

Easton & Otley College Strategy Canvas



Grow apprenticeships

- dedicated staff team
- early adopter of trailblazers & bespoke programmes
- target levy paying employers in the rural economy
- target higher and degree apprenticeships with UEA, Hudds & partners



Improve efficiency & effectiveness of FE

- focus upon distinctive purpose using agreed filters
- recover reputation through 'back to basics' approach
- drive quality improvement through rigorous and regular disciplines & KPIs



Investing in the
future of agriculture
and the rural
economy



Grow higher technical & professional levels

- redesign for efficient and flexible delivery
- invest in primary UEA relationship with a strong focus on agritech
- explore strategic JV partnership with CCN
- work 'hand in glove' with employers to respond to market need



Refresh & grow CPD and full cost courses

- re-brand & relaunch CCA
- appoint new employer engagement manager
- develop skills plan and skills deal for Food Drink & Agriculture
- develop powerful ILT solutions to give wider access to core disciplines

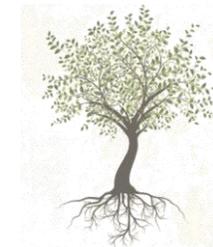
Enablers

- Transformed governance and leadership styles
- Culture change through values/behaviours
- Back to basics curriculum management
- Clear roles, responsibilities and accountabilities
- Performance and progress measured through KPIs
- Internal competitions and league tables
- Investment in ILT

business fundamentals
happy and successful students
plenty of them
living within our means
in an enterprising culture

Inspiring Skills
for a Sustainable
Future

At Easton & Otley College we aim to **LEAD** in our field



Learner focussed

Enterprising

Aspiring

Dynamic

BEHAVIOUR		WE DISPLAY WHEN	POSITIVE INDICATORS	NEGATIVE INDICATORS
EMPOWERMENT		We trust teams and individuals to take responsibility for their own performance and development within clearly set boundaries and permissions.	<ul style="list-style-type: none"> ✓ Confidence to challenge ✓ Find solutions and just do it ✓ Courage to explore ideas and be innovative 	<ul style="list-style-type: none"> ✗ Lack of initiative ✗ Unwillingness to take responsibility ✗ Fear of failure
PROFESSIONALISM		We consistently set ourselves high standards and exceed expectations	<ul style="list-style-type: none"> ✓ Meeting deadlines and delivering on promises ✓ Demonstrate mutual respect ✓ Open and honest ✓ Put the customer first 	<ul style="list-style-type: none"> ✗ Lack of planning ✗ Reluctance to change ✗ Inappropriate appearance, language and behaviour
POSITIVITY		We look for the positive, choose our attitude and focus on those things that we can control	<ul style="list-style-type: none"> ✓ Proactive ✓ Celebrate success ✓ Solution focused 	<ul style="list-style-type: none"> ✗ Focus on blame ✗ Not taking responsibility ✗ Resistance to change
PACE		We move at pace to stay ahead of our competitors and respond quickly to colleagues, customers and stakeholders needs.	<ul style="list-style-type: none"> ✓ Taking responsibility and ownership ✓ Planning and focusing on executing at speed ✓ Timely response ✓ Make quick decisions 	<ul style="list-style-type: none"> ✗ Putting up barriers ✗ Apathy and complacency ✗ Poor communication ✗ Failure to meet agreed targets
PRIDE AND PASSION		We show pride in our brand and our countryside classroom and individual passion for the contribution we can each make.	<ul style="list-style-type: none"> ✓ Passionate and inspirational staff ✓ Enthusiasm ✓ Pride in our environment and our community ✓ Positively promotes the College ✓ Caring and loyal 	<ul style="list-style-type: none"> ✗ Complacent and accepting of the 'norm' ✗ Lack of challenge ✗ Accepts poor behaviour ✗ Lack of respect for the College, colleagues and students