

## **West Yorkshire Lifelong Learning Network**

### **Director's Report**

#### **1. Update on Marketing and Communications**

- 1.1. The communications activity of WYLLN is now being monitored. Some targets were set in November 2009 related to the website, event attendance and WYLLN news subscribers.
- 1.2. Website Monitoring - in November the average time a visitor spent on the website was 3.48 minutes, it was aimed to increase this to 4 minutes from November to January through improving 'stickability' to the website by adding more images and improving navigation. The average time spent on the website during this period was 4.06 minutes.
- 1.3. Increasing the average number of visitors to the website since the targets were set is now not feasible, this is due to the change in format to the news digest. It used to be sent as a web link and it was necessary to visit the website to view the news digest, but is now sent as a more visually appealing HTML email. Therefore in fact the average number of visitors has decreased from 268 per month to 124 per month. However, since November when the news digest format changed the average number of visitors has increased from 118 per month to 124 per month. Some new targets will now be set for visitors to the website and number of people reading the news digest.
- 1.4. WYLLN news subscribers – the total number of subscribers to the news digest is 974. In November the average number of new subscribers per month was 44 and it was aimed to increase this by an average of 50 for the period between November and March through sending subscription forms out with newsletters and taking to events. The average number of new subscribers has increased to 51.
- 1.5. An on-line survey will be carried out in the first half of 2009 to encourage feedback on WYLLN communications. Results will be published on the WYLLN website.

#### **2. Celebration Event**

- 2.1. Following the success of last year's Celebration Event and Awards it was agreed to repeat the event on Thursday 11th June this year. This year organisations were invited to sponsor and so far a total of 18 organisations have sponsored a total of £2975, all nine awards have now been sponsored. Nomination forms for the Awards are now available on the WYLLN website, the deadline is 20<sup>th</sup> April and the judging panel will meet on 8<sup>th</sup> May – Board Members are invited to join the panel at the University of Huddersfield from 10.00 – 12.00.

#### **3. Showcase Event**

- 3.1. There are now a wide range of WYLLN funded activities taking place across West Yorkshire. To raise awareness of these activities the WYLLN is holding a Showcase Event on 30<sup>th</sup> March at the University of Huddersfield. Eighteen posters will be presented covering a wide range of WYLLN activities. Members from across the network are invited to attend.

#### 4. XCRi Dissemination Event

- 4.1. XCRi is the acronym for Exchange of Course Related Information. It is a standard that has been accepted for the description of courses. The advantage of using the standard is that it enables course information to be transferred electronically into other databases. While full-time courses are well publicised through prospectuses, this is not the case for part-time courses. There are now a range of databases that require information on HE provision. Populating these databases has usually had to be done manually. Through the use of XCRi, this can be done electronically, saving time and reducing error.
- 4.2. Introducing XCRi requires both technological and systematic solutions. The pilot, carried out at the University of Huddersfield and funded through a JISC project, has provided an opportunity to understand the issues concerned with the introduction XCRi. Lessons learned from that project will be disseminated at an event on the 27<sup>th</sup> March. In addition to partner institutions and JISC, a range of organisations will be attending including UCAS, Graduate Prospects and local authorities, who are interested in the implication of the standards for the 14-19 prospectuses.
- 4.3. Some institutions in West Yorkshire are already carrying out some activity around XCRi; others are not. Depending on the outcome of this event, WYLLN may be able to utilise some of its project funding to implement XCRi across the sub-region and in so doing make the offer, particularly to vocational and work-based learners, more easily available.

#### 5. Summary of performance against targets.

	Target	July 2008	Current
<b>Learners supported</b>	7500	2439	4442
<b>Number progressing</b>	3000	132	599
<b>Progression Agreements</b>	25	0	25
<b>FDs developed</b>	21	4	8
<b>Staff development opp.</b>	500	336	597

The table shows that we have now achieved the three year targets for progression agreements and staff development opportunities. Partners have achieved over 50% of the target for learners supported. Progression is enabled through funding through ASNs, curriculum developments, progression agreements and learners supported.