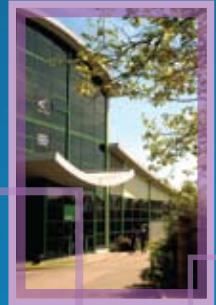


Strategic Objectives 2008 - 2010

RELEASE POTENTIAL AND ACHIEVE OUTSTANDING SUCCESS



STRATEGIC OBJECTIVES

- D**evelop quality resources and people
- E**nhance and build new learning networks
- R**aise our contribution to the government training and education priorities and targets
- B**uild an excellent reputation for corporate and social responsibility
- Y**ield alternative income sources and activities including Higher Education, International and Commercial

STRATEGIC OBJECTIVE 1

DEVELOP QUALITY RESOURCES AND PEOPLE BY:

- 1.1 Having a robust succession plan and staffing establishment
- 1.2 Investing in new facilities
- 1.3 Investing in the development and skills of staff
- 1.4 Empowering individuals and teams in the decision making process
- 1.5 Embracing new technology
- 1.6 Developing individuals and teams through the College appraisal process
- 1.7 Having clear key performance indicators for all areas of the College
- 1.8 Having clear accountabilities and expectations of the whole team
- 1.9 Further developing communication channels and innovative information strategies

STRATEGIC OBJECTIVE 2

ENHANCE AND BUILD NEW LEARNING NETWORKS BY:

- 2.1 Positioning the College and creating new collaborative partnerships
- 2.2 Being a key player working with local schools in developing pre-16 and post-16 learning
- 2.3 Enhancing links with community groups and other providers
- 2.4 Being the first point of contact for a number of multi-agencies
- 2.5 Forging stronger links with industry and other service providers
- 2.6 Building on existing reputation and expanding business

STRATEGIC OBJECTIVE 3

RAISE OUR CONTRIBUTION TO THE GOVERNMENT TRAINING AND EDUCATION PRIORITIES AND TARGETS BY:

- 3.1 Ensuring all areas achieve a minimum 80% success rate
- 3.2 Ensuring 90% of teaching and learning is good or better
- 3.3 Supporting widening participation and achievement of government higher education targets
- 3.4 Demonstrating continuous improvement and sharing best practice
- 3.5 Providing support to staff and students
- 3.6 Aligning provision to government and LSC priorities
- 3.7 Constantly reviewing curriculum provision using robust market intelligence
- 3.8 Managing and implementing change
- 3.9 Reinforcing our presence locally, regionally and nationally

STRATEGIC OBJECTIVE 4

BUILD AN EXCELLENT REPUTATION FOR CORPORATE AND SOCIAL RESPONSIBILITY BY:

- 4.1 Promoting and embedding equal opportunities in all aspects of College business
- 4.2 Widening participation and social inclusion
- 4.3 Improving access to under-represented groups
- 4.4 Promoting a culture of learning within our communities
- 4.5 Working in partnership and involving our stakeholders in decision making
- 4.6 Regularly consulting and responding to stakeholders
- 4.7 Adding public value by supporting economic and general well being and social cohesion through learning
- 4.8 Respecting individuality and diversity
- 4.9 Continuing to improve our environmental performance

STRATEGIC OBJECTIVE 5

YIELD ALTERNATIVE INCOME SOURCES AND ACTIVITIES INCLUDING HIGHER EDUCATION, INTERNATIONAL AND COMMERCIAL BY:

- 5.1 Identifying and researching new markets
- 5.2 Developing new partnerships
- 5.3 Developing excellence in sales and marketing
- 5.4 Increasing business through reputation
- 5.5 Implementing clear strategies and monitoring performance



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