

The Manchester College

# FURTHER EDUCATION STRATEGY 2020

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## **Strategic Vision and Themes**

## Strategic Vision 2020

We will be amazing in all we do for students, employers, communities and colleagues.







## **Strategic Theme 1**

### STUDENTS

### Their journey to 'Amazing' with The Manchester College

Our students will experience outstanding education & training. High quality opportunities, experiences and support will enable all of our students to develop the confidence and skills for success. Our customer-centred service will be dynamic, efficient and innovative and investment will create a state of the art learning environment.



EXCELLENCE

### Developing a culture of excellence in everything we do

Through continuous improvement and a culture of delivering excellence, we will be recognised as the College to start a journey to 'Amazing' through the highest standards of teaching, learning, assessment and support.



## **Strategic Theme 3**

### OUR PEOPLE & CULTURE

### Working in an 'Amazing' environment

An amazing working environment will see us become the employer of choice. We will reward performance and develop careers in a culture where staff feel empowered to be the best they can be.



## Strategic Theme 4

### OUR COMMUNITY

## An 'Amazing' experience for you and our stakeholders

We will work with all our stakeholders to deliver skills, training and education solutions. The external landscape will shape our delivery. By remaining agile, resilient and responsive we will ensure we meet the needs of businesses, the community and the economy.







**Strategic Objectives** 

## **Our Students**











6 INCLUSIVE CULTURE





9 SAFE







We will continue to expand and embed new higher level specialist pathways in technical and professional qualifications, being brand leaders for our Centres of Excellence.

We will measure this through increased volumes of students progressing into higher education and careers relevant to their course and an increase in our contribution to meeting the skills needs of Manchester. We will also measure this through increased market share.



## Careers

Our curriculum and support will have a clear focus on Careers Not Courses - only providing courses that lead to a clear destination or career-related pathway.

We will measure this in the % of students who secure employment relevant to their course, the % of students on meaningful work experience and on the number of employer-accredited courses.



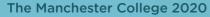


## Pathways

We will provide high quality, employability-focused starting points for all students at all levels delivered through Learning Hubs with personalised transition planning.

We will measure this through increased volumes of students progressing through qualification levels then into work, and in reductions in the Manchester NEETs (Not in Education, Employment or Training) and worklessness rates and increases in participation.





## **Brand Leader**

We will be the brand leader for technical and professional education and training for young people and adults, increasing our market share to ensure sustainability.

We will measure this through increased student volumes, loan income, market share and efficiency indicators on the utilisation of resources.

## English & Maths

Cutting edge strategies will ensure all our students are equipped with English and Maths skills and have achieved a relevant Level 2 qualification as a part of their programme of study.

We will measure this through increased achievement rates in Level 2 English and Maths and in GCSE A\*-C rates.

## **Inclusive Culture**

We will provide a fully inclusive and integrated support offer for all students. Our fully inclusive culture will celebrate, support and value diversity.

We will measure this through the gradual reduction in our discrete additional learning support offer and an increase in our fully integrated support. We will also measure this through the analysis of our student profile and the absence of any attainment gaps. We will also measure this through external kite marks.





We will provide an environment where all students and staff feel safe and understand how to stay safe.

We will measure this through staff and students telling us that they feel safe.



## Campus

We will deliver an estates strategy that provides outstanding facilities for teaching and learning and the support of all our students.

We will measure this through the delivery of a redeveloped estate, establishing Centres of Excellence including a new city centre site. We will also see an increase in our market share and student satisfaction rates.







We guarantee that our students will be able to contribute to decision making within the organisation.

We will measure this through increased student satisfaction rates and our response to student feedback.









We will continually raise standards through sector-best quality assurance arrangements and quality improvement initiatives.

We will measure their impact creating exceptionally strong levels of student satisfaction, outstanding teaching and *learning, good student* progress and very high achievement rates.





Strategic Objectives - Excellence

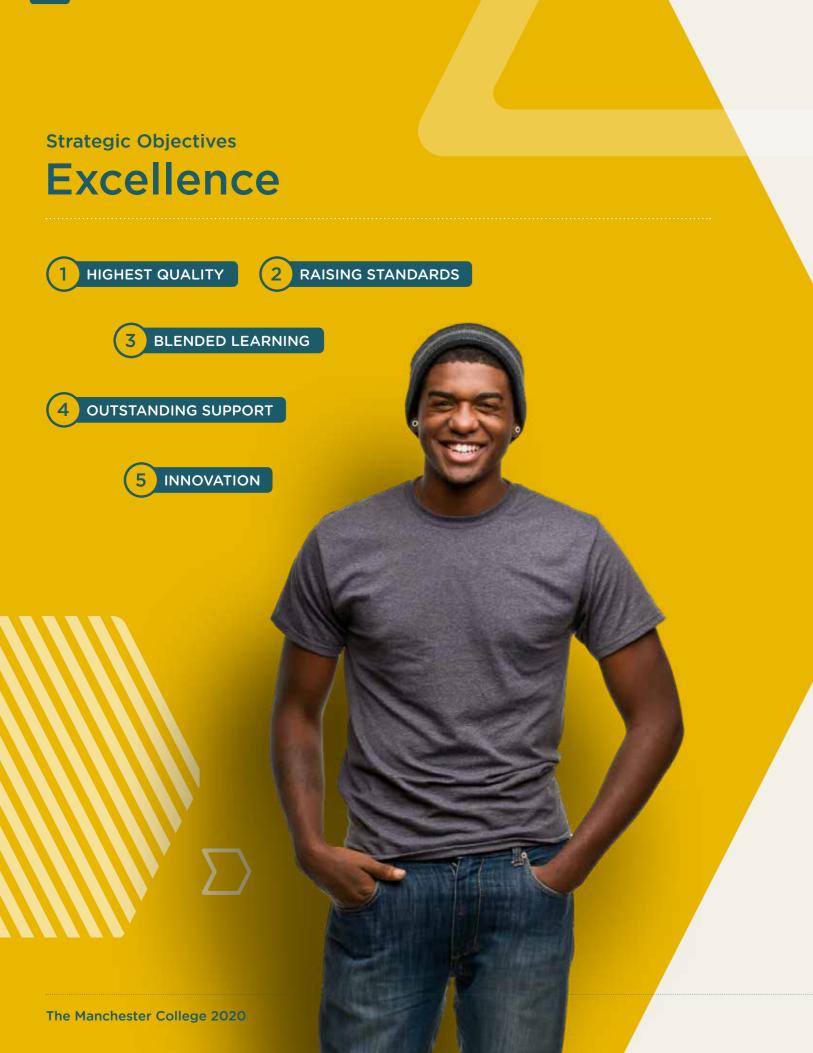
We will provide outstanding teaching, learning, assessment and support, with the passion, imagination and flexibility to suit the needs of all our students.

We will measure our further education performance against the top quartile of colleges nationally and for higher education through our outcomes under the teaching excellence framework. We will also measure ourselves against external scrutiny.



We will invest in state of the art digital/blended learning strategies to enable independent learning and innovative teaching and learning opportunities for our students.

We will measure this through increased use of our VLE and on-line delivery, with innovative and effective teaching and learning practices evidenced through holistic and rigorous evaluation.







## Outstanding Support Services

We will provide outstanding support for teaching and learning through our high quality and responsive business partners.

Our measures will include the outcomes of self assessment reports for business partners, and staff and student surveys on the support and service received.



Process improvements and innovation will ensure a seamless and satisfying experience for our customers and a student approach to our business.

We will measure this through customer satisfaction surveys, external recognition and financial indicators evidencing the sustainability of the College.









## **Strategic Objectives**

# Our People and Culture

- 1 INCLUSIVE CULTURE
- 2 STUDENT-CENTRED APPROACH
- 3 EMPOWERMENT AND AUTONOMY
- 4 COMMUNICATION AND ENGAGEMENT
- 5 DUAL PROFESSIONALISM
- 6 HIGH EXPECTATIONS AND REWARD
  - 7 CAREERS NOT WORK









## Student-Centred Approach

Our staffing model and structure will enable a flexible, student-centred approach to all aspects of the student experience.

We will measure this through improvements in teaching, learning and assessment and increased student and staff satisfaction levels.



## O Inclusive Culture

Our fully inclusive culture will celebrate, support and value diversity and support all colleagues to be the best they can be.

We will measure this through external scrutiny, external kite marks and the analysis of our staffing profile.





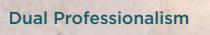
## Empowerment and Autonomy

Clear and consistent communication and a framework of expectation will support greater empowerment and autonomy at work.

We will measure this through staff survey outcomes and focus group feedback that tells us that staff feel supported to be the best that they can be. We will also measure this through lower staff absence rates and reduced turnover rates.



## Communication & Engagement



We will invest in staff development and through dual professionalism and communities of best practice, we will support subject specialisms and ensure excellence in both teaching and learning and customer-focused support services.

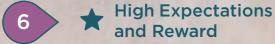
We will measure this through the observation of teaching and learning, staff and student satisfaction and achievement.

## Careers Not Work

We will invest in training and development to provide career progression for staff, identifying talent and sharing best practice.

We will measure this through the number of staff progressing in their careers with us and the consistency of standards across teaching, learning, assessment and support services. We guarantee that staff will contribute to decision making through effective engagement, collaboration and involvement.

We will measure this through our internal communication strategy which will specify and track staff involvement in all its strands and through increased staff satisfaction rates.



We will recognise, celebrate and reward excellence.

We will measure this through improvements in teaching, learning and assessment and in our support for students as well as through staff satisfaction rates, lower staff absence and turnover rates.



## **Strategic Objectives**

## **Our Community**

**RESPONSIVE** 



3 ASSET-BASED

4 PARTNERSHIPS

5 RECRUITMENT









We will build strategic alliances with key employers leading to co-developed and employer sponsored curriculum pathways with meaningful work experience opportunities - supporting our ambition for 'careers not courses'.

We will measure this in the % of students who secure employment relevant to their course, the % of students on meaningful work experience and on the number of employersponsored courses.





## Responsive

We will contribute to the Greater Manchester economy, aligning our offer to its needs with increased participation and higher level progression preparing students for careers of the future.

We will measure this in the % of students who secure employment relevant to their course and increased participation and progression in areas aligned to the skill needs of Greater Manchester.





## Asset-Based

Working with our external partners we will deliver an asset-based approach to the most vulnerable and hardest to reach groups, breaking cycles of worklessness.

We will measure this through increased volumes of students progressing through qualification levels then into work, and in reductions in the Manchester NEET and worklessness rates and an increase in participation. turnover rates.





## **Partnerships**

We will form targeted strategic partnerships with validating partners and awarding bodies who are "best in class" and leaders in their field.

We will measure this through external scrutiny, achievement rates, student destinations and our outcomes under the teaching excellence framework for higher education.



## Recruitment

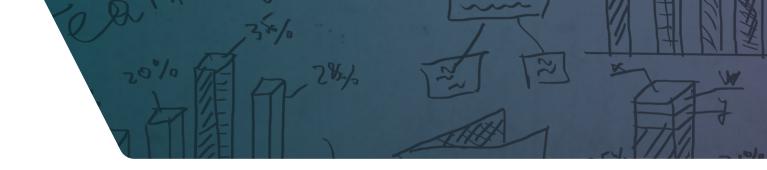
We will deliver a vibrant, robust recruitment strategy, working with high schools to deliver personalised transition routes for young people and an innovative, work-relevant and flexible offer for adult students.

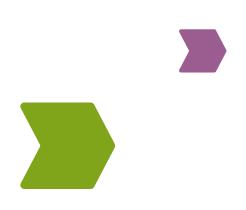
We will measure this through increased student volumes, loan income and market share.













The Manchester College is committed to equality of opportunity, non-discriminatory practices and supporting individual students.

This information is also available in a range of formats, such as large print, on request.



The Manchester College is part of:

