



Introducing our 2025 Strategy – **More Successful Students**





Introduction



“Following on from the Good to Great transformation strategy we want a strategic direction that will put partnerships and relationships right at the heart of taking the College forward. Building on the strong industry and academic links we already have, we want to enhance these and ensure that the College has the best possible learning, partnerships, environment and opportunities to guarantee that we will have #moresuccessfulstudents in the future.”

Simon Hewitt, Principal



2025 Vision



To create more successful students through effective partnerships that change lives and create thriving communities.

Strategic Pledges



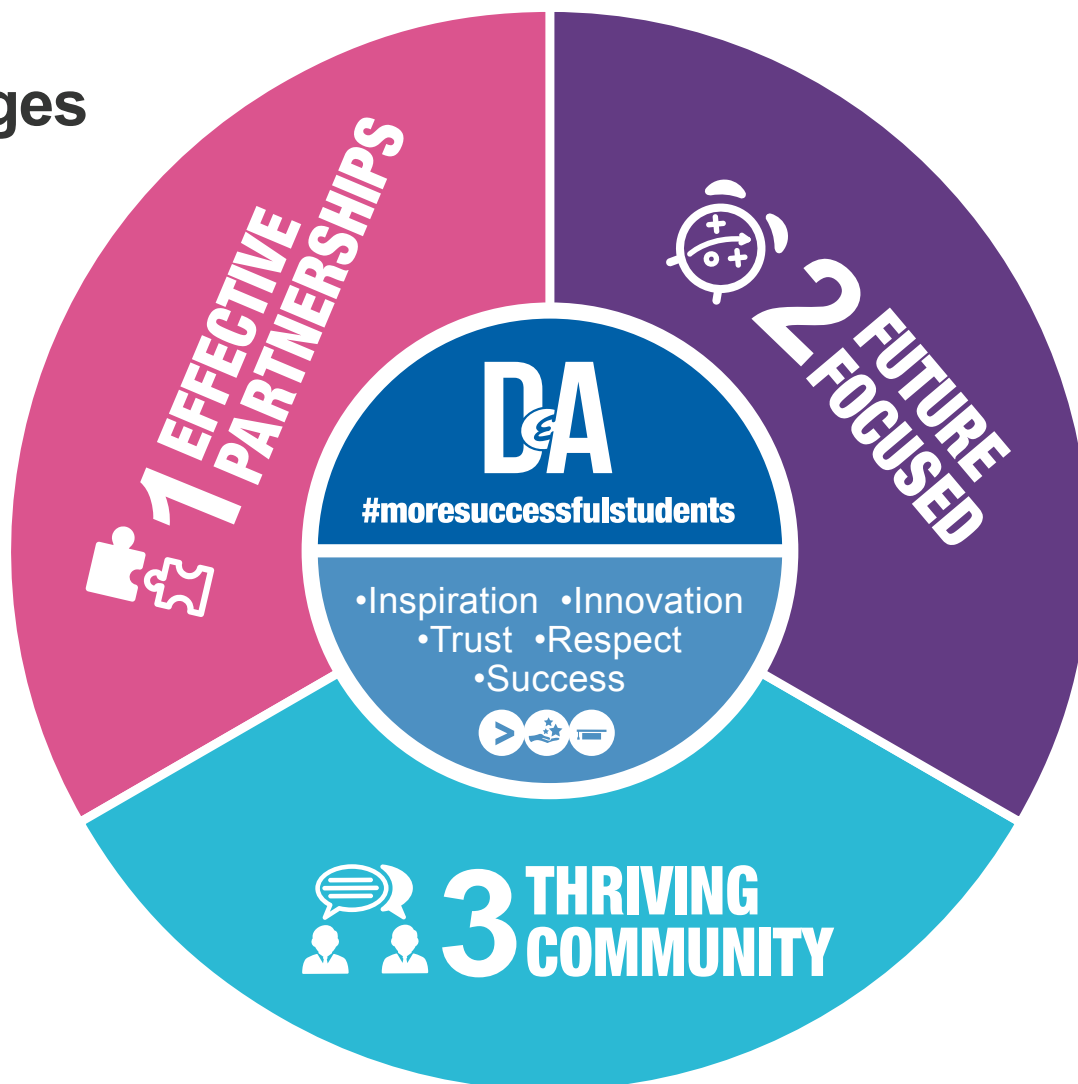
Building on our previous work and success, our 2025 vision is supported by three **Strategic Pledges** that reflect our College values –



These pledges will underpin the achievement of our vision and will guide both what we will do, and how we will do this, during the period through until 2025.

Each of our Strategic Pledges is supported by a range of high level metrics that will form the framework for assessing progress against our vision over the coming five year period.

Pledges



1. How will we deliver on our Effective Partnerships Pledge?

- By maximising opportunities for our learners and clients
- By prioritising sustainability & income generation
- By playing our part in raising the productivity of the region
- By being responsive & agile
- By raising the profile of the College and college learning both locally & nationally
- By being a partner of choice
- By influencing key stakeholders partners both locally & nationally



2. How will we deliver on our Future Focused Pledge?

- By co-designing sector leading, modern courses & services
- By being inspirational & inclusive
- By ensuring we are digitally enabled & developed
- By using data to better inform our decision making
- By providing modern & flexible learning spaces

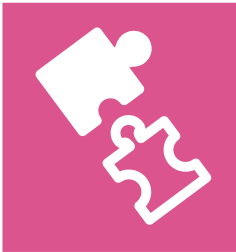


3. How will we deliver on our Thriving Communities Pledge?

- By being health & wellbeing focused
- By responding to the Global Climate Emergency
- By ensuring we are trusted & respected
- By being an employer of choice
- By being self-reflective & personal development centred
- By fostering a leadership Culture



Pledge 1: Effective Partnerships



As a College we will establish and enhance deeper, more meaningful partnerships both internally and externally to drive sustainability and ensure the best possible experience and outcomes for our learners, employers, and the wider region.

"Working with D&A College has been a real priority for Skills Development Scotland. The passion and dedication they show to their learners and the thirst for a better, more productive region is palpable. We really value our strong partnership." **Evonne Boyd, SDS**

Metrics



Increase the number of full-time learners in vocational subject areas with work placement, simulation or inspiration as part of their programme of study.



SFC FES Data 2018/19



Non-Core/commercial Income generation increased by 5% per annum



July 19 Academic I&E non-core income



Increase the proportion of successful HN students articulating to degree level courses with advanced standing



SFC Articulation Hub Data 2018/19



Increase the number and proportion of full-time college qualifiers in positive destinations after 3-6 months of qualifying



SFC Post Course Success Data Return 2017/18



Increase the overall satisfaction of our customers, stakeholders and partners



Customer Satisfaction Index, Net Promoter Score 2025



Pledge 2: Future Focused



As a College we will deliver our curriculum and services in new and innovative ways that drive success and are engaging, flexible, streamlined and designed in partnership with our learners, people, partners and wider stakeholders.

"The Digital Strategy and our Future Talent programme have given us a future focused framework that we can develop our resources, services and environments around. It ensures that we support our students to gain the meta, digital, CMS and study skills, through positive learning experiences, which will make them 'Work Ready' and prepare them for a successful future."

Sam Stirling, Dundee and Angus College

Metrics



Increase Full Time Learner Attainment

71%
BASELINE

75%
TARGET

SFC FES Data 2019



Total Income by FTE (staff)

£59K **£64K**
BASELINE (2018/19) TARGET

Annual Accounts and Annual Staffing Return



Credits per FTE (people)

183 **190** (2018/19)
BASELINE TARGET

Credit out-turn and Annual Staffing Return



20,000 BASELINE

22,000 TARGET

Credits, SFC FES Data 2019

Increase the number and proportion of students undertaking learning on part-time modes of attendance.



To deliver the outcomes of the digital strategy, increasing the roll-out of fully on-line course options by a minimum of 3 per annum

13 to 28
BASELINE TARGET

2019 Course Portfolio



To secure funding and complete works for key infrastructure and estates projects:

•Kingsway Tower •Regional STEM Centre •Michelin Scotland Innovation Parc

Funding secured and work completed



Pledge 3: Thriving Communities



As a College we will foster trusted, supportive, inclusive and resilient communities that puts partnerships, engagement and the health, wellbeing and success of our learners, people, stakeholders and communities at the core of how we operate.

"At D&A, our community is the beating heart of all we do. It's our lecturers who bring learning to life, our reception and estates staff who brighten our days with a warm welcome and our support teams who often work behind the scenes to ensure the smooth running of College systems for staff and students alike. The People Team's vision is for all staff to be excellent at what they do and happy and proud to work at D&A."

Abi Mawhirt, People Team Manager

Metrics



Improve successful outcomes for Care Experienced students by 2 percentage points per annum

SFC FES Data 2019

