



BUSINESS AT SHC



- SHC Enterprise
- Employability
- Community Hub

Short Version

- The college has several under utilised areas that we believe could use our expertise and professionalism to improve.
- Once they are in a better position this will help our marketing efforts considerably and improve our recruitment, retention and hopefully revenue, as well as create further opportunities via college growth.
- Are you not busy enough? Yes, we are stretched to the limit, however, our students deserve better and so do our staff. Ultimately the improvement of these areas would have a positive knock on effect to our main areas of responsibility.

Marketing & Admissions

- To be clear, there is still a lot of work to be done in terms of marketing to potential students. However we are over-subscribed and at capacity at enrolment. We are waiting to see how we fit into the PolyMAT before implementing any major marketing & admissions revisions.
- Regardless, the challenge we now face is customer satisfaction. Word-of-mouth remains our key recruitment influencer, so the better the experience for our current students the better for our potential recruitment.

Management and direction

We need to establish an SHC business steering group meeting each term to review and maintain SHC business efforts.

Key Members - Jan, Geoff, Mary, Danville, Georgia-Rose, Andrea, Fred

Rotating members - Rose, Sarah Wells, Viv, Ian, Sarah Stocking



Fitness Suite

MARKETING BRIEF

Written by
DANVILLE BERBECK & GEORGIA-ROSE BEAHAN



Food Services

MARKETING BRIEF

Written by
DANVILLE BERBECK & GEORGIA-ROSE BEAHAN



Studio 16 Salon

MARKETING BRIEF

Written by
DANVILLE BERBECK & GEORGIA-ROSE BEAHAN



Whole College – Student Engagement

MARKETING BRIEF

Written by
DANVILLE BERBECK & GEORGIA-ROSE BEAHAN



Whole College – Recruitment

MARKETING BRIEF

Written by
DANVILLE BERBECK & GEORGIA-ROSE BEAHAN





Food Services
MARKETING DEPT
DANVILLE BRANCH & GEORGIA RICE BRANCH
SHOOTERS HILL
SOUTHFORK COLLEGE

The aim of this document is to create pillars onto which marketing can be used to increase:

Revenue – via staff, students & the community

Goodwill and high morale – in staff, students and the community

Engagement – staff, students, visitors and the community

A renewed sense of pride – in the catering services team and their patrons

Prestige – in our food services and thus the college as a whole

Area Recommendations

1. Convert room 310 to an additional student eating area

Menu

1. Consistent items on the menu

Rationale

- Every food establishment has a mainstay, a set of items they are known for and are cooked well. A constantly changing menu means that patrons cannot develop a favourite dish or a dish they visit with the specific intent to purchase.

Our main customers are teenagers: teenagers are just finding their way in the world and require comfort foods and stability to go along with all the changes they are experiencing. It is vital that we establish regular favourites and consistent meals they know will always be available to them should they wish it.

Suggestions: Wraps, Samosas, Specialised Burgers

Marketing Comments

- Review current menu items to ensure they are appealing to the target audience.
- Offer promotions and specials to attract students.
- Engage with students through social media and surveys.

College Commitments

- Support the college's mission and vision.
- Engage with the community and staff.
- Provide a safe and healthy environment.

The aim of this document is to create pillars onto which marketing can be used to increase:

Revenue – via staff, students & the community

Goodwill and high morale – in staff, students and the community

Engagement – staff, students, visitors and the community

A renewed sense of pride – in the catering services team and their patrons

Prestige – to our food services and thus the college as a whole

Area Recommendations

1. Consistent items on the menu

Rationale

- Every food establishment has a mainstay, a set of items they are known for and are cooked well. A constantly changing menu means that patrons cannot develop a favourite dish or a dish they visit with the specific intent to purchase.
- Our main customers are teenagers: teenagers are just finding their way in the world and require comfort foods and stability to go along with all the changes they are experiencing. It is vital that we establish regular favourites and consistent meals they know will always be available to them should they wish it.
- **Suggestions: Wraps, Samosas, Specialised Burgers**

2. Convert room 310 to an additional student eating area

Rationale

- Currently there is not enough room to facilitate all students at lunch, some have complained of having to eat lunch standing up, but many more simply go offsite.
- More space will alleviate this issue and 310 is in the ideal location.

3. Convert room 230 into a staff lunch room

Rationale

- The current staff room 310 is too small and inhospitable for the number of staff we have on site. It is not a relaxing area and is only frequented by a handful of staff.
- Due to the limited amount of space in the atrium and the Rose café, staff rarely dine in these areas as students take up all the space.
- To attract new staff and promote staff wellbeing, we need a large area that staff can interact and socialise in.

4. Students @ Cityview

Rationale

- It is a shame and a travesty that we have an onsite restaurant that almost none of our students have access to. Many of our students have never been to a formal restaurant and many will not have the opportunity for many years. The fact that this experience is not open to them is frankly embarrassing.
- We should reserve 2-3 tables strictly for student usage. We could create a booking system where students can book their tables in advance online to ensure the tables are always filled.
- We could create a college or staff/community donation pot in order to subsidise the meals so that students on FSM have access to the Cityview lunch service. Ideally, no student should pay more than they usually do for lunch.
- This would go a long way towards improving students' morale, opportunities and respect for staff. It would also look great in the press and our student marketing materials.

A Fresh Look at the Business Side...

- Introduction - 5 Mins
- The (administrative) gap – 5 Mins
- Your thoughts - 10 Mins

- College – 5 mins (Retention and IP team etc.)
- Food Services – 20 mins
- Salon – 20 mins
- Fitness Suite – 20 mins
- Lettings*
- GSSP*
- PolyMAT*

Visibility and Dissemination

In order to encapsulate and better display our unique offerings we should also:

- 1) Create a small service pamphlet, outlining SHC services, rough costs and service times.
- 2) Advertising for additional events like, summer fair, art auction etc.
- 3) Create a dedicated area on the website for these services
- 4) Ensure a rotation of service advertisements on screens that see external foot traffic. (Sports Academy, Main building during Cityview nights and open events etc)
- 5) Organise regular events for fundraising, art auctions, fairs etc.

SHC Partner Pass*

- We are not going to touch on the work employability or the SHC enterprise groups are doing in this discussion, but there is a lot of room for crossover and beneficial cooperation – despite this, none of our plans rely on said partnerships.
- The one thing we would like to implement however, is a SHC Partner Pass, essentially a digital membership card that gives organisations who wish to work alongside us benefits such as:
 - Cityview discounts, gym membership discounts, free/discounted salon and beauty sessions on site or at their location