



SMB College Group
#One of the family

SMB GROUP STRATEGIC PLAN 2021 TO 2024

2020 Mission

Sustainability, Excellence and Innovation in Learning.

Vision

A sector leader for delivering quality technical and creative education developing a skilled workforce for the future; respected for our innovative and professional staff. Integrated with our local, regional and national partners and valued by the diverse communities we serve for our contributions.

Our Values

Resilient: being adaptable with competence, confidence and control; supporting each other – stronger together.

Ambitious: working with a continuous improvement ethic across all areas of our organisation.

Innovative: being courageous and adaptable in our investments, curriculum and practices to create a workforce for the future.

Sustainability: ensuring all our decisions have sustainability at their centre; sustainable finances, sustainable resources and sustainable curriculum.

Ethical & Excellent : ensuring we are a considerate organisation working with honesty and integrity, celebrating diversity, and creating opportunities for all. Delivering outstanding education, people, finances and employment.



 **Stephenson Campus**
Part of the SMB College Group



 **Melton Campus**
Part of the SMB College Group



 **Brooksby Campus**
Part of the SMB College Group

Strategic Ambitions

Strategic Ambition 1: To deliver outstanding student success

- High attendance, retention, progression, success and destination outputs
- Student satisfaction is high and the student voice influences and drives improvements
- Impactful innovation, industry co-creation and student centric provision

Strategic Ambition 2: To develop a high-performance culture

- Highly valued engaged employees who are highly productive – an employer of first choice
- A workforce that puts students at the heart of all operations and decisions
- A learning organisation that develops every individual to exceed their full potential

Strategic Ambition 3: To make a positive impact on social and economic prosperity

- A partner of first choice with integrity and pedigree
- An integrated part of the local communities and businesses we serve
- High levels of repeat and retained business
- Outstanding reputation for every aspect of operation

Strategic Ambition 4: To ensure financial sustainability

- Good or better financial health that is sustainable on core business and enables high quality student experience
- Responsive, efficient and highly effective systems that provide a lean solution
- Well maintained and managed estates and resources to support students to succeed



 **Stephenson Campus**
Part of the SNTB College Group



 **Melton Campus**
Part of the SNTB College Group



 **Brooksby Campus**
Part of the SNTB College Group