### 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.

#### 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 crowdfunding 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.

#### 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.

#### 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.