

WALSALL COLLEGE
STRATEGIC PLAN 2008/9 – 2010/11: 'OUR JOURNEY TO EXCELLENCE'

OUR KEY AIMS FOR THE NEXT THREE YEARS

Pillar 1: 'Build on Previous Best by defining and achieving Excellence'

Underpinned by the commitment to:

1. **Embed excellence** in all curriculum and service areas, informed by active feedback and participation by our learners.
2. **Develop learners who can thrive within a global context**
All areas will underpin their work with reference to 'The Walsall College Graduate' supporting our learners to attain vocational excellence, enhanced by employability and personal skills.

Pillar 2: 'Deliver a total learner experience through innovative delivery and support'

Underpinned by the commitment to:

1. **Review and transform our** curriculum and service areas so that they provide inclusive, personalised and seamless support for our learners to progress and thrive towards their key goals
2. **Develop and grow our own workforce to enable them to meet the challenges of new markets and forms of delivery** through the creation of a customised continuous professional development framework: *'The Walsall College Way.'*

Pillar 3: 'Strengthen our commitment to local regeneration and community cohesion'

Underpinned by the commitment to:

1. **Understand our communities better**
We will be a force for good within our local community, working closely with key agencies, voluntary groups and employers to extend learning opportunities for all constituent parts of our key localities.
2. **Be recognised as the major and preferred provider of vocational education and training within our key localities** through the development of vocational expertise and focused partnerships with key employers (including small and medium enterprises)

Pillar 4: 'Develop stronger partnerships with schools and higher education'

Underpinned by the commitment to:

1. **Be a lead partner in raising participation and achievement amongst young people within our key localities**
2. **Increase our contribution to supporting the progression towards and achievement of higher level skills**

Pillar 5: 'Invest in growth, develop diverse income streams and deploy resources effectively and efficiently'

Underpinned by the commitment to:

1. **In addition to the successful delivery of our primary-funded contracts, invest in new market opportunities and develop alternative income streams sourced from both public and private sectors**
2. **Ensure our business and procurement processes deliver best value in terms of effectiveness and efficiency throughout the College**