

Glasgow Kelvin College

Board of Management Meeting of 10 June 2026

Friends of Kelvin

**Report by Vice Principal Resources and Corporate Development and Director
of Innovation, Engagement and Partnerships**

1. Introduction

This paper provides Board members with an overview of the proposed **Friends of Kelvin** initiative and asks the Board to note the proposed strategic direction, phased implementation approach and supporting engagement activity.

Friends of Kelvin is a new relationship and engagement initiative intended to strengthen long term relationships between Glasgow Kelvin College and its alumni, employers, community partners, former staff and supporters. The initiative also supports the College's ambition to act as a key anchor institution within Glasgow and surrounding communities.

Friends of Kelvin is not intended to operate as a traditional university style alumni scheme or fundraising model. Instead, it is designed as a broad, mutually beneficial relationship framework focused on meaningful contribution, employability, community impact and long-term partnership development.

Friends of Kelvin is intended to be a key enabler in supporting the Income and Growth Strategy and the External Engagement Strategy, which have been created to support the College Strategy 2030.

2. Key Activities and Actions

2.1 Strategic Positioning and Benefits

Friends of Kelvin has been developed as an initiative aligned to the College's values and mission of transforming lives through education.

Key features of the proposed approach include:

- a multi stakeholder, rather than alumni only model;
- emphasis on mutually beneficial contribution and opportunity creation;
- strong alignment to employability and community impact;
- integration with employer and community engagement; and
- authentic storytelling and civic identity.

The initiative has the potential to deliver a number of strategic benefits for the College including:

- enhanced learner opportunity and employability;
- stronger employer and community partnerships;
- increased alumni and stakeholder engagement;
- strengthened civic and regional profile;
- improved external advocacy and influence;
- support for widening participation and inclusive growth; and
- creating future opportunities for diversified support, sponsorship and other contributions.

Friends of Kelvin may also support future sustainability and green skills partnerships through employer, civic and community engagement activity.

The initiative additionally provides opportunities for staff engagement through strengthened external relationships, employer insight, alumni connectivity and enhanced cross-sector collaboration.

2.2 Proposed Engagement Model

The proposed model includes three broad levels of engagement:

- **Strategic Friend of Kelvin**
Long term relationships involving significant contribution, collaboration or influence.
- **Active Friend of Kelvin**
Individuals or organisations supporting mentoring, speaking opportunities, placements, projects or learner engagement activity.
- **Friend of Kelvin**
A wider network of alumni, supporters and partners who wish to remain connected to the College and contribute where appropriate.

This structure is intended to allow flexible participation while encouraging longer term relationship development over time.

2.3 Initial Priority Activity

The initial development phase will focus on:

- establishing governance and ownership arrangements;
- finalising Friends of Kelvin branding and communications materials;
- identifying and engaging an initial cohort of strategic and ambassador-level Friends;
- piloting learner facing engagement activity;
- strengthening employer and community engagement opportunities; and
- developing alumni and learner storytelling content.

Initial activity is expected to include:

- guest speakers and mentoring;
- employer engagement and placements;
- networking and relationship-building activity;
- learner opportunity initiatives; and
- targeted launch and promotional events.

A draft six-month implementation plan is included at **Appendix 1**.

2.4 Contributions and Funding

Friends of Kelvin is being developed as a strategic engagement and relationship initiative, with the added objective of raising funding either directly or via time, expertise or the donation of equipment or materials.

Initial implementation activity will largely be delivered through existing staffing and operational arrangements across:

- External Engagement;
- Marketing and Communications;
- Business Development; and
- Curriculum teams.

The initiative could support:

- sponsorship opportunities;
- philanthropic and charitable contribution;
- in kind support;
- employer supported projects;
- learner bursaries; and
- broader income diversification opportunities.

Given the early-stage nature of the initiative, rather than large-scale financial targets, it is proposed that Year 1 success measures focus primarily on:

- engagement quality;
- learner opportunity creation;
- strategic partnership development; and
- evidence of external support and traction

A proposed initial KPI and success framework is included at **Appendix 2**.

2.5 Stakeholder Engagement

The initiative has been informed through:

- internal discussion across relevant College teams;
- review of leading practice within the FE sector;
- development work aligned to the college Strategy 2030 and supporting sub strategies; and
- initial stakeholder feedback discussions.

During the pilot and establishment phase, to refine and strengthen the model further, engagement is proposed with:

- selected employers;
- alumni;
- community organisations;
- strategic partners; and
- civic stakeholders

3. Planned Actions

Planned next steps include:

- refinement of the Friends of Kelvin framework and supporting materials. A draft brochure is provided at **Appendix 3** for consideration;
- establishment of governance and operational oversight arrangements;
- completion of branding and communications assets;
- engagement with initial strategic partners and contributors;
- delivery of pilot engagement activity;
- launch of Friends of Kelvin during Autumn 2026; and
- development of an annual reporting and impact framework.

4. Resource Implications

There are no significant immediate financial implications arising directly from this paper. Modest initial costs will be managed through existing operational budgets where possible. These will relate to branding, printed materials, launch activity and communications.

The initiative will require coordinated cross-college working involving:

- External Engagement;
- Marketing and Communications;
- Business Development;
- Curriculum teams; and
- Senior Leadership.

At this stage, no additional staffing resource is proposed. Future resource implications will be reviewed as the scale and maturity of the initiative develops.

5. Impact on Students

The initiative has the potential to create significant positive impact for learners through:

- increased mentoring and role model opportunities;
- enhanced employer engagement;
- improved access to placements, projects and networks;
- strengthened progression pathways; and
- wider community and industry connections.

The overall focus of the initiative is to create meaningful opportunities that support learner confidence, aspiration and progression.

6. Equality Impact

Friends of Kelvin has been designed to support the College's commitment to:

- inclusion;
- widening participation;
- community engagement; and
- equitable access to opportunity.

The initiative aligns strongly with the College's values and strategic ambition to support inclusive growth and learner success across Glasgow's communities.

No adverse equality impacts have been identified at this stage.

7. Risk and Assurance

Key risks associated with the initiative include:

- insufficient stakeholder engagement;
- unclear ownership or governance arrangements;
- overextension of operational capacity;
- reputational risk associated with inconsistent delivery; and
- unrealistic expectations regarding short-term financial return.

These risks will be mitigated through:

- phased implementation;
- proportionate scaling;
- clear governance arrangements;
- ongoing evaluation; and
- regular reporting to SLT and Board as appropriate.

8. Data Protection

There are no significant data protection issues identified as a direct consequence of this report at this stage.

Appropriate GDPR-compliant processes and data management arrangements will be established as part of implementation activity.

9. Environmental and Sustainability

The initiative aligns with the College's sustainability and civic ambitions through:

- support for inclusive economic development;
- community partnership working;
- promotion of social value and CSR activity; and
- potential future support for sustainability and green skills initiatives.

Digital engagement approaches will also be utilised where appropriate to minimise unnecessary environmental impact.

10. Recommendations

Members of the Board are recommended to:

- i) note the contents of this report and associated appendices;
- ii) note the proposed phased implementation approach for Friends of Kelvin; and
- iii) support the continued development of the initiative as a strategic relationship and engagement framework aligned to the Finance and Growth and External Engagement Strategies.

11. Further Information

Members may obtain further information relating to the contents of this report from Jeanette Evans, Vice Principal Resources and Corporate Development jevans@glasgowkelvin.ac.uk or Alastair McGhee, Director of Innovation, Engagement and Partnerships amcghee@glasgowkelvin.ac.uk

JE/AMcG
Glasgow Kelvin College
May 2026

Appendix 1

Friends of Kelvin – Six-Month Launch and Implementation Plan

Overall Aim

To establish Friends of Kelvin as a credible, values-led and externally visible relationship initiative that delivers early learner benefit, strengthens partnerships and creates strong foundations for long-term growth and contribution.

June/July 2026 – Foundations and Governance

Key Focus: Establish ownership, governance and strategic clarity.

Actions:

- Confirm purpose, positioning and scope of Friends of Kelvin
- Confirm project leadership
- Establish a cross-college working group
- Agree branding and communications direction
- Identify potential early strategic partners, alumni and supporters
- Identify potential pilot projects and engagement opportunities

Outputs:

- Governance structure established
- Working group operational
- Brand and messaging direction agreed
- Initial stakeholder list developed

July/August 2026 – Identity, Materials and Early Engagement

Key Focus: Develop visual identity, messaging and early engagement activity.

Actions:

- Finalise Friends of Kelvin visual identity and core materials
- Develop and refine booklet, flyer and digital content
- Begin targeted engagement with selected alumni, employers and community partners
- Identify initial ambassador-level supporters
- Confirm soft launch approach and stakeholder engagement activity

Outputs:

- Communications materials completed
- Initial stakeholder discussions undertaken
- Soft launch activity planned
- Initial engagement opportunities identified

August/September 2026 – Soft Launch and Story Development

Key Focus: Begin external engagement and establish early credibility.

Actions:

- Deliver a soft launch event with invited stakeholders
- Launch initial communications activity
- Capture learner, alumni and partner stories
- Deliver pilot engagement opportunities (guest speakers, mentoring and employer sessions)
- Develop initial digital and social media presence

Outputs:

- Initial Friends of Kelvin cohort established
- Pilot activities delivered
- Storytelling and case study content developed
- Early external visibility achieved

September/October 2026 – Learner Opportunity and External Visibility

Key Focus: Demonstrate learner impact and strengthen partnerships.

Actions:

- Deliver additional learner-facing activity
- Expand employer and community engagement
- Promote Friends of Kelvin through College communications channels
- Develop initial sponsorship and support opportunities
- Secure appropriate media and stakeholder engagement opportunities

Outputs:

- Learner opportunities delivered
- Employer and community relationships strengthened
- Increased external profile and awareness
- Initial support opportunities explored

October/November 2026 – Expansion and Momentum Building

Key Focus: Move from pilot delivery to broader engagement.

Actions:

- Extend engagement to wider alumni and partner networks
- Increase targeted outreach activity
- Develop a forward calendar of engagement opportunities
- Continue recruitment of strategic and active contributors
- Review and refine engagement approach based on feedback

Outputs:

- Expanded Friends of Kelvin network
- Increased volume of engagement activity
- Clearer contribution pathways established
- Feedback and evaluation captured

November/December 2026 – Review, Evaluation and Next Phase Planning

Key Focus: Evaluate progress and prepare for longer-term implementation.

Actions:

- Review initial activity and stakeholder feedback
- Evaluate learner and partnership impact
- Refine governance and operational arrangements
- Develop Year 2 priorities and recommendations
- Prepare update reporting for SLT and Board

Outputs:

- Initial impact assessment completed
- Key lessons learned identified
- Future priorities agreed
- Recommendations for the next phase developed

Indicative Success Indicators (First Six Months)

- Friends of Kelvin governance and identity fully established
 - An active and engaged initial network of supporters and contributors created
 - Visible learner-facing activity delivered
 - A number of strategic relationships strengthened
 - A growing bank of learner and alumni stories developed
 - External communications presence established
 - Early evidence of strategic value and future growth potential demonstrated
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Appendix 2

Friends of Kelvin – Initial Success Measures and Targets (2026–27)

Purpose

The purpose of these measures is to provide a proportionate and meaningful framework for monitoring the early development and impact of Friends of Kelvin during its establishment phase.

Given the early-stage nature of the initiative, initial measures focus primarily on:

- Engagement quality
- Learner opportunity creation
- Partnership development
- Evidence of growing external support and influence

This framework is intended to evolve over time as the initiative matures.

Initial Success Measures and Targets

Area	Measure	2026–27 Initial Target
Network Development	Active Friends of Kelvin contributors	Establish an initial active and engaged network
Employer & Community Engagement	New or strengthened strategic partnerships linked to Friends of Kelvin	5–10 active employer and community relationships
Learner Opportunity	Mentoring, guest speaking, placements, projects or employability opportunities supported through Friends of Kelvin	Initial opportunities delivered across multiple curriculum areas
Alumni & Stakeholder Engagement	Alumni and stakeholder participation in events or engagement activity	Initial programme of engagement activity established
Storytelling & Advocacy	Published learner, alumni or partner impact stories	10–15 high-quality stories captured and actively utilised
Visibility & Reach	Friends of Kelvin communications and engagement reach	Digital and communications presence established
In-kind Support	Employer or partner contributions including expertise, placements, equipment or sponsorship support	Initial in-kind support secured
Financial Contribution	Cash or sponsorship contributions secured	Early contribution demonstrated and

	through Friends of Kelvin-linked activity	future pipeline potential identified
Governance & Delivery	Operational and governance framework established	Governance arrangements embedded and operating effectively
Strategic Alignment	Evidence of contribution to Strategic Plan priorities relating to students, partnerships and community impact	Annual reporting and review framework established

Notes

- Measures will initially be monitored using a combination of qualitative and quantitative evidence.
- The primary focus during the first year will be on building sustainable relationships and demonstrating meaningful impact rather than maximising participation volume.
- More defined financial and income diversification targets may be introduced in future phases as the initiative matures and supporting infrastructure develops.



Be part of something real

WELCOME

Glasgow Kelvin College and our legacy colleges, have been changing lives in this city for nearly 100 years. From engineering to music, this college has always been where Glasgow's people come to get on — and go on to do remarkable things.

Friends of Kelvin is a new initiative that brings together the people who know that best — our alumni, our partners, our community supporters, and the businesses and individuals who believe in what a real Glasgow college can do for real Glasgow people.

This is an invitation to stay connected, contribute something meaningful, and be part of the next chapter.

"The team at Glasgow Kelvin College were so welcoming that it quickly felt like a second home and the fashion department like a family.

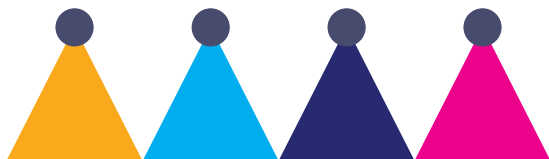
I was incredibly lucky to have such amazing lecturers who went above and beyond for my, and my fellow students', education.



I have such fond memories studying in the fashion department with endless resources and guidance available as well as a nurturing atmosphere, college crucially prepared me for the industry."

— Siobhan Mackenzie

Siobhan, former fashion student who has now created designs for Justin Bieber, Team Scotland's 2026 Commonwealth Games kit, Caorunn Gin and the LVMH Group.



WHY IT MATTERS

College funding in Scotland is under pressure. Our students — many of them from the most deprived communities in Glasgow — are facing challenges that go well beyond the classroom. The cost of living, digital access, transport, childcare: these are the real barriers between a student and a qualification.

Friends of Kelvin exists to close that gap. Through advice, mentoring, business partnerships, in-kind support advocacy, and financial help; Friends of Kelvin helps us keep doing what we've always done: give people a genuine leg up.

Every contribution — whatever form it takes — directly reaches the students who need it most.

WHAT BEING A FRIEND MEANS

We'll never ask for more than you can give, and we'll never dress it up as something it's not. Being a Friend of Kelvin is straightforward,

Stay connected

Receive updates on student achievement, college news, and events. Be part of a community of people who care about the same things you do.

Make a real difference

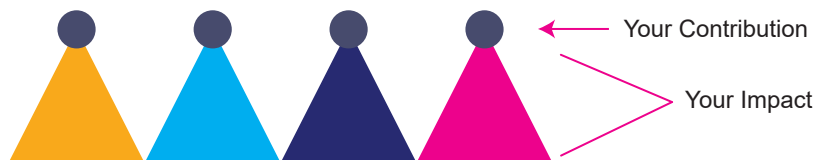
Whether you give your time, your expertise, your network, or your money, your contribution goes directly towards students and their futures. We'll show you exactly what your involvement achieves.

Be recognised

Friends of Kelvin are acknowledged in college publications, events, and online. Corporate partners will be recognised as investing in Glasgow's workforce and communities.

Shape the future

Friends can also have the opportunity to contribute to the strategic direction of the initiative — helping to set priorities and open doors that benefit students for years to come.



WHO WE'RE LOOKING FOR

Friends of Kelvin is open to everyone who has a connection to the college — or who simply believes in what it stands for. You don't need a corporate title or a big chequebook. You need the same thing our students have: a bit of drive and a genuine desire to make Glasgow better.



Alumni

Mentor a current student.
Share your story. Come back and show what's possible.



Employers

Placement, live brief, or a route into your industry for Kelvin graduates.



Community

Collaborate on projects in the neighbourhoods we're rooted in.



Businesses

Invest in Glasgow's future workforce and show genuine community commitment.



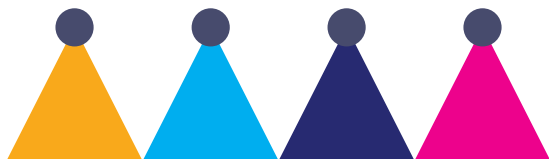
Former Staff

Your experience and networks are invaluable. Stay part of what you helped build.



Investors

People and organisations who have the time, resources or funding to help us drive forward.



ALUMNI

You know what it took. The early mornings, the self-doubt, the moment something clicked. That's not something a college can teach — it's something only you can pass on.

Coming back to Kelvin as a Friend doesn't have to be a big commitment. It could be a conversation with a student who's where you were five years ago. A story shared at an open evening. A willingness to answer a message from someone trying to figure out their next step.

You might be a year out of college or twenty. It doesn't matter. What matters is that you were here, and you've done something with it.



Advisor

you've been where our students are heading. Whether it's navigating career choices, figuring out next steps after college, or just working out what the working world actually looks like, your advice is the kind that only comes from having done it. A conversation with you could save a student months of uncertainty.



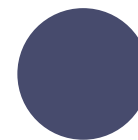
Professional

you know the unwritten rules. The things that don't appear in any curriculum — how to carry yourself in an interview, what a workplace actually expects, the standards that separate good from great in your field. Share that knowledge with students before they find out the hard way.



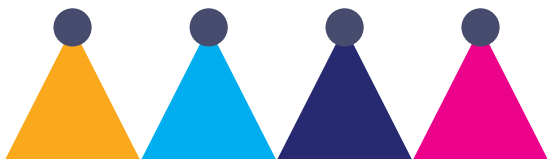
Trailblazer

you took a path that wasn't obvious. Maybe your subject felt niche, your route was unconventional, or you ended up somewhere nobody would have predicted. That's exactly why students need to hear from you — especially the ones who don't yet see where their own path might lead.



Expert

you've gone deep in your field. Your knowledge and skills are specific, real, and hard-won — and they can directly enrich what students are learning right now. Whether that's contributing to a live project, speaking to a class, or shaping how a subject is taught, your expertise has a home here.



We're asking for your time, your experience, and your willingness to show a current Kelvin student what's possible. That's it.

LOCAL EMPLOYERS

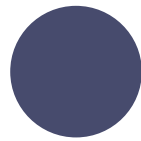
Glasgow's economy runs on skilled people. The nurses, the engineers, the technicians, the creatives — a significant number of them came through a college like this one. They'll keep coming through here. The question is whether your business is connected to that pipeline or not.

Friends of Kelvin is how you make that connection real.



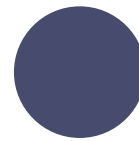
A Placement

give a Kelvin student the chance to work in your organisation, even for a short period. Real-world experience is the thing our students need most and the thing no classroom can fully replicate.



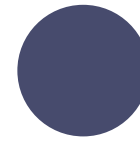
A live brief

let a class or a team of students work on a real problem your business is facing. You get fresh thinking. They get genuine experience. Everyone benefits.



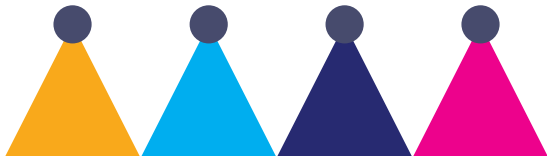
A route in

if you're hiring, tell us first. Kelvin graduates are motivated, grounded, and ready to work. They're the real Glasgow workforce — and they're looking for employers who take them seriously.



Your expertise

come and talk to students about your industry. What it's really like. What you look for. What nobody tells you before your first day. That knowledge is more valuable than you might think.



COMMUNITY PARTNERS

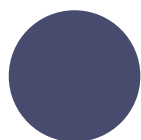
Glasgow Kelvin College doesn't sit outside its communities. It's embedded in them — in Springburn, Easterhouse, Maryhill, Haghill. Many of the students who walk through our doors are from these neighbourhoods and many of them will go back to work, live, and raise families in them.

If your organisation works in or for these communities, we're already on the same side. Friends of Kelvin is how we work together more deliberately.



Collaboration

bring us a project, a challenge, or a community need. Our students and staff can help design solutions, deliver services, or contribute skills that genuinely make a difference in the places we both care about.



A platform

if your organisation reaches people who could benefit from what Kelvin offers — as students, as partners, as supporters — help us reach them. Word of mouth in a community is worth more than any poster.



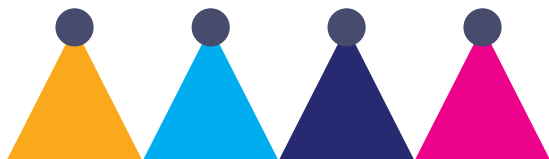
Presence

come to the College. Meet students. Let them see what organisations like yours do and why it matters. That visibility — of real, local, purposeful work — is exactly what our students need to see.



Local knowledge

you know things about these communities that we don't. That insight makes our courses, our support, and our outreach better. A genuine relationship with community partners makes Kelvin a better college.



BUSINESS

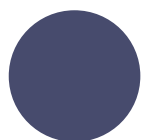
Corporate social responsibility means something different depending on who you ask. For some it's a report. For some it's a donation. For the businesses that do it well, it's a genuine relationship with the communities they operate in — one that creates real value on both sides.

Partnering with Glasgow Kelvin College through Friends of Kelvin is the latter.



Investment in Glasgow's workforce

our business runs on skilled people. So does this city. Supporting Kelvin is a direct investment in the pipeline of talent that Glasgow's economy depends on. That's not a soft benefit. It's a business case.



Placements and project briefs

open your organisation to Kelvin students. Give them real work. Get real output. Build a relationship with motivated graduates before they're in the jobs market.



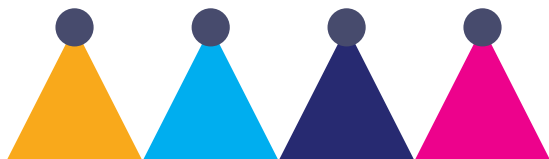
Visibility where it matters

your support for Friends of Kelvin will be recognised — in college publications, at events, online. More than that, it will be felt by the students and communities it reaches. That kind of reputation is earned, not bought.



Long-term partnership

we're not looking for sponsors. We're looking for partners. Businesses who want an ongoing, evolving relationship with a college that's genuinely embedded in Glasgow. If that's you, let's talk about what it could look like.



FORMER STAFF

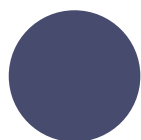
You built this place. Not the buildings — the culture, the standards, the way students are treated, the quiet belief that every person who walks through the door deserves a real chance. That doesn't disappear when you leave.

Nobody knows what Kelvin is really like better than the people who worked here. And nobody is better placed to stay connected to it.



Mentoring and guidance

the next generation of staff, and of students, could benefit enormously from what you know. About the College, about your subject area, about the craft of teaching and supporting people through difficult moments.



Your network

you'll have built connections across your career — with employers, with partner organisations, with former students who've gone on to do remarkable things. Those connections have value for current students. Help us make them.



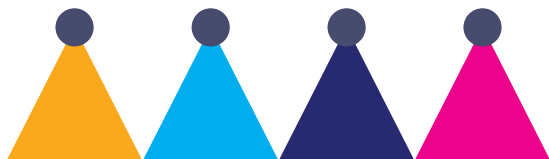
Institutional memory

you remember things that aren't written down anywhere. How things were done. What worked and what didn't. What the College was capable of at its best. That knowledge matters, especially as the College continues to grow and change.



Your voice

former staff are some of the most credible advocates Kelvin has. If you believe in what this place does — and you wouldn't have worked here if you didn't — say so. To the people you know, in the communities you're part of, to anyone who's thinking about college and isn't sure it's for them.



INVESTORS

Glasgow runs on investment — not just capital, but commitment. The nurses, the engineers, the tech talent, the creatives who keep this city moving: a significant number of them came through a college like ours. They will keep coming through. The question is whether your investment is connected to that future or not. Friends of Kelvin is how you make that connection real. Whether you come with funding, in-kind resource, or a network you're willing to open, your investment reaches students directly — and the returns are measured in careers, communities, and a city that works.



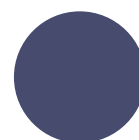
A direct line to talent

your investment supports students from the communities that Glasgow depends on. Through placements, project briefs, and graduate routes, you build a relationship with motivated people before they enter the jobs market — on your terms, from the start.



Measurable social impact

we'll show you exactly where your contribution goes and what it achieves. Whether it funds a hardship bursary, digital access, or childcare support, you'll see the difference it makes — in real students, with real outcomes.



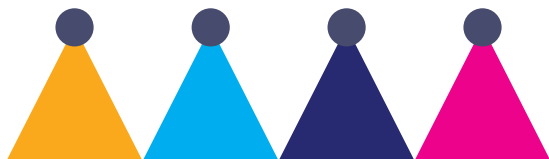
Recognition that's earned

your partnership with Friends of Kelvin will be recognised in college publications, events, and online. More than that, it will be felt by the students and communities it reaches. That kind of reputation isn't bought — it's built.



A long-term partnership

we're not looking for one-off donors. We're looking for investors who want an ongoing, evolving relationship with a college embedded in Glasgow. If that's you, let's talk about what it could look like.



THE MARK/LOGO



Glasgow Kelvin College



To register your interest or find out more:
friends@glasgowkelvin.ac.uk
glasgowkelvin.ac.uk/friends



**Glasgow
Kelvin
College**