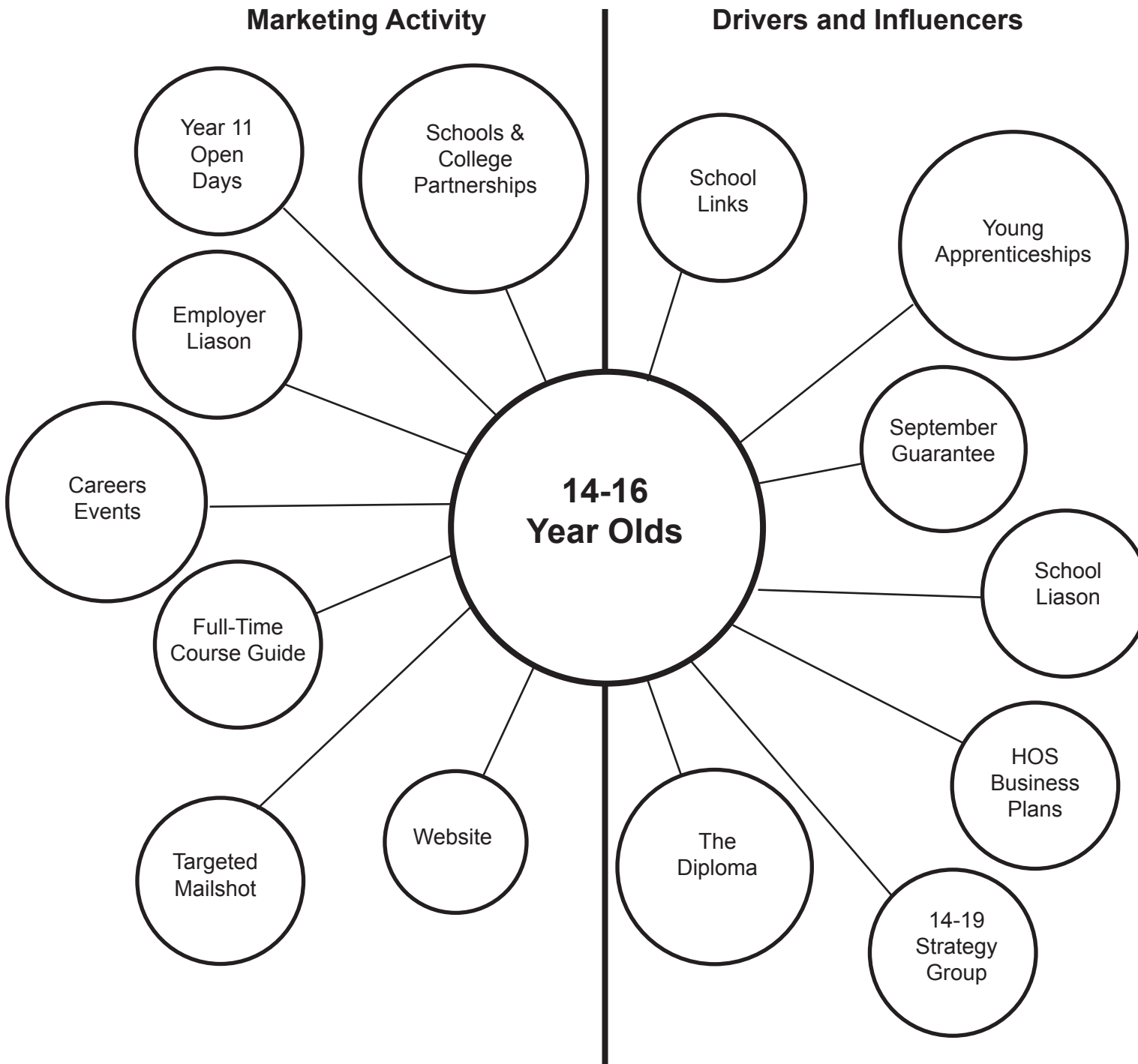
- Achievement events
- College News
- Strategic vision
- Annual report
- Public relations
- Targetted press releases
- Inspection outcomes

Continue to work with other stakeholders to promote collaborative actions to meet local needs.

Broaden learner enrichment to maintain a high profile within the community, eg volunteering, fundraising and participation in local events.

College Profile





14 - 16 Year Olds

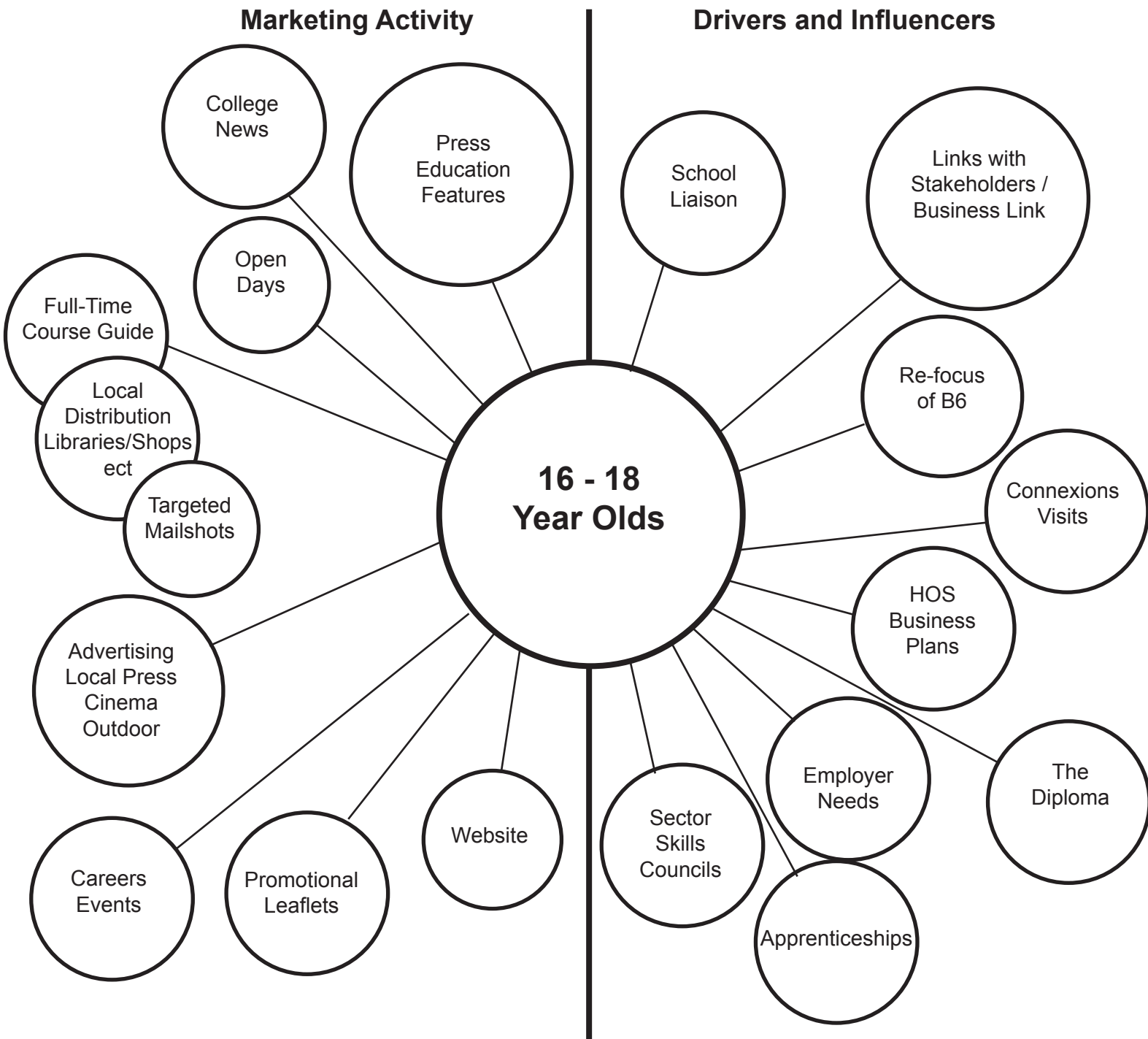
Key Priority

Provision of vocational options for 14-16 year olds to improve flexibility and choice for young people is a high national priority. This cohort also offers the College the opportunity to recruit and retain at 16 on full-time learning routes.

Target Actions

Continue to build on the current local Schools / College partnership through:

- Collaboration in broadening the vocational offer.
- Developing new partnerships with other schools in the B&NES and Mendip areas.
- Participation in the local schools college consortia for the development and introduction of the Diploma.
- Develop further the Young Apprenticeship programme subject to funding availability.
- Collaborate on the area-wide prospectus.



16 - 18 Year Olds

Key Priority

A high priority area. Provision based on broad vocational pathways from foundation to advanced level offering opportunities for progression into employment of higher education and training.

Target Actions

Increase 16 - 18 cohort.

Continue to improve Schools / College partnership to include collaborative actions relating to 14 - 19 Strategy and development of the Diploma.

Promote progression opportunities through current 14-16 school links.

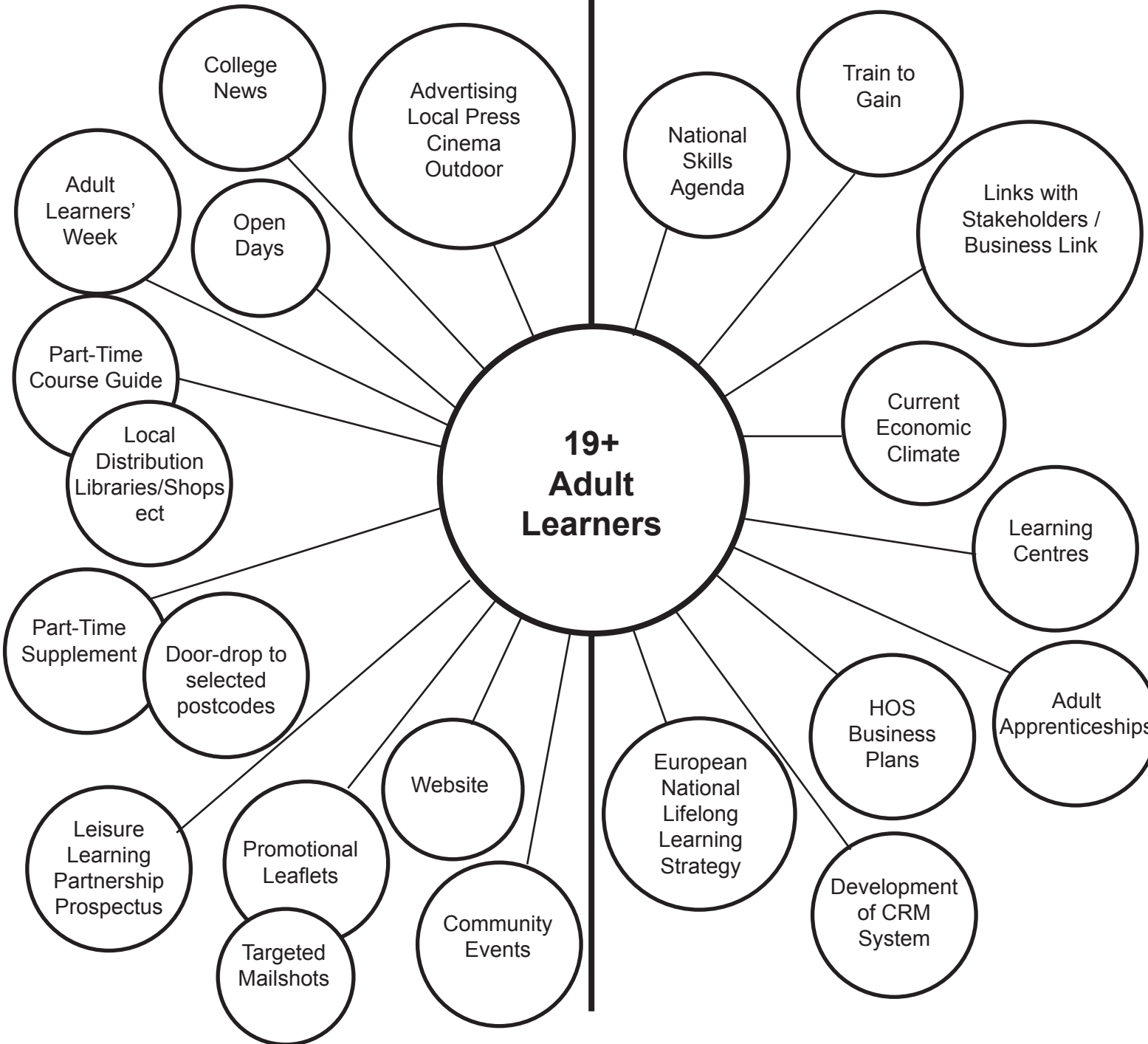
Promote Apprenticeship programme to Employers.

Review potential for Programme-led Apprenticeships.

Work with Heads of Schools on vocationally focussed marketing materials and activities.

Marketing Activity

Drivers and Influencers



19+ Adult Learners

Key Priority

Full Level 2 and 3 qualification with an emphasis on regional and local priority sectors as defined by the Sector Skills Councils:

- Engineering
- Health and Social Care
- Retail
- Construction
- Public Services
- Tourism
- Community-Based Learning
- Work-Based Learning

Target Actions

Heads of School to ensure curriculum offer includes progression across all levels into Higher Education and employment.

Targeted marketing direct to employers.

Work with stakeholders to address issues of social inclusion.

Undertake specific targeting of local communities to raise awareness of opportunities.

Promote flexible delivery models to facilitate access to lifelong learners.

Marketing Activity

Drivers and Influencers

Skills for Life

Key Priority

Basic skills of literacy and numeracy are the foundation for skills development. A high proportion of adults lack the necessary skills for life to enable them to achieve a Level 2 qualification or above.

Target Actions

Continue to develop partnerships with other stakeholders, eg Unionlearn, Job Centre Plus, Consortia of providers across the South West.

Build on successful business engagement to achieve growth.

Develop new approaches to promote basic skills opportunities within the community.

Heads of Schools to promote opportunities as an integral part of the curriculum offer.

Skills for Life

College News

Advertising
Local Press
Outdoor
Cinema

Open Days

Part-Time
Course
Guide

Part-Time
Supplement

Promotional
Leaflets

Employer
Marketing

Website

Community
Events

Union
Learning
Initiative

Job Centre
Plus
Initiative

Links with
Stakeholders /
Business Link

Business
Engagement

HOS
Business
Plans

Community
Learning
Service

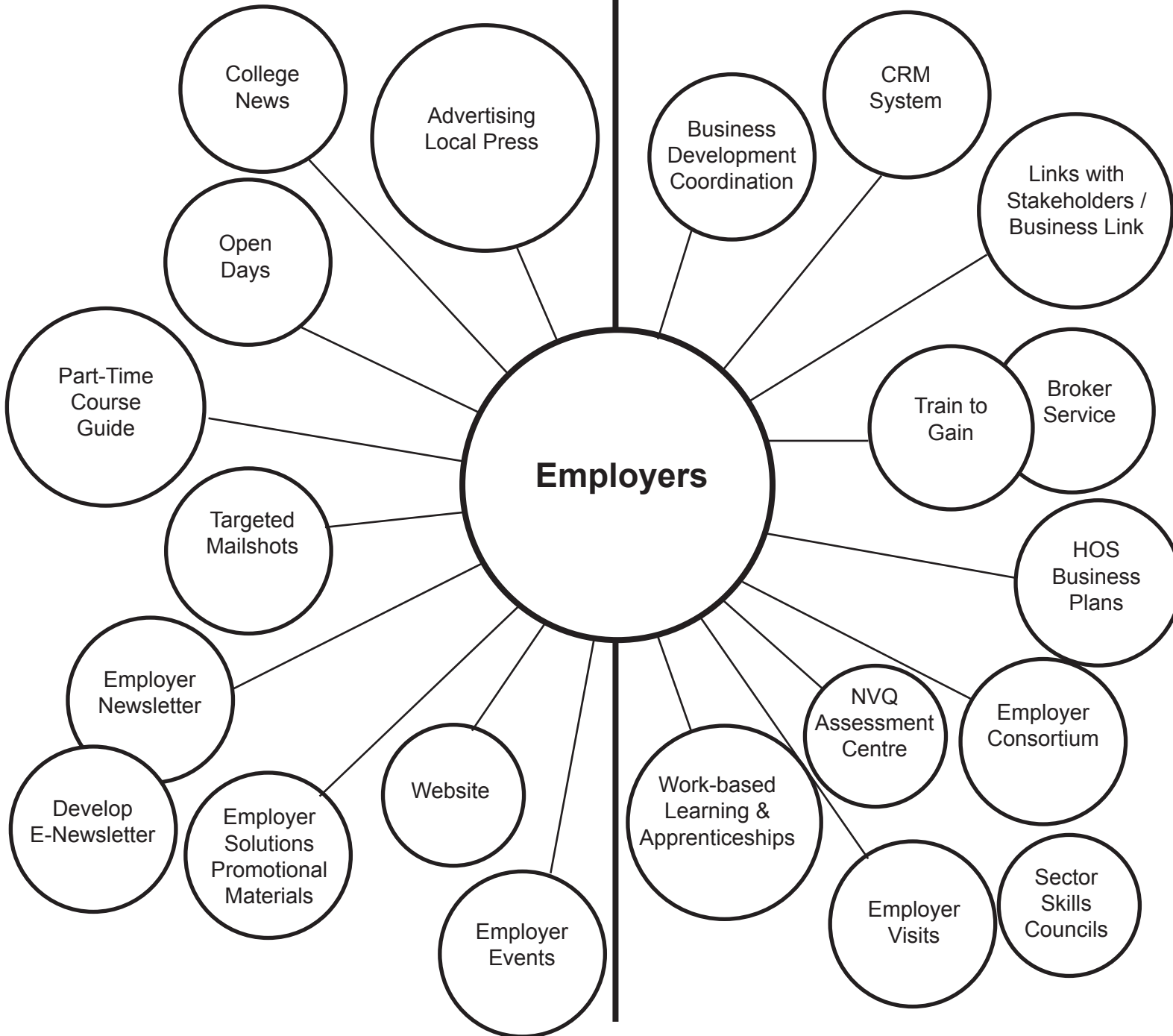
Engagement
Services

Public
Sector
Learning
Initiative

Get On
Campaign

Marketing Activity

Drivers and Influencers



Employers

Key Priority

To increase our engagement with Employers and local businesses as part of the national drive to address the skills agenda aimed at raising the skill levels of those in employment to a minimum of full Level 2 and progression to Level 3.

Target Actions

Support the College's Employer Engagement Strategy.

Develop the work of a coherent Business Development Unit for one stop referral and liaison with Business Community.

Target employers with specific tailored Employer Solutions activities to include Apprenticeships, Train to Gain, Skills for Life and mainstream work-based qualifications.

Organise employer engagement events and attend relevant events targeted at employers.

Undertake specific market research into employer needs and target offer to regional and local priority sector employers.

Build on education / employer consortia to include stakeholders eg Business West, Employer Association and Unilearn.

Widen collaboration and partnership.