



# STRATEGIC PLAN

2020 – 2025

## MISSION STATEMENT

### What we do...

“Creating brighter futures through excellence in education by fostering skills and technical knowledge in a supportive and innovative environment.”

## VISION

### Our inspirational vision of the future...

“Exceeding expectations through education, innovation and inspiration.”

## VALUES

In consultation with staff across college sites we created our set of values through shared beliefs.

We are working together to establish how we all want to be treated and we want values which will have a positive impact on the culture of the college.

### Our values will:

- positively influence the decisions we make
- support the development of our policies
- influence how we interact with each other

# OUR VALUES

1

## Showing honesty and integrity

Transparent, open and honest communication that provides clarity, creates trust and positive working relationships and recognises that everyone has an equal voice.

6

## Being a community

Building bridges so we connect within and with our local communities to collaborate on our shared interests, actively contributing to the economic, societal and environmental sustainability of our local communities.

2

## Respected & being valued

Everyone matters. Their contributions and efforts are recognised and appreciated.

7

## Being excellent and inspirational

Showcase and develop the knowledge and skills of our people to inspire others and strive for excellence.

3

## Being kind and supportive

Mindful of others, approachable and prepared to share best practices and support. A positive force, creating a culture of encouragement.

8

## Encourage and motivate to develop

Support people to realise their potential by breaking down barriers and creating opportunities.

4

## Working with others

To create a collaborative approach to problem solving and improvement by sharing good practice. Supporting one another to succeed and bring about positive development for the college and its partners.

9

## Being passionate

Caring deeply about our work and being driven by our mission to push the limits and succeed, inspiring the same in others.

5

## Feeling equal and inclusive

Make people feel valued by creating a sense of belonging, developing opportunities for all and promoting and valuing diversity.

10

## Being innovative

Create opportunities and improve ways of working by harnessing people's creativity. Innovate and adopt new solutions and ideas without fear. Embracing change to do things better in a changing world.

# STRATEGIC AIMS

**Our strategic aims provide us with a set of key areas which will focus the direction we take over the next few years. Each aim represents what is fundamentally important to the college and helps all staff work towards shared goals.**



## NATIONAL

Ensure that the college maximises the opportunities of being a key educational provider in Wales, supporting its language and culture and responding to national policies innovatively and collaboratively.

## FINANCIAL

Maintain a robust and sustainable financial position to meet strategic aims by managing efficiently, effectively and responsively.





## LOCAL COMMUNITIES

Proud to be at the heart of our communities, actively engaging with them to ensure we continually meet their needs, supporting them to thrive and strengthen.



## CURRICULUM

To meet local, regional and national skills priorities through an innovative, industry led, highly responsive curriculum offer, meeting the needs of learners, employers and partners. To raise aspirations for all ensuring high levels of attainment that enables everyone to achieve their potential.



## EMPLOYER ENGAGEMENT

To provide a wrap around service to employers locally, regionally and nationally that exceeds their needs and those of their workforce. Expanding our offer to positively impact on the future economies whilst embedding meaningful and enriching work experience into our curriculum offer.



## PEOPLE CENTRED

Ensure that the college is a remarkable place to work and learn so that all our people have the opportunity to live their best lives, supported by a trusting culture of getting good work done with maximum flexibility and minimum constraints, by collaboratively developing appropriate and effective working practices and processes.



## ESTATES

Create a sustainable and inspirational estate that meets the college's business needs and fulfils the local communities' aspirations.





## QUALITY

Excellent personalised student experience which leads to consistently high levels of student success and supports progression and future aspirations.



## SUSTAINABILITY

Improve our environmental performance and fundamentally change the way we operate to become a sustainable low carbon organisation that is a recognised leader for sustainability across teaching and learning and college operations.



[WWW.CAMBRIA.AC.UK](http://WWW.CAMBRIA.AC.UK)

If you would like further information on our Strategic Plan 2020-23,  
please email [2020-23@cambria.ac.uk](mailto:2020-23@cambria.ac.uk)