



IMPACT REPORT

2024 / 25



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Foreword

Ciara McCarthy

Student President 2024-25

It has been five years since the world changed—politically, economically, and in terms of public health. These shifts have brought new challenges for students nationwide, adding to an already demanding academic environment.

As a Students' Association, we've continued to adapt, developing campaigns and events that reflect the needs of our ever-evolving student population. More importantly, we've worked to ensure that students feel a true sense of ownership over the work we do together.

Our primary goal this year has been to expand our services and reach students who may have previously felt excluded—Disabled and neurodivergent students, those with additional support needs, and students experiencing food insecurity. Alongside this, we've launched several key campaigns, including our neurodiversity work, strengthened partnerships with college teams, and hosted events that aim to be inclusive and impactful.

We've also prioritised expanding our reach, increasing our comms on platforms like TikTok and Instagram. At this point, we're practically TikTok famous (or at least we like to think so)!

Despite the challenges, witnessing the passion and energy students bring to our networks, sports clubs, and campaigns has been incredible. It's been an absolute joy getting to know so many of you—I love a wee chat—and you've been nothing short of amazing.

“

**Thank you for letting me be a part
of your journey.**

”

Meet the Team

Together, we accomplish more.

Our work wouldn't be possible without the ongoing support and commitment of both our paid and volunteer officers. The Student Parliament forms the backbone of the Students' Association, and this year it was made up of:

Student President - Ciara McCarthy

Vice President Diversity & Wellbeing - Stacey Hawes

Vice President Learning & Teaching - Valeria Ramos

Vice President Social & Activities - Polly Vaker

Disabled Officer - Ellie Baillie

LGBTQ+ Officer - Skye Morgan

Care Officer - Keira Miller

Refugee / Asylum Seeker Officer - Mohammed Azim Zia

Creative Industries Faculty Ambassador - Jessica Elliott

Education & Humanities Faculty Ambassador - Abdulmalik Lawal

Hospitality & Leisure Faculty Ambassador - Euan Buchanan

Nautical & STEM Faculty Ambassador - Derry Henderson



Student Representation

Fostering Genuine Dialogue.

The Presidential Team has served on a total of seven Boards and Committees throughout the college this academic year. We have also expanded our capacity to attend College Faculty Boards, following the approval of paid Faculty Ambassadors who can now represent students in these spaces.

We regularly contribute to Boards and Committees by sharing student feedback and proposing student-led solutions to various challenges. This year we have submitted seven papers to College Boards and Committees and prepared nine feedback overviews to Faculty Board spaces.

90%

increase in attendance
at Faculty Boards

16

updates offered
by CitySA

“

I never fail to be impressed by the commitment and contribution of our student Board members each year - they play a vital role in shaping the College's leadership and direction.

Drew McGowan, Associate Director of Governance and Risk

”

Wider Representation

We have continued to actively engage with our sector partners, including attending sparqs “That’s Quality!” events and the NUS Scotland Conference. In addition to our involvement with these organisations, we’ve been participating in STEP, a key initiative from the New Territory Quality Framework. This programme allows institutions to collaborate on projects to improve quality and student experience. This year’s STEP Student Lead was Valeria Ramos, who contributed to ‘student needs’, ‘support’, and ‘education’ discussion groups. Her input has helped shape collaborative projects designed to enhance the student experience from 2024 - 2028 with a focus on **Supporting Diverse Learner Journeys**.

Class Representation

Bridging Communication Between Students and Staff.

This year, we've continued to develop our sector-leading Class Rep system by working with various College staff and student groups to create opportunities for real, genuine dialogue. We were blown away by the level of meaningful engagement from our Class Reps this year, with increases in rep engagement across all four faculties through the Class Rep journey.

Creative Industries : 92% elected

Education & Humanities : 90% elected

Hospitality & Leisure : 96% elected

Nautical & STEM : 66% elected



14%
increase in Reps
elected

Class Rep Training

Never ones to shy away from a bit of development, we also combined our Associate Trainer and Faculty Ambassador roles to create the opportunity for four paid Faculty Ambassadors. Our Faculty Ambassadors design and deliver our Class Rep training, as well as provide valuable feedback from our students to Faculty Boards. This year we offered more training opportunities to Class Reps as well as updated all our Rep resources on Canvas.

293

**Class Reps
trained across all
faculties**

21%

**increase in Reps
trained since last
year**

99%

**Reps feel ready to
start their role
following training**

Class Representation

Class Rep Meetings

This year, we worked closely with four College Partners to provide students with the opportunity to feedback on different pieces of work, including the Library Services, the City Attributes module, changing the Learning Spaces at the College, and the introduction of Artificial Intelligence Guidance. We were delighted to see such a huge increase in engagement with our Class Rep meetings and will be reviewing how we can sustain our meaningful partnerships next academic year.

63%

increase in meeting
engagement

55

Rep meetings
held

“This year marked a successful chapter for our Class Rep system. Thanks to the incredible engagement from students, our Class Reps’ dedication, and the unwavering support of Faculty Ambassadors, academic staff, and college departments, we built a stronger, more connected academic community. Your commitment made all the difference, this success belongs to all of you.

Valeria Ramos, VP Learning & Teaching

”

Class Rep Rewards

After the successful launch of our Class Rep Rewards Scheme last academic year, it was exciting to see our system continue to thrive. This year we saw a massive increase in the level of engagement of our Class Reps, which is highlighted by the number of Class Reps who received a Bronze, Silver, and Gold Award. Rewards have been distributed in partnership with City Market, Amethyst Training Room and Scholars Restaurant.

141

Bronze Awards

37

Silver Awards

12

Gold Awards



Student Elections

Empowering Student Voices.

Every year, we run our Big Student Elections to elect our paid Presidential Team for the next academic year. Students from across the college are encouraged to run for presidential positions as well as vote for their new team.

Paper voting at in-person polling stations once again proved incredibly popular with over a third of all votes being cast via this method. The SA would like to recognise the support of other Student Experience Directorate teams who helped staff these stations; their enthusiasm and energy was evident in the quality of the student engagement throughout the week.

Our new presidential team will assume their roles from July 2025.

15

approved
candidates from
all four faculties

5238

votes cast across
all positions

30%

higher than
national average
for voter turnout

Student Parliament

Student Leadership in Action.

Student Parliament is the voice of students at CitySA, helping guide what we focus on and how we run things between each year's big Annual General Meeting (AGM). This year, our Parliament members included our four Presidential Team members, four Faculty Ambassadors, and four elected officers. Our elected officer roles were themed to ensure representation from priority groups within the college, such as Refugee and Asylum-Seeking students, Care Experienced students, Disabled students, and LGBTQ+ students.

Over the 2024/25 academic year, Student Parliament supported the Students' Association to update the Student Parliament branding, update the Students' Association schedules and develop positional statements.

AGM Motions

Our 2023-24 Annual General Meeting was held in April and May of 2024. We were excited to receive a total of nine idea submissions from our students and four of these made it to our final voting stage. To be passed, each motion was required to receive a minimum of 200 votes.

91%

of students voted in favour of the SA campaigning for a college community garden.

95%

of students voted in favour for the SA to lobby for more paid opportunities for students within the association.

95%

of students voted in favour of the SA campaigning for further support for International/ESOL students.

87%

of students voted in favour of the SA integrating trans liberation work into our annual plan.

12

student Members of Parliament

6

meetings hosted 2024/25

342

students voted at AGM



3711

**students engaged
with SA events**



Student Event Highlights

Building Community Through Shared Experiences.

Throughout the year, the Students' Association engaged students through a variety of events aimed at fostering community and enhancing the student experience.

The Freshers' event, themed 'Welcome Aboard', was aligned with the College's Welcome Week and featured 25 daily stalls—including OAKA, Lush, NUS, City Market, and the Library—and attracted over 2,350 students at City campus and over 600 at Riverside.

To support our international student community joining us later in the year, a 'New to Glasgow' event was hosted by our Vice President of Social & Activities, Polly Vaker. Here, attendees were introduced to Scottish culture through games like Scottish Bingo and Pass the Parcel, as well as provided with signposting to key Scottish services.

In spring, an Easter Quest encouraged students to explore the campus in search of clues, engaging 21 participants. Additionally, building on the success of previous themed quizzes, a Doctor Who Quiz was organised, featuring 13 unique prizes such as custom-designed tote bags and keychains, drawing over 30 attendees who provided positive feedback.

These events exemplify our commitment to fostering student engagement and community throughout the academic year.

Networks & Sport

Enhancing Student Experiences Beyond the Classroom.

CitySA supports the formation and organisation of student-led networks and societies. This is alongside delivering recreational sport opportunities in partnership with our sports colleagues. All of our networks and sports clubs are free to students.

Network Statistics

10 established networks and societies

87 network meetings hosted this year

469 interactions recorded across all networks

Sports Club Statistics

10 established recreational sports clubs

167 sports sessions offered throughout the year

1550 interactions recorded across all sports clubs



4458

items distributed by
the Student Pantry



Community Outreach

Strengthening Community Connections.

This year, the Students' Association launched the Canvas Volunteering Hub, enabling 169 students to explore 54 opportunities from 36 partner organisations, track their progress, and enhance their CVs. Our annual Student Volunteer Day events featured 19 stalls across both campuses, engaging 254 students. Collectively, students contributed over 177 volunteer hours, reflecting their commitment to community engagement.

Thanks to support from FES, the Student Pantry expanded to new locations at City and Riverside campuses. Contributions from college partners, including BaxterStorey and City Market, totalled over 1,481 donated items. With additional backing from Commonweal and Tesco, the pantry addressed food insecurity, recording over 1,899 student visits and distributing more than 4,458 items, including food, drinks, and hygiene products.

“

With everyday stress and financial struggles, having a warm cup of coffee with your friends feels like a comforting, safe space. I'm grateful to all volunteers, they are always so empathetic and kind.'

Pantry Feedback Survey, Student Pantry User

”

Diversity & Inclusion

Fostering an Inclusive Community.

Throughout the year, the Students' Association collaborated with college departments to celebrate key awareness events, fostering inclusivity and student engagement.

During Deaf Awareness Week, in partnership with Learning Support, we highlighted Deaf students' voices by filming six individuals sharing positive experiences, staff advice, and tips for newcomers. Staff participated in a British Sign Language (BSL) challenge video, guessing signs for everyday words. At our City Campus, over 56 students and staff engaged with our Deaf Awareness stall, which featured informational materials, cupcakes, and interactive activities like a fingerspelling challenge and a True or False quiz, with participants entering a voucher giveaway. Deaf students were encouraged to volunteer and participate throughout the week.

For Black History Month, we hosted a live Afro-fusion cooking demonstration by Laurette Foko, who shared her culinary expertise and business journey. Twenty students attended, engaging in discussions about ingredients and entrepreneurship, and received a PowerPoint to recreate the dishes at home.

In celebration of LGBTQ+ History Month, we organised an online quiz focusing on LGBTQ+ history, allowing students to test their knowledge and enter a prize draw. On campus, our stall provided information about support services, distributed rainbow cupcakes, and facilitated conversations about ongoing support for LGBTQ+ students. Across both campuses, 143 students participated, fostering awareness and meaningful dialogue.

94%
students believe
the college is
committed to EDI



Autism Inclusion Award

Our Commitment to Autism-Friendly Practices.

As part of our Student Presidents' manifesto to improve the inclusion of autistic and neurodiverse students at the Students' Association, this year we began to work towards an Autism Inclusion Award.

In addition to an internal review with the SA team, we established Neuro Connections, a Student Advisory Group who have volunteered their time to share their lived experience and views on how to improve inclusion at the SA. We offered the choice between engaging as a group or individually—and across both forms of engagement we've seen 10 autistic and neurodiverse students contribute. This has totalled to over 31 hours of volunteering.



“

I've been here since 2017 and have seen the changes that the SA has made to make the college more inclusive. I want to be more involved in making changes so that we are more autistic and neurodiverse friendly.

Callum Keith, Student Advisory Group Participant

”

Next Steps

This project will continue into the next academic year, with our final review planned for June 2026. Our current action plan includes student recommendations such as:

- Redesigning our website to be more accessible.
- Introducing a new Reasonable Adjustment process to support inclusion in social and sport activities.
- Introducing an Autism Resource Hub for the SA team to access and improve their knowledge and practice.

Team Development

Enhancing Skills and Collaboration.

This year, we launched our Leadership Academy to provide dynamic leadership development opportunities for students working with the Students' Association. Collaborating closely with student staff members, we designed training sessions tailored to the specific needs of their roles.

Over the academic year, we delivered 15 training sessions covering key topics such as Responding to Feedback, Presentation Skills, Career Management, and Evaluation Methods. These sessions were created with the aim of supporting students' growth in their current roles while identifying and effectively communicating the skills and experiences they are developing for their future careers. We also partnered with departments across the college—including the Student Engagement Team, Skills Development Team, Careers, and Organisational Development—to deliver high-quality training informed by expert knowledge and practice.

15

**training sessions
offered to enhance
our team**



Sourcing Best Practice

This year, we have expanded our commitment to sourcing best practice by engaging with external networks and events throughout the year. This has included attendance at; NUS SU Strategy Exchange, Scottish Charity & Voluntary Organisation Annual Gathering, and Native Marketing Conference. This has been in addition to our ongoing attendance at sparqs Officer and Staff Networks as well as Think Positive's monthly forum. Our team's innovation has thrived in these spaces with new ideas brought back for further development and implementation, such as initiating our SA Website Tender process.

Communication and Marketing

Amplifying Our Message.

79% Follower increase
40% View Increase



Our social channels have been packed with engaging and informative content throughout 2024/25, sharing to a combination of 9,302 followers across our main channels: TikTok, Instagram, Facebook, and X. Throughout the year, 420 posts have been shared, receiving 8,255 likes. This has resulted in an increase of 604 followers.

1,285 Followers
196,021 Views
5,846 Total Likes



We have continued to create and promote numerous social campaigns including the Big Student Elections, LGBTQIA+ History Month, Black History Month, and Deaf Awareness Week.

1,934 Followers
65,358 Reel Views
30,576 Post Reach



This year, we continued to increase our focus on creating TikTok content with the support of the Presidential Team and Volunteer Ambassador. Our TikTok videos are a fun, engaging way to share messages and promote our services with students. We have used the platform to promote our events and campaigns and share general updates, as well as taking part in current trends to help increase our engagement with our target audience. Following on from last year, we have also continued highlighting areas and services of the college that students may not know about.

4,208 Page Likes
36,668 Post Reach



This year our TikTok account has seen a 79% increase in followers and a 40% increase in views this academic year.

26 Newsletters sent
61% Open Rate



TikTok videos are also posted on our other social platforms to share engaging content on all channels and promote our TikTok account. The content shared on Instagram has continued to be more people-focused, with photos and videos of students and staff being frequently shared.

CitySA Digital Engagement

Keeping Students Connected.

Our advertising partnership with Native delivers an engaging events and ticketing platform whilst also offering vibrant, popular on-campus events students love, from Freshers to Spring into Student Savings, Fitted for Fans, and the Self-Care Fair, creating memorable experiences.

Rockbox's digital screens directly reach students with timely offers like free Adobe Express access and help us promote our own events and information effectively.

This year, we're excited to welcome new partners like Rabbits Tours, offering students a fantastic 10% discount on tours from Glasgow. This strategic approach has led to a significant increase in advertising revenue, projected to reach £7870 this year, a substantial jump from last year's £5188.



52%
increase in
advertising
revenue

CitySA Website

This year, our strategic focus on SEO has driven a fantastic 9.4% increase in organic search traffic, with over 6,300 students discovering vital resources and opportunities through our website. Our revamped events platform has also been a resounding success, hosting 636 events and seeing an impressive 2,486 free tickets claimed, demonstrating its central role in student life.

The popularity of pages like our Advice Hub (reaching 52k in organic search impressions) and the strong engagement with our Sports and Societies page (visited by 2.4k users) underscore the impact of CitySA in enriching the student experience.

47k

website sessions
recorded

2486

digital tickets
claimed

9.4%

increase in
organic traffic

Finance & Funding

The College supports the Students' Association by providing staff offices and meeting/event spaces within both campuses and a block grant to pay for the day-to-day running of the Association. In addition to this, the SA generates additional income from events, advertising, and community funding streams.

From local advertising (e.g., selling Freshers stalls), we have generated **£695.00** and a further **£5226** from longer-term contracts with our advertising partners, Native and Rockbox.

We have continued to source external funds to run the Student Pantry, with **£2662** awarded from the Commonweal Fund this year as well as significant equipment donations from FES. We also continue to utilise the Nairn Family Trust funds to support our volunteering projects (**£30000 over four years**).

Expenditure

The below table is an overview of our expenditure from the block grant we received from the college for this academic year thus far.

Description	Actual Spend @16/5/25	Budget	Variance
Support Staff - Staff Dev Courses/Conferences	£325.00	£2,000.00	-£1,675
Support Staff - Staff Dev Travel	£99.00	£1,500.00	-£1,401
Support Staff - Staff Dev Accom & Subsistence	£48.00	£400.00	-£352
Hire of Facilities	£500.00	£500.00	£0
Office Stationary & Materials	£322.00	£500.00	-£178
Tools & Equipment	£195.00	£2,500.00	-£2,305
Other Equipment & Material Costs	£2,028.00	£3,000.00	-£972
Transport - Hire Charges	£0.00	£1,000.00	-£1,000
Membership Fees & Subscriptions	£8,981.00	£10,000.00	-£1,019
Events and Activities	£4,675.00	£5,000.00	-£325
Prizes	£1,188.00	£1,000.00	£188
Advertising (Marketing)	£1,510.00	£2,000.00	-£490
Internal Hospitality	£354.00	£1,000.00	-£646
Students' Association	£88.00	£100.00	-£12
Total	£20,313.00	£30,500.00	-£10,187.00

Acknowledgements

With Gratitude to Our Partners and Contributors.

Another academic year has come and gone, and as we reflect on and celebrate the achievements of our Students' Association, we want to take a moment to express our most profound appreciation to those who have been instrumental in bringing our strategic plan to life.

First, thank you to our fantastic and dedicated admin team, Digital Officer, Communications Officer, and Student Engagement Officers. Working tirelessly behind the scenes, your unwavering support, encouragement, and positivity have been vital in ensuring the smooth running of the Students' Association, even in challenging times.

We also want to give special recognition to Sinead McKenna and Sandra Cook for their long-standing support of the Students' Association and their passionate advocacy for students over many years. Their commitment and dedication have played a crucial role in shaping the Association into what it is today.

A huge thank you goes to Lucy Treasure, our former Students' Association Coordinator, who recently left her role. Lucy embraced the organised chaos of the Association, supported even our wildest ideas, and helped steer the ship through it all. Her dedication, energy, and belief in the power of student voice made a lasting impact, and the team will sorely miss her.

To Megan, our new Students' Association Coordinator, thank you for jumping in headfirst and embracing our ambitious ideas with open arms. Although you joined us towards the end of our term, your presence has already made a real difference, and we're excited to see the impact you'll continue to have.

We're also incredibly grateful to the members of the Student Partnership Forum—Claire Carney, Drew McGowan, John Gray, and Derek Robertson. Your leadership, insight, and steadfast support have been instrumental in the success of our campaigns, events, and the ongoing development of the Association.

Our thanks extend to the Board of Management, Principal, and Senior Management Team for their consistent support, guidance, and strategic input. Your backing has been vital to the growth and success of the Students' Association.

To the wider college staff team who champion all things Students' Association, thank you for your ongoing endorsement and support. We greatly appreciate your encouragement of students to engage with the Class Rep System, Elections, and Student Networks.

And finally, to our student members. You are the reason we're here. Every idea, bit of feedback, message, or conversation has helped us grow and evolve as a Students' Association. You've created a bold, vibrant, and genuinely student-led space. We're so proud to represent you.

Thank you for being on this journey with us.

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