

Craven College International Strategy

Our Vision

Craven College's mission is 'enriching lives through learning', and the College is strongly committed to providing its learners with the depth and breadth of experience they need for the future European and global workplace and society.

As a good college with outstanding features, we seek to share and advance our niche specialisms with international parties, serving the global community and widening opportunities for our local students and staff.

Our Situation

Craven College is a general Further Education College established in 1984 offering a range of provision from the Foundation Learning Tier to degree level (from 1993), across all the major areas of learning. Recruiting 14-19 students and adults, it is committed to developing the talents and vocational expertise of all its learners, and supporting their all-round development. Though rooted firmly in Skipton and the Dales, with vocational specialisms in Rural and Equine, Heritage Construction, Tourism and Aviation, Business Leadership and Management and Outdoor Pursuits reflecting key elements of the local economy, Craven College is an outward looking institution. Our mission to enrich lives through learning, provide excellent services to the community and support economic performance, while focussed locally, can be applied globally where the college is best placed to meet learner need. Similarly our international ambitions seek to ensure that our students are equipped to work in an increasingly globalised economy.

The College has long experience of drawing down European Funding to support the development of the college and its students. More recently it has successfully developed a number of Lifelong Learning Programme and British Council funded outward mobility opportunities for both staff and students.

To ensure the college maximises its potential both to enhance the experience of its local learners and to attract and share this experience with wider international learners, the college has set out the following strategic aims, to be steered and monitored by the International Strategy Group. The International Strategy Groups will allocate tasks to sub-groups through a resultant action plan and with outcomes being fed back into the International Strategy Group who will be responsible for monitoring progress and advancing the strategy.

Membership of the International Strategy Group

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| Acting Principal | Wesley Johnson |
| Assistant Principal - Services to Business | Cath Ambler |
| Assistant Principal – Learner Services | Helen Lowe |
| Director of Curriculum Development | Rebecca Walker |
| Development Manager 14-19 | Jennifer McDowell |
| Contract Manager | David Llewellyn |
| Funding Development Manager | Lindsey Johnson (Chair) |

Strategic Aims

1. Increase our appeal and rationalise the offering to International Students

The college recognises the appeal of its higher level specialist provision and the attraction of its safe and picturesque campus on an international market. Already, with little promotion, the college attracts international students to courses such as Aviation Management. The college acknowledges that there are a wealth of opportunities already available on the international market, and we must ensure that we are offering unique and quality provision.

- a) The international Strategy group, guided by the curriculum development managers, will determine 2-3 specialist courses to be more widely marketed in 2010/11. This will expand as appropriate specialisms identify themselves as having both appeal to the market and capacity to deliver.
- b) The college will ensure that a cohesive and marketable 'package' is available for international students, including fees, accommodation, acclimatisation and welfare support.
- c) Through consideration of current markets and with the support of a selected agent, the college will market this package in select international locations, expanding as necessary and in line with capacity.
- d) The college's licence will be extended as appropriate to our ambitions and international interest.
- e) The development of short 'inward mobility' packages to 'host' in the UK will be explored around our niche specialisms, following the success of Leonardo funded 'outward mobility' projects. These may attract European funding, with marketing potential explored through Leonardo partner search, Grundvig Workshops, Agents etc.

2. Widen opportunities for the local community and economy

Following the success of student mobility projects, both independently financed and funded through the Lifelong Learning Programmes, the college will develop and rationalise these projects ensuring that opportunities are available across the divisions wherever appropriate and beneficial to the student experience.

- a) A portfolio of Leonardo Mobility opportunities will be developed by promoting the opportunity to all college divisions (to include Work Based Learning), with the Funding Development Team supporting the development of partnerships and eligible projects. The objectives of all learner mobility should include:
 - i. Work placements
 - ii. Additional skill acquisition and/or additional accreditation
 - iii. Cultural immersion to develop student insight and ambition
 - iv. Linguistic development and cultural awareness to encourage European/International citizenship
- b) An appropriate development and evaluation process will be put in place to quality assure and improve all mobility placements (regardless of funding stream).

- c) The 'Certificate of Mobility' will be applied for to secure future Leonardo funding for mobility opportunities, allowing the long term planning and marketing of the embedded unique opportunities.
- d) Wider methods of funding will be sought to further sustain activity and for non-eligible activity, including:
 - i. Sponsorship
 - ii. Student/College contributions
 - iii. Wider international market (non-EU funds)
 - iv. ERASMUS
- e) Now that the Charter application has been accepted, the opportunities for HE students available through ERASMUS will be fully explored and appropriate developments made.

3. Globalise College activity

a) Business Community

Saleable business packages and bespoke solutions which export our specialisms will be introduced and promoted to appropriate markets in order to meet identified needs. Seedcorn funding may be sought, but ultimately this activity should be income generating.

Through Tyro Training we will identify key target markets, countries and/or sectors to focus on those existing and emerging opportunities in market(s) and/or sectors that:

- i. have a high probability of bringing in profit (not just income) within a relatively short term (12 - 18 months)
- ii. provide "seed corn" investment to develop other markets
- iii. have the potential to develop wider opportunities for CC activity
- iv. develop and enhance Tyro (and CC) reputation

To achieve the above, our approach will be to:

- i. Develop relationships with partners and/or agents, providing a return which is likely to be reasonably quick (18 months)
- ii. Reinvest income (profit) generated into developing longer term relationships
- iii. Continue to develop relationship with British Council and other sources of transnational funding which in turn generates reputation and potential future opportunities through commercial contacts, and may lead to commissioned and full cost work

b) Knowledge Transfer

International Partnerships will be developed (with both existing and new partners) with the intention of importing and exporting best practice across the network of international partners. This may take place in the form of:

- i. Staff mobility – Opportunities for staff to visit industry and educational institutions to ensure we share, learn and retain international industrial/educational standards (e.g. Grundvig and Leonardo VET-PRO)
- ii. Transfer of Innovation projects – Opportunities for products and curriculum to be mutually developed and advanced