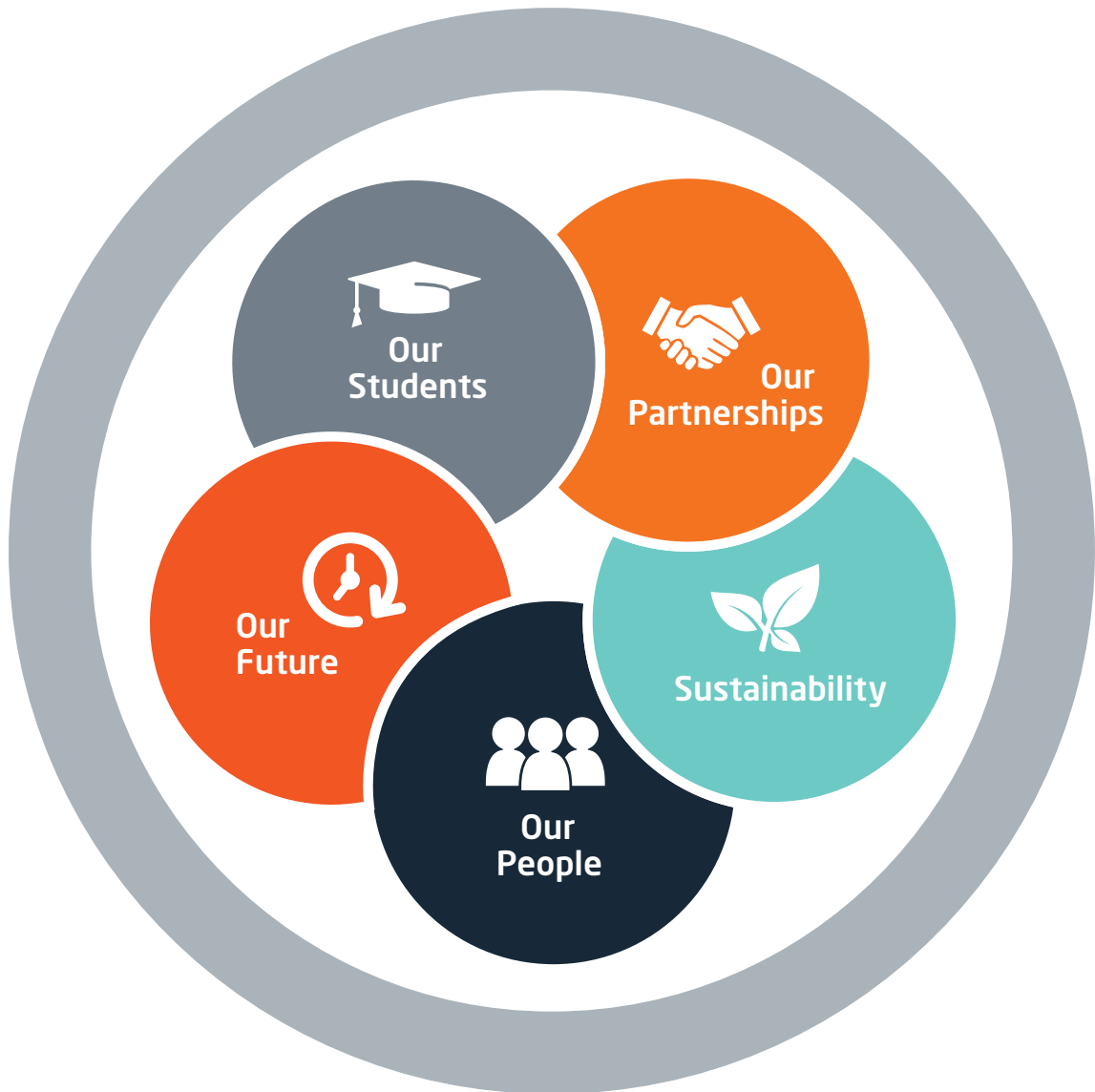


Strategic Priorities and Objectives



1. Our Students

To provide an inclusive and supportive learning environment, offering personalised education and training to help every student thrive, reach their full potential, and succeed in their chosen career.

Context: WCS is one of Scotland's largest colleges, providing education to around 20,000 students each year. College applications are under pressure with changing needs and expectations from potential students, misconceptions about who colleges are for and what they can deliver, and increased competition from other tertiary education providers and a disruptive online learning environment.

2. Our Partners

To collaborate with diverse partners including students and stakeholders to deliver high-quality education and skills training that meets the needs of students, employers, and communities. Driving our vision to unlock potential and enable success by being a leading college that transforms lives through inclusive, innovative and impactful learning experiences.

Context: In a competitive environment colleges must maintain a strong brand and reputation in order to grow existing mutually beneficial relationships and build new ones within both the private and public sectors. Rapid technological advances require educational organisations to be proactive in anticipating new skills needs.

3. Our Future

To focus on the future with courage and optimism, championing change and challenging perceptions of college as a route to success. Building our agility and resilience and challenging the status quo.

Context: Tertiary education continues to evolve amid financial uncertainty and political change. For forward-thinking, innovative colleges there is the opportunity to help shape a future that agilely delivers exciting curriculums and solutions that enable students, staff and external stakeholders to flourish.

4. Our People

To understand and communicate current organisational imperatives to lead our people into a successful future by supporting, developing and empowering them.

Context: WCS is a major employer in the West of Scotland with around 1,000 employees. As recognised in the Scottish Government's COVID 19 Education Recovery Strategy 2021, college workforces provide a vital service in supporting the country's student community and helping deliver economic recovery and prosperity. It is essential they are given the support, skills and environment in which to deliver.

5. Our Sustainability

In an ever-challenging financial environment, achieve financial and environmental sustainability by optimising resource allocation, implementing cost-effective practices, and reducing the institution's ecological footprint through sustainable operations, all while maintaining high-quality educational outcomes.

Context: The Scottish Government recognises colleges as vital to economic growth and success. But colleges must generate consistent levels of alternative income to thrive, to be able to innovate and to support stakeholder priorities. Aligned with stated national Net Zero goals, environmental sustainability must be fully integrated into both curriculums and operations.