



Strategic Plan 2021-2025

BACKGROUND:

European College of Law and Business (ECLB) has been established to support students to be able to achieve globally recognised degree at an affordable cost, with the commitment to providing quality education in an integrated, scholarly and vibrant learning environment. With this view, the College obtained accreditation from Matrix Standards for its Information, Advice and Guidance (IAG).

The College currently provides Level 3 education to the UK and EU nationals to support the government's strategy of providing funds to enable people do their jobs better, get new jobs, or progress in their careers.

The College is currently located in Mansfield, Nottingham, where it occupies a self-contained floor of a multi-occupancy building. This facility includes a library, offices, IT lab, Library and classrooms. The College currently has three full-time and three part-time members of staff.

ECLB is proud of being a thriving and successful learning provider in Mansfield. It has continued to adapt successfully to the needs of students by investing in adequate facilities for teaching, learning, welfare and IAG service.

We are innovative, hardworking and objective driven with a commitment to adding value to employers and enterprise. At ECLB, students can maximise their chances of securing a career by developing both knowledge and skills.

Our vision is to ensure students' career progression through education, qualification, employment and entrepreneurship. The mission statement of the College is 'to bridge the gap between industry and the academic world through quality education'. The ECLB strapline "**we shape your education, you shape your life**" - is the key message to our potential students.

The last cohort of 19 students successfully completed the BTEC qualification in Level 3 Subsidiary Diploma in Business in February 2020 (100% pass rate). This was a government funded project ran in partnership with New London Educational Trust (NLET).

ECLB aims to run OTHM qualifications in the recent future and have the plan to obtain Centre approval from Pearson, ATHE and NCFE to offer Level 3 to Level 7 qualifications. To maximise the use of the premise we need to increase the number of students and expedite growth. With this effect we planned to relocate the ECLB from Mansfield to London in October 2020, however because of the Covid-19 it has been delayed. We have therefore rescheduled it for March 2021.

Our main objectives are to

- provide high quality further education of a quality that learners can cherish
- enhance their employability and entrepreneurial skills
- add value to their current qualifications, skills and experiences
- increase motivation, self-esteem and life chances
- improve our services through continuous monitoring and reviewing

PHYSICAL RESOURCES

We provide learning opportunities for adults over 18 years of age. The College possesses a strong dedication to equality, diversity and equal opportunities.

The College has a capacity of 2500 sq foot of floor area accommodating 70 students at any one time making a total of 210 students organised into multiple cohorts. It is to be said that we are currently lot less than our threshold. We have five classrooms including one computer lab and a Library with 16 computer terminals, internet and Wi Fi connectivity throughout the College premise.

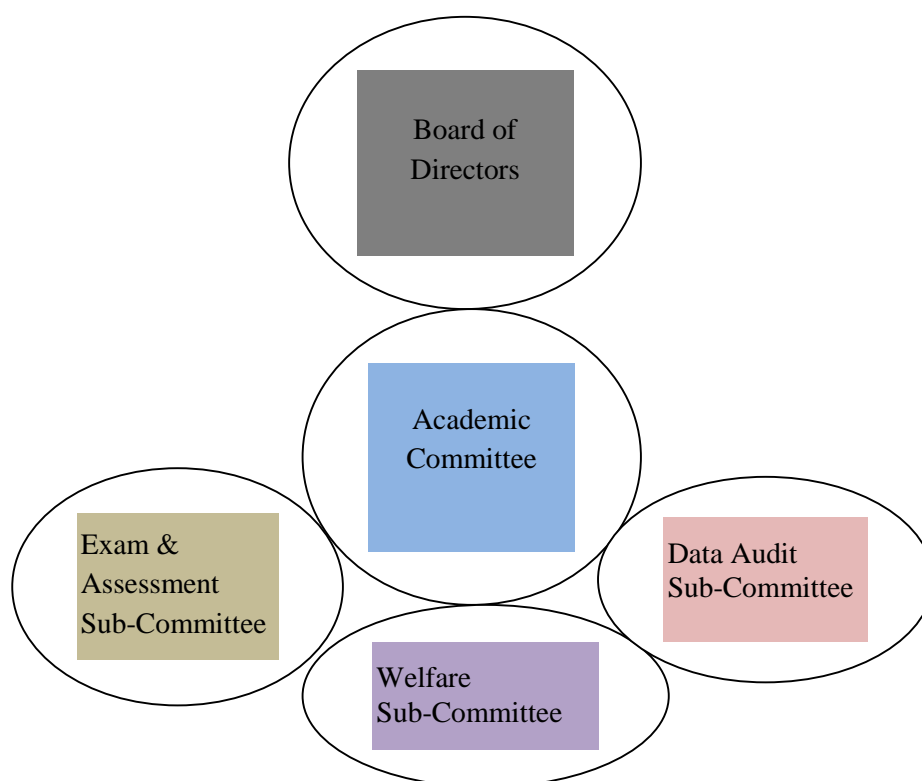
ECLB has a library which is reasonably stocked with up to date resources allowing students the opportunity to study in a relaxed atmosphere. As part of the enhancement of learning opportunities, the College will keep adding to its library stock as required.

Committee structure

ECLB is governed by its Committee & Sub-Committees, which is structured as follows:

The Board of Directors - is responsible for determining the strategic direction of the organisation and the duties given to them by the shareholders.

Academic Committee - is responsible for the day to day management of ECLB to ensure that the academic standard and the quality of learning provisions are maintained. The Committee is responsible for setting the key performance indicators (KPI) for each course and the delivery and conduct of all course assessments to ensure that the KPI's are met.



By providing Further Education, the College's **vision** is to steer students' positive career progression towards employment, higher education and entrepreneurship.

To achieve this vision, the College is committed to providing best practice to celebrate diversity, sustainability and success through openness and transparency. The College operates a policy of ethical fairness and most importantly is committed to mutual respect throughout; determined to eliminate and ideally, prevent all forms of unfair discrimination that might occur.

AIMS:

The overall aim is to provide further education to learners in achieving their desired qualifications, skills and entrepreneurial abilities for a positive career progression.

OBJECTIVES:

- Provide high quality Further Education
- Add value to their current qualifications, skills and experiences
- Increase motivation and self esteem
- Enhance their employability and entrepreneurial skills
- Meeting the skills gap of the local community
- Continuous improvement of the services through various monitoring and reviews

The College is committed to providing high quality education, which will help students in attaining a recognised professional qualification, enabling them to progress to university or pursue career progression. We are committed to providing high standards of teaching by qualified, experienced tutors for learners within an inclusive and supportive environment.

THE ENHANCEMENT OF LEARNERS LEARNING OPPORTUNITIES

Our students both potential and existing are the focal point of our learning provision at ECLB. The diagram below explains how our students benefit from the services around them. Our students are our focal point and will remain so.

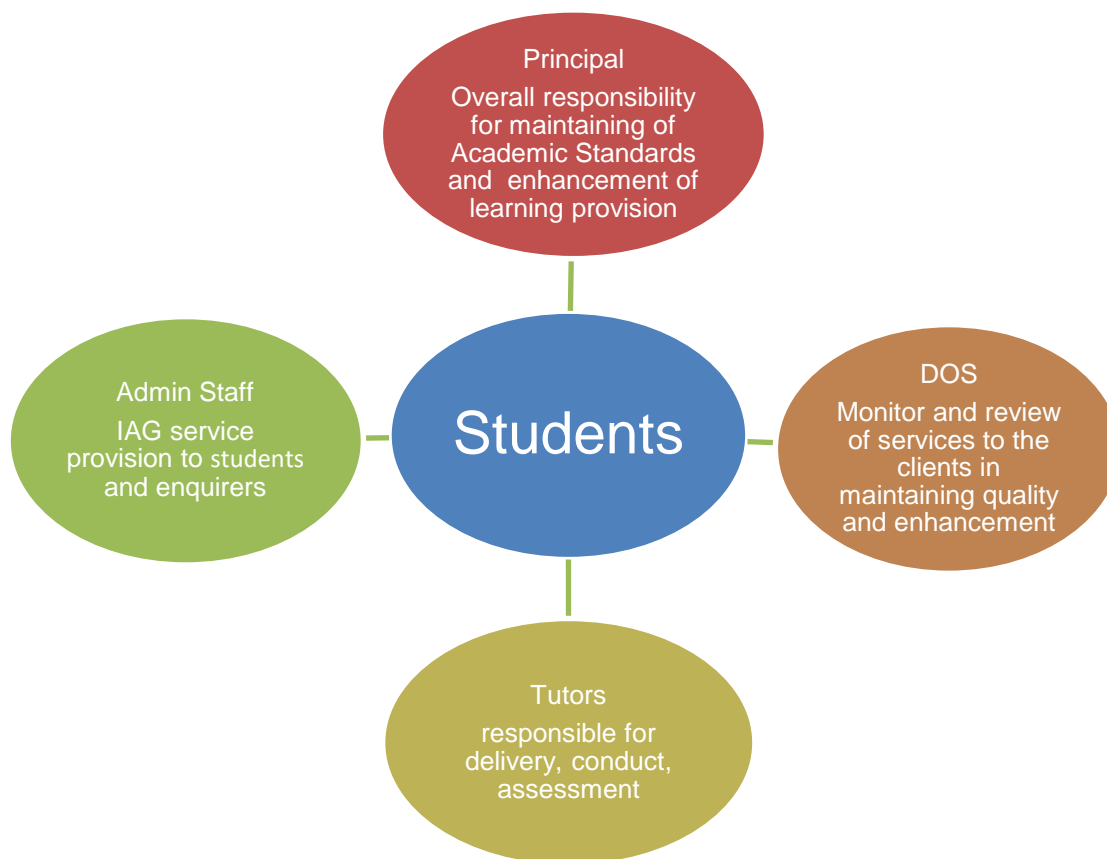


Fig. Enhancement Diagram

STRATEGIC GOALS

- The College will continue to provide high quality education at Levels 3 to achieve the overarching educational vision of the College. It also expands its provision to higher levels of education.
- Students at Level 3 will be recruited to create a potential feeder group to progress onto successive higher levels within the College.

OBJECTIVES

The objectives to meet the above strategic goals are:

- Improving the quality of our provision by ensuring that deliberate steps are taken for the enhancement of students learning provision.
- Contributing to enhancement of learning and achievement by providing quality assured information, advice and guidance to all our existing and potential students to increase participation, raise standards and level of attainments.
- Maintaining a flexible, adaptable and qualified workforce by valuing, motivating and developing staff.
- Providing a safe and supportive well-resourced learning environment.
- Encouraging the aspirations of learners to enable career goals through education and prospective employment.
- Creating opportunities for adult learning and development and thereby creating skills for employment.
- Exploring reputed awarding organisations and expanding its range of courses to meet the demands of the current market.

OPPORTUNITIES

The College is committed to the enhancement agenda and in order to achieve this, the College has taken the following strategic approaches to the enhancement of learning opportunities for its students.

Coronavirus impacted on ECLB heavily but the pandemic blessed us with the use of technology much more than we did prior to Covid 19. The versatile use of technology have helped us providing IAG service and blended learning opportunities using Zoom platform. This technological revolution will benefit us accessing potential students far more easily. This blended learning approach will also help us in delivering online classes where the learners will be able to join their lessons from home when face to face sessions may not be feasible.

Advice and Guidance

ECLB always treats its students with utmost priority and advises them on the best possible academic route to their desired professional career. ECLB students are guided by qualified tutors to the duration of their study. The staff responsible for student welfare assists students

with any academic issues and offers counselling sessions for any pastoral support that is required. The Principal is available for a discussion relating to any academic or non-academic issues that might have an impact while they are studying at ECLB. All staff members are fully trained and are aware of the students need, where appropriate.

Our Public Information is accurate and up-to-date. The Information Advice and Guidance (IAG) we provide to our students is professional and quality assured. Students' feedback suggests that the IAG service provided to our students/clients has helped them in boosting their confidence, self-esteem, motivation and aspiration.

Making the Difference - Study Support, a deliberate step to enhancement

ECLB provides One to One tuitions to its students as required/requested. The College also runs revision sessions to provide students with extra tuition on specific modules in refreshing their memories and study skills. Report writing and research skills are areas covered in these sessions. Students find them of immense value as it gives them the opportunity to explore the diversity of approaches in their subject areas and make progress without any unexpected pressure. We send our students to organisations dedicated to provide training on CV writing and mock interview sessions. We also engage students with external links of various job show and job related conferences and seminars.

MARKETING

The College will target the local market through the College website, social media, word of mouth, Open Days, alumni and via linking with the community.

FINANCIAL AND BUSINESS STRENGTHS

Despite challenging circumstances due to constant change of rules and regulation in the Education Sector, ECLB has proved itself resilient and flexible to market change. This is shown by statistics gathered of learning experiences and promoted by word of mouth.