



Key Strategic Drivers

2010/11

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Learners First, Learner Focused

We will be building key professional services to support the learner journey from application to exit. The new representative Learner Council will ensure that the learner voice is at the centre of this initiative and support quality improvement and learner success. Personalisation of learning will be essential to the learner and a key driver to improve quality. Through learner surveys and focus groups we will improve how we listen to learners. Celebrating diversity and ensuring equality of opportunity is a central theme. Being safe and supported will be an integral part of the learner experience.

Objectives

- Key professional services will be developed to support the learner journey
- Develop the learner engagement model
- All learners will be assessed for learning styles and additional support needs
- All learners will be provided with progress reports
- All learners will be allocated a Learner Development Tutor
- Establish a range of prepared programmes (for college, learning, success, progression & citizenship)

2

Curriculum Provision

The College will ensure that we are meeting the needs of the local, regional, national and global economy. Our key focus will be preparing learners for the future. We will review the curriculum offering annually to ensure it meets learner needs and offers routes for progression. Value for money measures will be applied to ensure we are maximising investment in learning. The curriculum will be delivered through innovative models to ensure it is flexible and meets demand. We will embrace a demand-led, quality-driven curriculum product.

Objectives

- To have a full review of the curriculum to ensure that it is demand-led, future-focused, quality assured, financially viable and offers value for money
- To ensure that the curriculum provides clear progression routes for learners
- To ensure that all learners will have the opportunity to achieve nationally recognised awards or SCQF levelled and Credit Rated College entry programmes

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Quality Improvement

We will be establishing a new quality improvement support and development focus to ensure continuous quality improvement. We will be improving quality in all areas of delivery and support to instil a culture of continuous quality improvement.

Objectives

- Significantly improve learner success rates to 87% by 2013
- Develop and implement an effective learning and teaching evaluation model
- Create a culture of continuous quality improvement
- Achieve full compliance in assurance audit reviews
- Develop enterprising approaches to teaching and learning to enable all learners to achieve their full potential

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Investing in Professionalism

We will ensure that all our staff have the skills to embrace the agenda for change and prepare for transformation. The new Professional Development Academy will present a menu of staff development linked to the quality improvement agenda. Key functions of the academy will provide a professional suite of delivery and support ensuring both effective and efficient services.

Objectives

- Develop staff and Board of Management to embrace the agenda for change and the transformational process
- To establish a professional academy for training and development
- To establish an appraisal system that provides clear and meaningful Individual Development Plans
- To ensure that the College has one voice by developing the new staff assembly and improving partnership working with staff associations to ensure clear remits and communication channels

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Community Engagement

We will listen to the local community and endeavour to work in partnership to develop programmes and services to meet their needs. We will build our sphere of influence locally, regionally and nationally. We will seek to build new partnerships of merit and collaborate where mutual benefits exist.

Objectives

- Work in partnership with key community groups
- Proactively identify opportunities for partnership locally, regionally and nationally
- Promote the College and its diversity within the community

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Information Services

We will continually develop the College Information Services platform to support key new developments and improve existing processes and services. The College will utilise technology to support sustainability, improve communications and disseminate information.

Objectives

- Develop and maintain Virtual Learning Environment/Managed Learning Environment to enhance the learner experience, regardless of their location
- Develop the portals to improve communications across the College and between staff, learners and other stakeholders
- Review key processes and services
- Ensure that communications are responsive to College requirements to ensure that they meet the developing needs of the College

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21st Century Campus

The College will ensure a safe environment for all and will work to maintain our state-of-the-art facilities in order to support staff and learner ambitions. We will work to ensure the College environment provides a clean, healthy, and stimulating place to work, study, and relax.

Objectives

- Review our estate to maintain a working and learning environment that meets the expectations of learners, staff and employers
- Achieve OHSAS 18001 (Occupational Health & Safety Management Systems Specification)
- Continue to provide effective Health & Safety Management and ensure compliance with relevant legislation
- Implementing the requirements of the Climate Change (Scotland) Act/Universities and Colleges Climate Commitment for Scotland

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Developing New Income Streams

We will continue the process of working towards a 60:40 funding model. Increasing non-SFC income streams will be a major focus. We will be expanding our international operations by developing new markets, creating new partnerships, increasing in-country delivery, and growing our international learners community at Telford. New commercial contracts, employability projects and targeted employer engagement activities will be developed rapidly.

Objectives

- Achieving a 40:60 funding model with 40% of our operating income derived from non-Scottish Funding Council sources by 2014
- Grow international income to £5 million by 2014
- Grow business development to £3 million by 2014
- Identify and react to other funding potential (charities, aid-funded business etc)

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Finance

Our priority is continued financial health and sustainability. We will invest appropriately to ensure success as an outstanding college. We will ensure that financial resources deliver success, drive innovation and maintain our position as a strong independent college.

Objectives

- Continuously improve financial sustainability of the College
- Achieving a minimum surplus of 1%
- Managing cash flow to meet the revenue and capital investment needs
- Maintaining appropriate internal controls to reduce risks
- Implementing best practice and complying fully with the requirements of external regulation