



## **Strategic Plan - Vision and Mission**

### **The College's Vision is to:**

- ✓ Consistently be recognised as a national leading vocational centre dedicated to delivering outstanding teaching & learning;
- ✓ Deliver courses that continue to reflect local and regional industry needs and be in fields where we have a proven track record; and
- ✓ Train and educate learners who will be seen as the first choice by employers.

### **The College's Mission is:**

To provide high quality education, learning and training which, through partnership working, offers young people and adults the opportunity to achieve their potential, and contribute to the success of the community.

We are proudly student centric in our ethos and ambition. We never forget that the primary purpose of the existence of ourselves as an FE College is to provide all of our students with the very best foundations and opportunities to pursue their future learning and / or careers.

We will become unashamedly the destination of choice for all students able to geographically access our provision.

In succeeding in this ambition, we will provide a continuous flow of highly trained potential employees for employers in both our local communities and beyond.

This will maintain and further enhance our high levels of employer satisfaction in each of the Sectors we serve.

We will lead by example as a corporate entity within society, considering our place in the wider environment on national and regional goals and aspirations including initiatives on sustainability and equality and diversity, through continuing the work already started with other Kent Colleges in developing county wide activities.

