

Being Indispensable

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MISSIONS STATEMENT

STRATEGIC PLAN

CORE VALUES

LEARNER VOICE

157 GROUP - PEER

Warwickshire College
does not sell qualifications
to employers

*I don't think Government expects
us to behave like this. They see
us as sellers of qualifications.*

- Holistic approach
- In Sourcing
- Become training arm
- Long term relationship
- Don't insult employer by offering a fixed menu response

R.O.I (Return on Investment) INSTITUTE

*Parameters of success decided at
out-set and other consequences.
Iconic brand partnerships*

EMSI

Socio-
Economic model

Strategic
Advantage

↓
RoI for Community

↓
Economic Investment
+ down turn

Economic Development

– Joint Appointments

R.O.I.

and

Advocacy Marketing + Iconic branding



College Re-architecture e.g. employer services

CRM system



Availability
to whole
college

Massive resource
into small group
feels like
missionary work

Telemarketing and Capturing Enquiries

Dedicated employer lines
Follow-up
Progress chasing

- Brand building - iconic partnership
- Top 10 advocates
- Effort and investment
- The roll of leadership

14 year olds

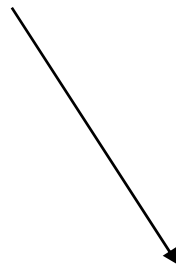
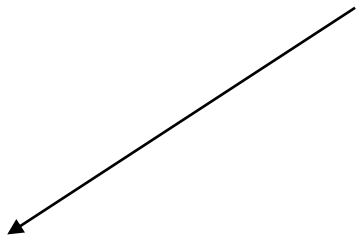
North Carolina

- Governors
- Self-regulation – Economic Crisis
SME / Colleges/localness
- Small government
- Hand on failures – business failures
- Brands and BROKERAGE → colleges do their own

Heads up on Skills



The Commission



SSC

(Sector Skills
Council)

Simplification

Qualifications

T.Q.S. —→ Any use?
(Training Quality Standard)

Will it make a difference ?
- local reputation etc.

BOOM Readiness
Apprenticeships
Train to Gain
Re-skilling vs Up-skilling
Colleges vs private providers
EMSI – strategic advantage