Edinburgh College

Strategic Framework 2022

Our Future Our Strategy

Values

- Student centred
- Trustworthy
- Responsible
- Respectful
- Working together

Purpose

- Inspiring futures
- Transforming lives
- Supporting communities

Strategic Themes

- Performance
- People
- Place

Edinburgh College

Our Ambition

As Scotland's Capital College our ambition is to fundamentally impact on the educational, social, economic and environmental wellbeing and prosperity of Edinburgh city, Midlothian and East Lothian – by inspiring and transforming its people, employers and communities through lifetime education and skills enhancement.

Our 6 Goals - Summary

Collectively, we will...

1. Deliver a superb and distinctive student experience that is seamless, personalised and inclusive. Led by our inspiring staff we will help our students develop the skills, knowledge and confidence to be successful now and in the future. (People)

2. Be an inspirational, resilient and supportive place to work and learn, where our staff and stakeholders are proud of what we collectively achieve. (People)

3. Deliver outstanding business support through applied innovation and knowledge exchange to enhance competitiveness, performance and success. (Place)

4. Lead and co-deliver successful and transformational collaborations to ensure we are relevant, valued as a partner and collectively create greater impact and innovation across everything we do. (Place)

5. Grow, extend our impact and be agile and able to adapt successfully in response to both challenge and opportunity. (Performance)
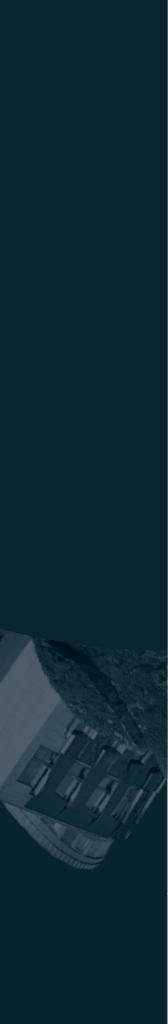
6. Strive to enhance our technology readiness and digital performance to innovate with purpose, maximising the benefits of technology-enabled learning, teaching, student support and operations. (Performance)

Our Goals - People

We will achieve this by...

- Developing and innovating to ensure we offer and deliver flexible, responsive and relevant education and skills training.

- Maximising the opportunities for employer-led, work-integrated learning and teaching, including a greater focus on project-based, industry relevant assessment across every curriculum area.

- Delivering consistently high quality, student-centred learning and teaching, securing upper quartile sector student outcomes across the curriculum.

- Delivering a learner journey which secures positive destinations for our students, supported by customer-focused, streamlined and accessible services including student wellbeing, financial support and support for learning.

- Driving a culture that evolves our team-based, collaborative, continuous improvement approach in everything we do.

- Ensuring staff and students' views, experience and knowledge inform how we embed agile working practices.

- Evolving our workplace health and wellbeing strategy, 'EC Cares'.

Our Goals - People

We will achieve this by...

- Ensuring deep-rooted partnerships with local, regional and national employers, to develop a clear understanding of their needs and ensure a relevant demand-led offer and pipeline of skilled, employable people.

- Creating an inclusive, diverse and people-oriented environment where all staff are appropriately challenged and are able to balance work and life commitments.

- Identifying roles for the future through workforce planning, and work to attract and retain the best talent to support the delivery of our Strategy.

- Ensuring our leaders and managers consistently epitomise our values and have the capability and confidence to engage, develop, challenge and support our staff to take measured risks and deliver excellence.

- Establishing a Staff Academy to develop the skills and capabilities of our staff, with a particular emphasis on digital, digital pedagogy and data innovation.

- Developing an all staff agile working guidance toolkit to support staff and managers and ensure agile working benefits our students, staff, College and stakeholders.

Our Goals - Place

We will achieve this by...

- Working with local, national and international employers of every size to design courses and training opportunities that meet their current skills demands, whilst planning for those of the future.

- Building immersive relationships and making connections that enhance value for customers and stakeholders by creating relevant learning pathways, developing new delivery partnerships and integrating learning into wider regional strategies.

- Continuing to play a leading role as a key contributor to delivering on local and Scottish Government economic strategies, including priorities such as digital, tackling poverty, future skills, innovation and inward investment, and health and wellbeing.

- Exploring opportunities with partners in the Edinburgh and South East Scotland City Region Deal for deeper collaboration, greater coherence, improved skills alignment and collectively delivering greater impact and value across the region.

- Placing education for sustainable development at the heart of our curriculum, enabling our students to contribute to solving global challenges and fully understand how to become climate neutral.

- Expanding and diversifying our international portfolio, deepening our global partnerships and leveraging the opportunities these offer.

- Delivering future infrastructure developments with a focus on net zero.

- Playing a central role in supporting and delivering regional climate strategies.

Our Goals - Performance

We will achieve this by...

- Implementing our financial strategy via effective financial leadership and management, providing a stable and sustainable foundation on which to build, grow and invest.

- Ensuring that the College has the digital capacity and capabilities to deliver in a modern economy by using data to provide intelligence and insight that will help to shape the curriculum and our business processes.

- Developing new learning pedagogies, with an enhanced focus on digital, that offer benefits to learners and ensure that all courses develop their digital skills through utilising modern technology.

- Capitalising on our investment in information systems and tools to allow us to take a digital-first approach, with a focus on the end user, innovation for transformational services, simplification and automation of business processes.

- Adopting a 'data protection by design and by default' approach and ensuring that we actively tackle the cyber security challenge.

Our Goals - Performance

We will achieve this by...

- Developing and delivering a strategy for corporate and sustainable growth aligned to industry needs which contributes to the economic growth and future skills needs in the region.

- Growing and diversifying income streams through expanding commercial, international, partnership and knowledge exchange opportunities.

- Enhancing and maximising strong symbiotic collaborations with businesses, local and regional stakeholders and national agencies.

- Identifying opportunities to secure funding that will support applied innovation activities, including our support for businesses in Edinburgh, Midlothian and East Lothian.

- Supporting faculties to increase their alternative income and increase the professional liaison between curriculum teams, businesses and other organisations within their relevant sectors.

Our Key Performance Indicators

What success will look like...

- Upper quartile (sector) student outcomes across all areas of curriculum

- Increased positive destinations for our students

- Greater diversity within our student and staff population

- Growth in alternative income streams

- Key strategic collaborations established

- A balanced financial outturn

- Improvements in student satisfaction

- Improvements in staff satisfaction

- Improvements in stakeholder satisfaction

- Increased business engagement and collaborations

- Investment in staff development aligned to our strategic priorities, with an emphasis on our technology readiness

- Sustainability embedded in learning and teaching, and operations

- Enhanced health and wellbeing support of students and staff