

Strategic plan 2014-2017

Lead innovator for the sector

Best performing college

Best to work for

Strategic Objective 1

To provide an excellent personalised learning experience

- Deliver high quality outcomes for students and inspire them to reach their full potential
- Deliver excellent teaching, learning and assessment
- Champion the student voice and deliver high levels of student satisfaction
- Ensure high progression levels to education, training or employment
- Enhance the student experience through effective delivery of the Student Journey

Strategic Objective 3

To provide an innovative range of products and delivery models meeting the needs of students and employers locally and nationally

- Deliver a high quality specialist 16-19 study programme
- Expand the traineeship and apprenticeship route meeting individual and employer needs
- Provide products and services which meet local skills priorities from Entry to Higher Level with the Local Enterprise Partnerships (LEPs) as key partners
- Grow our Higher Education offer and successfully establish University Campus Scarborough.
- Secure Degree Awarding Powers becoming an autonomous provider of Higher Education
- Promote the availability of funding sources to enable adults to participate in learning
- Increase the availability of online and blended learning

Strategic Objective 5

To promote and embed shared values creating high performance and a culture of responsibility and accountability

- Lead, manage and change with transparency through the organisation
- Implement a performance management system which recognises, values and rewards success
- Enable continuing professional development linked to strategic priorities and enhancing teaching, learning and assessment
- Sustain a framework of support for staff to engage in research and scholarly activity
- Enhance communication and innovation through an empowered Staff Voice
- Embed Group values recognising local difference and collectively working towards one mission

Strategic Objective 2

To develop a flexible, dynamic partnership approach to all aspects of business delivery

- Position HCUK Training as the lead direct deliverer of all work based learning and commercial activity
- Position the Group as a national as well as local provider
- Proactively seek new high quality strategic partnerships which add value
- Position the Group as a lead influencer of policy and delivery

Strategic Objective 4

To provide a high quality inspiring and sustainable learning environment

- Provide appropriate differentiated environments to enhance the student experience
- Implement the estates strategy complementing the Group's carbon reduction commitment
- Improve the efficiency of the estate and increase the proportion of space supporting high quality learning and training
- Deliver the strategy to transform the use of technology for learning and business efficiency

Strategic Objective 6

To ensure financial viability and sustainability

- Maximise profitability in all aspects of business delivery
- Review and improve processes to optimise effectiveness of service delivery
- Use divisional management information to support critical business decision making and accountability
- Diversify income streams and maximise growth
- Seek new opportunities for collaboration and partnership working

Mission

Innovative and enterprising people enabling excellent learning for employability and social fulfilment

Vision

First choice for learning, ensuring excellence and innovation in everything we do

Values

Excel
Respect
Innovate
Celebrate