

Open College of the Arts

Our Vision

To be at the forefront of student-led creative arts education through open, enhanced, & supported distance learning, for an evolving society.

Engaging

Review our curriculum and expand **postgraduate** offer to respond to an evolving society, future learning and employer needs, increasing the opportunities for interdisciplinary study;

Embed student interaction at the heart of OCA practice, embodying a **student-led** approach.

Use analytics, student feedback and business intelligence to **create an engaging online study environment** which enhances progression and attainment;

Improve the design of the online and blended courses (across OCA and UCA) through establishing learning design and media production.

Embed **assessment for learning** practices to improve student experiences, retention and attainment, and to develop more flexible and sustainable assessment models.

Open

Improve the distinctiveness of our curriculum to make it sensitive to **global and cultural contexts**;

Increase progression opportunities through flexible and individual learning offering individual achievement;

Increase student mobility through rich accessible learning experiences and opportunities for engagement;

Establish an OCA **personal learning programme** and expand short course programme to widen access;

Increase diversity, close equality gaps and improve support for the 33% of our students who are disadvantaged through specialist support and courses designed for everyone.

Social

Build **learning communities** through establishing student and alumni platforms and networks to ensure that our students continue to develop and receive support after graduation;

Build **teaching communities** through establishing a tutor platform and network;

Develop approaches for **partnership working** with students, creating solutions to deliver student visions of success;

Engage students with the central ethos of OCA ensuring they are seen, and see themselves, as **OCA advocates**;

Establish networks of **brand ambassadors** and champions.

Establish an Enterprise hub to support employment, career development, entrepreneurship and sustaining practice;

Sustainable

Grow and diversify our income streams, increasing student numbers and spreading risks;

Increase our offers, increasing postgraduate and establishing a validating research school and shared PhD programme across UCA and OCA;

Establish pipelines for external funding and crowdsourcing to increase opportunities for scholarships to widen access;

Develop opportunities through an Enterprise Hub for revenue generation by working with businesses and investing in our graduates.

Professional

Agile and responsive to change, allowing the organisation to respond to changing external environment;

Take an **evidence-based approach** to decision making. Using research and data informed methods to prioritise activity;

Engage with Industry co-creating a curriculum that works for, students, businesses and professional bodies;

Increase opportunity for **knowledge transfer** through a dedicated fund supporting tutor led scholarship and KTP activity;

Ensure OCA provides a **motivating environment** for work and study via HR and estates review and improvement plan, and by developing better two-way communication.

UCA Online

Our Shared Vision - To create learning environments fit for the future through an ambitious curriculum of online, distance and blended learning.

Evolving

Establish an **international strategy** for distance and blended learning, including developments, partnership and collaboration to reach new markets;

Increase opportunities for international distance learning students;

Lead the establishment of innovative digital and online learning practices across UCA;

Embed digital capabilities and skills across UCA/OCA staff and students.

Ambitious

Lead online and digital activity across UCA in support of developing a range of non-traditional routes and increasing flexible study options;

Establish vision and activity to support **digital business practice** across the global multi-campus model at UCA;

Establish learning resources across disciplines that support entrepreneurship.

Through both the OCA and UCA Student Engagement strategy, explore the establishment of **apprenticeships, internships and placement opportunities** within the Enterprise hub.