

Strategic Objectives 2010-2013

1. Teaching and Learning

- 1.1 Improve success rates by a further 3% in 2011 (1)
- 1.2 Improve standards of teaching and learning to achieve consistently at least 80% good or outstanding grades in teaching and learning review (1,3)
- 1.3 Increase the effective use of technology in teaching, learning and assessment (1)
- 1.4 Create and build upon an ethos of achievement (1,2,4)
- 1.5 Promote equality and diversity in teaching, learning and assessment (1,2)
- 1.6 Increase learners' attendance to lessons by 2% overall by 2013 (1,2,3)
- 1.7 Promote ECM in teaching, learning and assessment (1,2,4)
- 1.8 Effectively plan a variety of formative and summative assessments and provide clear, developmental feedback (both verbal and written) (1,2)
- 1.9 Improve the flexible delivery of teaching, learning and assessment to respond to employer/employee needs

2. Quality and Continuous Improvement

- 2.1 Achieve 100% compliance with Award Body requirements (3)
- 2.2 Enhance effective communication between staff and teams, using IT solutions wherever (3,4,5)
- 2.3 Achieve a self assessment grade of at least grade 2 in every curriculum and cross college area (1,3)
- 2.4 Produce a consistently robust, comprehensive and accurate self assessment report and development plan (3)
- 2.5 Gain extensive and comprehensive feedback from users, ensure appropriate action taken and impact measured (2)
- 2.6 Ensure robust comprehensive QA of sub-contracted provision (3)
- 2.7 Embed a consistent and highly responsive approach to dealing with negative behaviour (2)
- 2.8 Achieve ongoing improvement in Framework for Excellence outcomes, and reduce the proportion of provision below MLP (1,4)
- 2.9 Provide effective support for the embedding of TQS procedures and the achievement of the standard (3,4,5)

3. Personnel & Welfare

- 3.1 Ensure that the recruitment policy promotes the employment of staff who are appropriately skilled and qualified to address the College's strategic priorities (1,3,5)
- 3.2 Support all staff throughout their College careers, enabling them to work to their maximum potential (4)
- 3.3 Improve optimisation of teaching staff hours and address subsequent issues where staff are under utilised (3)
- 3.4 Improve efficiency of the deployment of non teaching staff through focussed line management and consideration of College priorities along with the professional development of all staff (3,4)
- 3.5 Provide a comprehensive staff development programme to meet the college objectives including employer needs (All)
- 3.6 Support the welfare and wellbeing of all staff through the provision of a negotiated menu of opportunities (2)
- 3.7 Maintain the accreditation in respect of Investors in People (All)

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- 3.8 Raise awareness within the organisation of the personnel and welfare services available to staff (2,4,5)
- 3.9 Provide a highly effective and timely Personnel information service supported by IT solutions where appropriate (3,4,5)

4. Finance and Reputation

- 4.1 Achieve 100% of all funding related targets (1,3)
- 4.2 Achieve at least financial 'break even' by 2011/12 and beyond (3,5)
- 4.3 Optimise opportunities for maintaining positive cash levels (3)
- 4.4 Increase diversity of funding sources with a view to increasing profitability (3,5)
- 4.5 Fund the continued improvement of the College infrastructure through capital investment in buildings and equipment (1,2,3)
- 4.6 Ensure that the College is strongly represented at local and sub-regional level in key strategy groups (4,5)
- 4.7 Ensure that the College is recognised locally and nationally as a successful organisation (All)
- 4.8 Ensure that the College reputation for financial probity is maintained with the business community (3,5)

5. Curriculum

- 5.1 Review and analyse whole college curriculum in terms of the markets we serve leading to an increased capacity for innovation and timely response to emerging priorities (1,4,5)
- 5.2 Further develop the curriculum to suit the learning needs of the people of Knowsley and neighbouring communities including employers and those disadvantaged by their circumstances (4)
- 5.3 Position the curriculum to compete for and deliver relevant training and qualifications to new markets, based on the needs of employers and prioritising economically valuable skills in adult learning across an increasingly diverse range of sectors (1,4,5)
- 5.4 Ensure the curriculum offer provides accessible and equitable entry and transition pathways (2)
- 5.5 Increase learner participation, success and progression rates in all sections and across all types of provision (1)
- 5.6 Play a leading role in Knowsley's vision for its 11 – 19 Attainment and Achievement Strategy (1,2,4)
- 5.7 Utilise funding opportunities to support and embed sustainable transition pathways for post 14 learner (3,5)
- 5.8 Ensure the needs of employers are met through a wide variety of proactive flexible and efficient curriculum provision (4,5)
- 5.9 Establish a workforce development strategy to nurture innovation in the curriculum to meet new priorities (All)

6. Learner Support

- 6.1 Review the existing NEET Strategy and implement a revised strategy by July 2011 (1,2)
- 6.2 Review the Safeguarding Strategy to ensure legal and Common Inspection Framework requirements are met, and enable the demonstration of outstanding practice by July 2011 (2,5)
- 6.3 Review the Equality and Diversity Strategy to ensure legal and Common Inspection Framework requirements are met, and enable the demonstration of outstanding practice by July 2011(2,5)

NOTE: The numbers in brackets after each objective identify links to College Strategic Aims

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- 6.4 Develop an embedded model of IAG for the College by July 2011 (2,4)
- 6.5 Develop a Healthy FE Strategy by September 2010 (2,5)
- 6.6 Review ECM themes to ensure the Common Inspection Framework areas are addressed by December 2010(1,2,4)
- 6.7 Review the Resource Model for Learning Support by September 2010 (2,3)
- 6.8 Ensure that Learner Support is made available to employed status learners (including those with partner providers) where appropriate and practicable (1,2,5)

7. Communication and Marketing

- 7.1 Promote a culture of effective communication across the College (3)
- 7.2 Promote the KCC offer to maximise the inclusion and participation of potential and existing learners including those in employment (2)
- 7.3 Provide a single point of contact for all marketing activities (3,1)
- 7.4 Provide accessible and relevant LMI for all KCC staff (1,3)
- 7.5 Promote the agreed College Values throughout KCC, involving all staff in their awareness and implementation (All)
- 7.6 Work with staff across College to develop mechanisms and procedures to support TQS (3,4,5)
- 7.7 Work with staff to improve their ownership of information/data in respect of their areas (3)
- 7.8 Co-promote the new Knowsley Sixth Form College offer through involvement in Common Application Process (All)
- 7.9 Develop further the relationship with staff engaged in recruitment from Knowsley's Learning Centres primarily, and others generally (4,5)
- 7.10 Provide effective marketing support for income generation activities (1,3)

8. Employer Response

- 8.1 Respond, effectively and in a timely manner, to the training needs of local employers (4,5)
- 8.2 Provide a highly effective method of income generation for the College (3)
- 8.3 Provide a comprehensive contract management service across the College (3,5)
- 8.4 Support the delivery of contracts through robust contract compliance arrangements (3,5)
- 8.5 Provide an effective information and company diagnostic service for employers in respect of training solutions for their staff (3,4,5)
- 8.6 Identify suitable partners to ensure contract delivery and penetration of niche and developing markets (3,5)
- 8.7 Improve and embed the commissioning process with KCC curriculum areas (3)
- 8.8 Use LMI to inform the work of all ER staff and share the identified priorities for future developments with College staff (3)
- 8.9 Achieve TQS (3,4,5)
- 8.10 Increase the capability of CRM system to better reflect employer activities and marketing trends (3)

9. Information Services & Data

- 9.1 Provide a highly effective information and data service to staff (3)

- 9.2 Provide a highly effective and timely information and data service to external stakeholders (5)
- 9.3 Continue to develop the use of management information to monitor and analyse all aspects of the College including personnel, student enquiries, attendance, retention, success, progression and Employer Response activities (3)
- 9.4 Implement and further develop a common electronic planning timetable across the College to improve efficiency, effectiveness, value for money and return on investment (3)
- 9.5 Provide a consistently robust, comprehensive and accurate self assessment report and development plan (All)
- 9.6 Anticipate future industry standards and best practice in respect of hardware and software in particular and the commercial environment in general (4,5)

10. Estates

- 10.1 Maintain the College's physical estate to the highest standard possible within the available staffing and financial resources (3)
- 10.2 Provide an effective and efficient curriculum support service to staff and learners (3)
- 10.3 Further develop effective communication between staff and the Estates teams using IT solutions wherever possible (3)
- 10.4 Achieve a self assessment grade of at least grade 2 in each of the Estate's sub sections (3)
- 10.5 Ensure that all buildings and facilities at least comply with current legislation (3)
- 10.6 Refurbish and redevelop the College in line with the accommodation strategy, anticipating the deterioration of the ageing Roby Centre and prioritise maintenance (3)
- 10.7 Continue to identify College space for the use of external shareholders such as Jobcentreplus, Knowsley Pregnancy Advisory Service, PCT and employers (3,5)

Our College Values

The Governors, staff, and students of KCC collectively value:

- Active promotion of equality, diversity and inclusiveness, within a culture that respects all individuals for their unique talents and contributions, together with a strong ethos of guidance and support for learners throughout their learning journey
- The recognition and celebration of success for both students and staff, embedded in every Section of the College
- Positive behaviour, self-discipline, and responsibility from all students, through positive citizenship activities, and through positive staff role modelling
- A safer, healthier, greener environment for all students, staff and visitors, and ongoing development of the highest quality learning environments and resources
- Excellent standards in teaching and learning, so that all our students are fully equipped to compete positively for employment or higher education
- Continuous development of all staff to maximise potential, both for the individual and the organisation
- Proactive engagement with customers, stakeholders and local employers, to meet the changing needs of the communities and constituencies served by the College
- A strong and consistent sense of community identity across all sections, levels and courses in the College

Our Commitments to Learners, Employers and Partners

Learner Engagement: We aim to offer an extensive range of provision to meet learner and employer needs

Raising Achievement: We will continuously implement strategies to improve learner motivation, retention and achievement

Inclusive Learning: In delivering teaching and learning we will endeavour to meet each student's individual learning needs

Curriculum Development: The curriculum will be continually developed to provide flexible, accessible, effective learning programmes appropriate to the individual, business and the Community.

Quality Improvement: Through a process of continuous quality improvement we aim to deliver all learning programmes and services to meet, and exceed, the expectations of our clients.

Learning Support: Educational, vocational and personal guidance and counselling will be part of all learning programme to assist in analysing needs, supporting study, guiding progression and encouraging each individual to achieve maximum potential

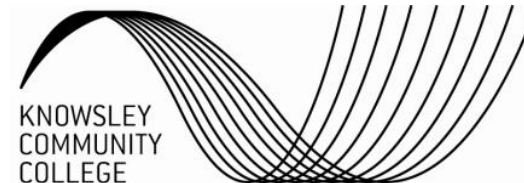
Equality and Diversity: The Equality and Diversity Policy will be comprehensively applied for all learners and staff and outcomes will be monitored.

Staff Development: We will maintain Investor in People standards and provide appropriate training opportunities for all staff including partner provider staff to meet college objectives.

Resource Management: Resources will be managed efficiently to ensure value for money and continuously developed to provide an appropriate stimulating and learning environment

The Safe Learner: We aim to minimise risks to health, safety and welfare through appropriate investment and organisational strategies

Marketing and Publicity: The College will be promoted and planning will be informed, by effective marketing strategies, which aim to widen participation



KNOWSLEY COMMUNITY COLLEGE AIMS & OBJECTIVES 2010 - 2013

Our Mission
To work in partnership to improve learning, skills, aspirations and employability

Strategic Aims

1. To raise the levels of participation and success for all learners and encourage progression
2. To promote an ethos of inclusivity, equality and diversity ensuring every person is valued and supported
3. To maintain highest standards of quality and value for money
4. To play a leading role in developing the skills of the local and wider community
5. To continue to develop as an excellent partner and a responsible employer to the benefit of all stakeholders

