

Open College of the Arts

Our vision is to reach more students with life-changing creative arts learning that meets their needs, creatively responds to social and ecological challenges and enriches society.

Innovational

Widening Access to arts education, improving our provision for marginalised groups through targeted offers and increased levels of support

Building Trust through active engagement with our staff and learners about our direction of travel, curriculum plans and vision for OCA

Engage in knowledge exchange across OCA and wider HE community through sharing our experiences and partnering with relevant organisations.

Enhance the student voice through involvement with all aspects of learning design and delivery

Use technology to scaffold and improve support of students

Build on What We've Got:

- Expand Graphic Design
- Relaunch Garden Design
- Explore Music and Creative Writing opportunities (with OU)

Open

Accessible - Improve accessibility and richness of content and services through our use of learning materials and environments

Inclusive - Promote the flexibility and inclusivity of our model, through the scaling up of Graphic Design, to help encourage more women into design education, and to increase BAME representation

Adaptive - Critically review OCA's offer for learners in secure environments and build new pathways, particularly short courses, suited for students who face barriers to pursuing creative practice

flexible - Reverse the decline in part-time adult education through more vocationally focussed offers, created and managed in partnership with creative business

Social

Continue to build learning communities through use of technology to scaffold student networking and enhanced socio-constructivist approaches to teaching.

Build teaching communities through establishing opportunities for peer networking, scholarship and knowledge exchange.

Partnership working - Establish a dedicated group to engage with the Creative Industries Sector (practitioners, policy makers, employers, funders)

Introduce student advocates, by applying open strategies, e.g. the sociocratic model used by the student association across OCA.

Provide a safe and secure environment through enhancement to services and support for vulnerable students.

Sustainable

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

Develop a curriculum that includes environmental sustainability, climate justice and considers interdisciplinary, cross-disciplinary, lived and EDI experiences

Benchmark digital capabilities and infrastructure to future proof our learning environments and services

Invest in developments that enhance the ability to scale sustainably upwards

Improve communication and support to students and staff through acting on key findings from our student and staff surveys

Practice-based

Offer technology enhanced creative education through establishing digital studios, digital portfolios and forms of digital assessment that enhance the student learning experience.

Relaunch the Creative Education short course and use it as a platform for innovation and sharing practice.

Invest in facilities, spaces, and time to explore and facilitate the teaching of Creative Practice

Develop further relationships with Creative Industry partners within the curriculum

Prepare students for an evolving creative industry through digital literacy, skills development, and creative risk taking

Create an enhanced enterprise hub for the development of professional practice and skills for students across OCA

OU Collaborative Strategy

Through academic research, pedagogic innovation, and collaborative partnership with The Open University, we seek to be a world leader in the design, content and delivery of supported open learning in the Creative Industries and Education for Sustainable Development (ESD).

Inventive

Addressing skills gap, Film and Media, Games Design, Spatial Design

Establish Creative Practice Clusters to establish relevant and responsive approaches

Develop curriculum shorter models (micro-credentials, HTQs, CertHEs, short courses)

Explore overlaps with OU's wider curriculum to identify opportunities and incubate solutions

Work with FE Colleges to establish FE/HE routes to Creative Industries

Dynamic

Explore digital business practice and the adoption of AI to enhance teaching and learning.

Use Short Courses to test new subject areas and create bite sized chunks of learning for knowledge and skills development

Establish OCA to become the creative engine for exploration for new Creative Industry offers

Rationale for Strategy

Innovational

1. The Creative Industries Sector Vision (2023) sets out three key goals: to grow creative clusters across the UK, to build a highly-skilled, productive, and inclusive workforce, and to maximise the impact of the creative industries on individuals and communities, the environment, and the UK's global standing.

Open & Social

1. The Design Council's [Design Economy: People, Places and Economic Value](#) (2021-24) reinforces the growth in design and the positive impact this has on living standards across all areas of the UK, but identifies the lack of diversity in the design workforce as a drag on growth.
2. The design economy is still predominantly male (77%) and under representative of ethnic minorities, especially at higher levels of the industry. A relatively high proportion of workers within craft areas of design have a disability (24%), which mirrors similar numbers at OCA.

Sustainable & Practice-Based

1. OCA's modular approach to study (consistent with the Open University) and modular fees model provides the opportunity to accelerate the uptake of adult reskilling and adult education for Creative Industries in the UK. It is anticipated that the introduction of LLE will have a beneficial impact on the adult learning landscape.
2. Advance HE Education for Sustainable Development (ESD) [Guidance](#) and [Framework](#) supports HE institutions and staff to embed ESD within curricula and a whole institution approach.

Inventive & Dynamic

1. [The Creative Industries Sector Vision](#) (2023) published by the Department for Culture, Media & Sport identifies the output of the creative industries having grown one and a half times faster over the last decade than the rest of the economy. 1 in 14 jobs in the UK are within the creative industries, which employed 2.3 million people in 2021.