



Generating Income Diversity
Manjeet Kumari-Lal


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Bringing talent to life...





The College's mission statement is:

Walsall College is uniquely and proudly vocational. Our greatest passion is unleashing the potential of individuals, communities and businesses; our greatest legacy is the talent of our students: ***skilled, professional and enterprising.***

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Overview of the presentation:

- The benefits of developing trans-national partnerships, bids and projects.
- Identify different project opportunities.
- Evaluate how to align your international business strategies to market needs
- Teaching, learning, assessment and quality assurance



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- Do any of these images look familiar?
Which city is it?



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Grade 1 Government Ofsted Inspection

- The first Outstanding 'Grade 1' further education college in the UK (under new inspection framework)
- One of the largest FE providers in England with over 500 international learners, studying English Language, vocational programmes at level 3 and higher education programmes.
- UKBA Highly Trusted Sponsor and our English Language programmes are accredited by the British Council.



What are your anticipated outcomes?

- What are you offering?
- Why are you offering this?
- Who are you offering this to?
- What is your USP?
- What is your product positioning?
- What is your target profit margin?



The Benefits of funded Transnational Projects

- Income diversity
- Progression to your institute for English or Vocational / Academic programmes
- CPD - training your teachers
- Low risk
- Seed corn funding for development costs
- Market Entry Strategy
- Market Intelligence



Where to scope

- British Council
- AoC
- TVET
- Ministries
- Amnesty
- World Bank
- Institutes

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Business strategies

- Unique selling point – on line programmes, blended learning, teacher training, quality assurance, certification, awards, learning resources,
- Product development - customisation vs. mass markets.
- Risk vs return on investment
- Product positioning and innovation – star vs cash cows, differentiation
- Pricing strategies – bronze, silver, gold.
- Target audience – learners, institutes, teachers, professionals, parents, agents, employers.

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Delivery

- A targeted marketing and resource strategy
- Identification of teaching and learning outcomes and how this will influence your core business
- Quality assurance processes & procedures
- Project planning
- Costs and profit margins to sustain a partnership
- Growth and sustainability

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Teaching and learning

- Develop the content of the training based on learning outcomes–
 - pedagogy,
 - model for delivery – blended learning
 - study skills
- How and who will deliver the training –
 - ‘train the trainer’,
 - senior lecturer,
 - pool staff
 - in-country trainers



Teaching and learning

- How will learners and trainers be are assessed
 - lesson observations
 - external verification
 - mid and end of year evaluation
- Quality Summit –
 - target setting for learner outcomes,
 - course review,
 - data monitoring,
 - quality improvement planning and self assessment,
 - CPD
 - reviewing targets



- Developing a realistic project plan – costs, quality assurance, assessment and outcomes.
- Adhering to deadlines – relationship management and technology are key!
- Shared information – project lead, dissemination, on-going reporting.
- Contingency planning for issues with solutions - UKIERI
- Sustainability: Product usage for multiple bids.
- Involvement of employers or self / Government funded learners for sustainability,

Thank you for listening

Do you have any questions?

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