GLASGOW KELVIN COLLEGE

Learning and Teaching Committee – 19 November 2025

Impact of Pre-Course Welcome and Induction Activity 2025-26

Report by Director of Digital and Information Systems

1. Introduction

This report provides an overview of the impact of pre-course welcome and induction activities for the 2025-26 academic year. It highlights the success of recent external engagement initiatives, notably the National Opportunity Day and Open Day events, which have significantly enhanced student engagement, promoted wider access, and supported learner progression through targeted communications and campaigns.

2. National Opportunity Day and Open Day Events

The third annual National Opportunity Day at Glasgow Kelvin College was a central focus of the College's external engagement and communications strategy during July and August 2025. The event was designed to showcase the breadth of educational, vocational, and employment pathways available to current and prospective students, reinforcing the College's commitment to widening access and supporting learner progression. It forms part of a broader strategy to improve student engagement and retention, complementing initiatives such as the College's Open Day and Freshers events.

Campaign Delivery and Activities
A comprehensive, multi-channel campaign was implemented to maximise the reach and impact of National Opportunity Day. Key activities included:

- The development and publication of three case studies featuring current and former students, highlighting real-life success stories from the GKC community.
- Securing significant media coverage, including a feature in The Sun and a three-page interview with Principal Joanna Campbell in The Scotsman, as well as widespread mentions across national titles.
- Coordinating a press photography shoot and producing video interviews, which were released across social media channels in alignment with PR activity.
- Launching the #AskKelvin advertising campaign, which encouraged direct engagement from prospective students and supported Open Day registrations.

Impact

- The campaign achieved a total PR audience reach of 21 million, with 4.52 million coverage views across 33 pieces of PR coverage.
- Social media content generated strong engagement, with TikTok videos receiving up to 2,200 views and Instagram videos up to 3,200 views.
- The campaign contributed to over 150 registrations for the College's Open Day, with direct enquiries received via digital channels.
- The strategic focus on authentic storytelling and cross-channel alignment ensured sustained momentum leading into the new academic year.

Open Day

The Open Day held on 14th August 2025 was part of the College's summer engagement calendar, intended to inform prospective and returning students about courses and assist with their transition into the new academic year. The event was connected to the National Opportunity Day campaign, with PR and marketing activities resulting in 152 registrations. On the day, 50 offers of a place were made. Some attendees may have applied later, while others were interested in courses that were already full, and staff were available to discuss alternative options.

3. Meet Your Classmates

The Freshers Event, also referred to as 'Meet Your Classmates', took place during the week of 18–21 August 2025 across all three campuses. The event was designed to welcome new and returning students, foster community, and support a positive start to the academic year.

Activities

Some of the activities over the week are included below.

- Both internal and external organisations hosted stalls, providing information on student support, college services, and community resources.
- Activities included a 360-photo booth, racing simulator, pinball and arcade machines, a silent disco, and a cactus ring toss game.
- The NGR gym provided rowing machines for demonstrations, and the Scottish Pantry distributed meal packs to students.
- The event featured visits from Chicco, Chase, Charlie, and Theo - the College's much-loved alpacas - which were a highlight for many attendees.
- The Student Association coordinated the event, with support from staff across departments to ensure a vibrant and welcoming atmosphere.
- Engagement was driven by postcards, text messages, social media posts, and emails to students.

Attendance and Engagement

- 2,846 full-time students were invited to participate.
- 2,084 students attended Freshers activities, with campus breakdowns as follows:
    - 1,103 at Springburn,
    - 641 at East End,
    - 340 at Easterhouse.
- The event was widely regarded as a success, with positive feedback from students and staff.

Impact

Freshers events have played a key role in reducing withdrawal rates among full-time students in recent years. In table 1 below, the data from full-time programmes for 2024-25 shows that students attending the freshers event where less likely to withdraw from their course. As shown, 21% of students attending the freshers event withdrew from college by the year-end, compared to 25% of students who did not attend. This demonstrates that these events continue to effectively support student retention. Additionally, the events help foster a sense of belonging and excitement among new and returning students, setting a positive tone for the academic year.

Full-time Programmes 2024/25	Retained Students	%	Withdrew Students	%	Total Students
Attended Freshers	1,377	79%	376	21%	1,753
Did Not Attend Freshers	1,277	75%	422	25%	1,699

Table 1- 2024-25 withdrawal rates for full-time students .

4. Resource Implications

All events are allocated appropriate levels of financial resource through departmental budgets. Staff from across the College give time to ensure events run smoothly.

5. Impact on students

Student early withdrawal rates continue to remain low, and student satisfaction rates continue to remain high.

6. Equalities

There are no equality implications arising directly from this report.

7. Risk and Assurance

There are no risk implications arising directly from this report.

8. Data Protection

There are no data protection implications arising directly from this report.

9. Environmental and Sustainability

There are no environmental and sustainability implications arising from this report.

10. Recommendations

Members are recommended to:

i. Note the contents of the report.

11. Further Information

Members can obtain additional information on the contents of this report from Jason Quinn, Director of Digital and Information Services, jquinn@glasgowkelvin.ac.uk.

Glasgow Kelvin College
JQ
11/2025