



BUSINESS COMMITTEE

THURSDAY 3 MARCH 2016

Report: Minutes of the meeting held on Wednesday 20 January 2016
Author: Clerk
Action: Approve
Status: Open

Present: Robin Mackie (Chair)
Judith Doyle (Principal)
John Holt
Ivan Jepson
David Mitchell

In attendance: Samantha Pritchard (Clerk)
Suzanne Clark (Minutes)

B/46 Welcome / Apologies / Conflicts of Interest

The Chair welcomed all to the meeting. Apologies were received from Nadine Hudspeth, Mick Brophy and Chris Toon.

Ivan Jepson was welcomed to his first meeting as the newly appointed Director of Business Development.

No members declared any conflicts of interest at this stage, but were reminded to declare any such conflicts that were raised throughout the meeting.

B/47 Minutes of the last meeting dated 14 September 2015

The minutes of the meeting held on 14 September 2015 were agreed as a correct record.

B/48 Matters Arising

This item is CONFIDENTIAL and not for publication.

B/49 Marketing Update

The report was tabled in the absence of the Director of Marketing & Communications.

The Principal gave an overview of recent Marketing activity.

The Chair appreciated that within the report a comprehensive overview is given. It is important that the Committee see the positive link to enrolment and recruitment. The report raises the question of whether the College is focusing in the right areas and doing the right things for the right reasons.

The Director of Business Development advised that he has started to work with the Director of Marketing & Communications on an analysis of where opportunities exist at a regional level.

The Chair commended the Director of Marketing & Communications on the report. He proposed that in future reports the Committee should be able to see a split between direct recruitment and the overall positioning of the College.

The report was noted.

B/50 Business Development & KPI Update

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The report was noted.

B/51 Any Other Business

The Principal advised that the College's Strategic Plan is due for review soon. There is a day planned with the Executive Team to refresh the three year plan rather than do a full re-write. The Principal will then arrange a session with the Board. This is a great time to do this as College is in a stable position and is seen as the best college in region.

The Chair advised members that it is very difficult to predict what will happen during Area Reviews as there are many conflicting views but stressed that the College and the Board shouldn't be worried about this process and that the College's performance must not waiver.

The Chair closed the meeting by reminding the Director of Business Development that he needed to be bold in his decision making to take the Business Development Team forward.

B/52 Date of next meeting

The date of the next meeting was confirmed as Thursday 3 March 2016 at 4.30pm.