

Project Name: Marketing Foundation degrees in food-related topics

Amendment History:

Version No.	Date	Reason for Amendment
1	01/05/07	New proposal

Project Managers

Judy Lage (WCT) and

Harriet Anderson (PGC)

Document Distribution

Name	Location	Responsibility	Action/Information
Judy Lage	WCT	Co-manager of the project	
Harriet Anderson	PGC	Co-manager of the project	
Julia Page	PGC	Vice Principal	For information
Stephen Hewitt	WCT	Head of department	For information
Emily George	WCT	COVE Manager	For information
Debbie Lambert	LLN	Manager of the LLN for H&W	Author of proposal
Geoffrey Elliott	UW	Members of LLN steering Group	To approve project
Gail Rothnie	UoB		
Mike Rookes	OU		
Chris Morecroft	WCT		
Donna Obrey	LLN	Project Officer	To track project

Background

WCT deliver a Foundation Degree in Kitchen Management and Culinary Skills; PGC run a Foundation Degree in Food Safety and Quality. These courses address different markets and do not overlap. Representatives of the two courses were invited to a meeting by Debbie Lambert to discuss the possibility of collaborating in marketing the two degrees, which like many foundation degrees, currently find recruitment difficult.

Objectives of the Project

The project has been designed to try a new local approach to marketing foundation degrees, and to facilitate collaboration between the two course teams.

Project Approach

There will be two phases to the project:

1. Tutors from the course going out into appropriate businesses and meeting their employees
2. Administrative staff working to update old databases of employers to aid long term communication with the employers

Scope:

A Key Products from the project

1. A report produced by staff who will meet in September to evaluate the effectiveness of their campaign. This will be circulated to all members of the LLN to advise on whether this method worked or not.
2. Two databases of employers for long term contact and marketing
3. A list of ways in which the two course teams will collaborate in terms of promoting the others' course.
4. A greater understanding of foundation degrees by employers.
5. Additional students on the PGC course will count towards the LLN ASN bid; additional students on the WCT course will count towards general LLN targets.

B Out of Scope

This project does not cover curriculum discussions, and it does not cover any additional marketing the colleges might wish to pursue.

Constraints

The project team need to be mindful of busy periods for employers, busy periods for staff, and needs to be completed by the start of each course

Initial Project Case

The plan is as follows:

- Teaching staff from each course are bought out of teaching for x so that they can go into appropriate companies and promote the course. Each teaching team will also take details of the other course to give out if appropriate.
- Administrative staff will be brought in for x to update/overhaul existing databases of employers. These will be used to send out targetted publications, updates and information throughout the year. The databases will each be made available to the other team
- In conjunction with this work, each course team will be invited to provide articles for the 'food' publications produced by the other college. Staff will be invited to talk to students on courses where progression routes might be helpfully identified (e.g. intermediate hygiene at WCT leads into advanced at PGC). The teams will discuss possible collaboration under the COVE, and identify any possible marketing/press releases about current topics (such as packaging or 'farm to fork')

Benefits of the Project

1. To potential students: clarification and information about the different natures of the two courses

2. To employers: Visits by staff teaching on the courses giving information, providing an understanding about foundation degrees, and an opportunity to develop closer links with the colleges.
3. To the colleges: Increased numbers of students this year, and hopefully in future years, and a growing relationship between the two course teams
4. To the LLN: Information on a particular marketing approach for foundation degrees which can be shared by all colleges

Key Assumptions

- That staff can be released for each phase of the project

Costs

WCT: to be advised

PGC: £2000 to cover 10 days release of course leader and 10 days administrative support

How will the project be evaluated?

Meeting of both teams to review the number of students on each course, and whether this represents an increase on the previous year.

How will the project be sustained?

Through the use of the databases and the links between the colleges

Initial Risk Log

Risks	Probability	Impact	Containment Plan
Teaching staff unable to be released	L	H	Use of other college staff
Administrative staff unable to be released	L	H	Delay phase 2 of the project
Businesses do not want visits	L	M	Identify a number of potential visits

Project Team

Harriet Anderson

Julia Page

Judy Lage

Stephen Hewitt

Emily George