

2021/22



Innovation and Growth Strategy

Ambition 2025



Dumfries and
Galloway College

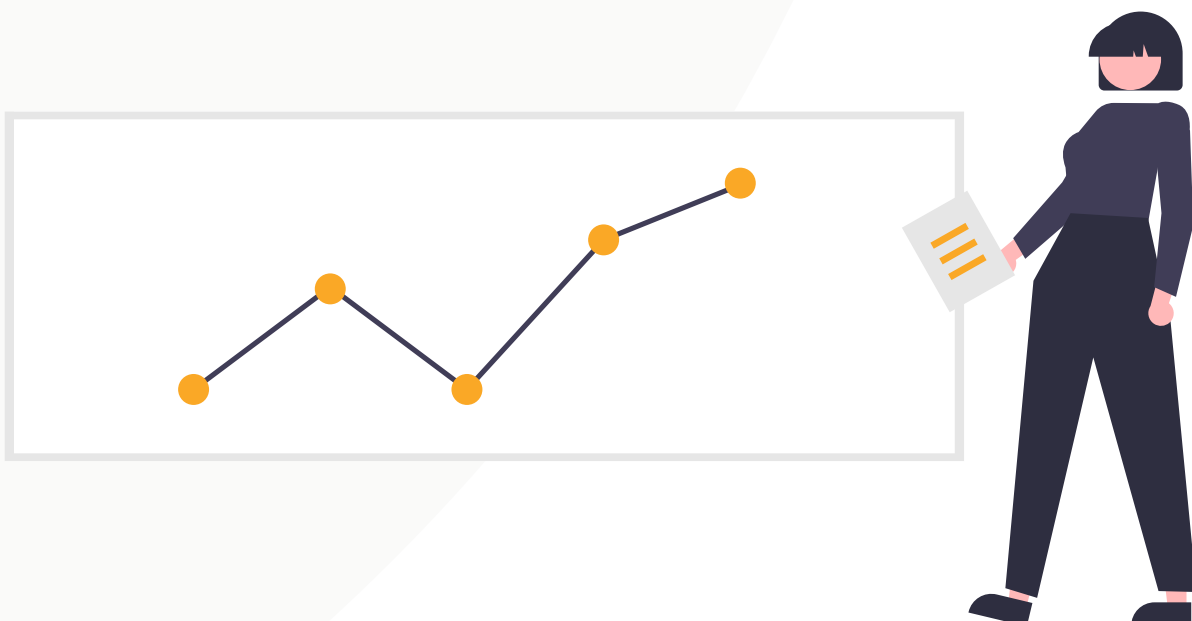
One step ahead

Our Strategy

Our Innovation & Growth Strategy is our commitment to the region we inhabit and the communities we serve. It has been designed to enable partnership working and promote learning and skills development to improve productivity and foster regional prosperity.

Our ambition is to be a catalyst for growth, championing skills development for business innovation and collaborating to carve a pathway towards sustainable, environmentally-aware economic success.

We will seek to enhance and improve the communities we serve, bringing people together to learn and to grow, while remaining agile and adapting to changing needs as we use our energy and resources.



Our Innovation & Growth Strategy seeks to enable regional growth and innovation through partnership, learning and skills development.

Ambition 2025

Our College has established a clear direction for the coming five-year period through our Ambition 2025 strategy.

As part of our Ambition 2025 Strategy, our Innovation & Growth Strategy will comprise 6 clear aims to enable regional growth and innovation through partnership, learning and skills development that will:

1. Grow productivity and the regional economy through better collaboration and partnership working
2. Champion skills for business innovation and a net zero economy
3. Be a catalyst for economic growth and entrepreneurship
4. Be agile and responsive to our communities
5. Grow our regional, national, and international partnership working
6. Raise the reputation and profile of the college.

Accountability and Review

The Vice Principal of Finance and Commercial Services is accountable for the Innovation & Growth Strategy, while the Director of Marketing & Commercial Services is responsible for activity and progress to achieve its aims. The Finance, Growth & Procurement Committee of the Board of Management is the scrutinising body which will receive regular reports on projects and performance indicators to ensure progress is achieved.

The following pages contain a summary of the aims and objectives which support the Innovation & Growth Strategy. Each year, an Operational Plan will be produced to illustrate how planned projects progress the strategy and reports on this plan will be provided to the Finance, Growth & Procurement Committee for scrutiny.



Our Strategic Aims



1

Grow productivity and the regional economy through better collaboration and partnership working

- » Work with partnership organisations to identify training needs required in local economy and distil these into a training provision that is designed to help foster growth.
- » Align our course offerings against the requirements identified within regional skills assessment publications.



2

Champion skills for business innovation and a net zero economy

- » Offer new and innovative courses in green energy & enterprise.



3

Be a catalyst for economic growth & entrepreneurship

- » Inspire innovation through offering training in pioneering the latest technology.

4 Be agile and responsive to our communities

- » Respond to regional economic and skills requirements as they adapt.



5 Grow our regional, national, and international partnership working

- » Expand tertiary education partnerships and commercialise college assets.



6 Raise the reputation and profile of the college

- » Position the college as the study destination of choice for southwest Scotland to attract and retain learners

AIM 1

Grow productivity and the regional economy through better collaboration and partnership working

Mechanisms & Measurements	20/21	21/22	22/23	23/24	24/25
Work with partnership organisations to identify training needs required in local economy and distill these into a training provision that is designed to help foster growth.	Roll out contribution - based reporting across all departments.	80% alignment with regional skills need	90% Alignment		
Align our course offerings against the requirements identified within regional skills assessment publications.	establish baseline against regional skills need				

AIM 2

Champion skills for business innovation and a net zero economy

Mechanisms & Measurements	20/21	21/22	22/23	23/24	24/25
Offer new and innovative courses in green energy & enterprise.	Development of baseline of course delivery capacity and potential courses from Green Skills Academy	10% increase on baseline - target to be reviewed depending on baseline	20% increase on baseline - target to be reviewed depending on baseline	30% increase on baseline - target to be reviewed depending on baseline	40% increase on baseline - target to be reviewed depending on baseline

AIM 3

Be a catalyst for economic growth and entrepreneurship

Mechanisms & Measurements	20/21	21/22	22/23	23/24	24/25
Inspire innovation through offering training in pioneering the latest technology.	Develop a strategy and baseline for a series of events to promote entrepreneurship in conjunction with local businesses / college alumni	Support a minimum of 2 events per year	Support a minimum of 3 events per year	Support a minimum of 4 events per year	Support a minimum of 5 events per year

AIM 4

Be agile and responsive to our communities

Mechanisms & Measurements	20/21	21/22	22/23	23/24	24/25
Respond to regional economic and skills requirements as they adapt.	Develop policies and procedures to create, deliver and or promote a course offering	Volume of solutions delivered as a % of leads (within capacity constraints) - Target 30%	Volume of solutions delivered as a % of leads (within capacity constraints) - Target 40%	Volume of solutions delivered as a % of leads (within capacity constraints) - Target 50%	Volume of solutions delivered as a % of leads (within capacity constraints) - Target 60%
	Develop a pricing and promotion model to quickly assess / Establish a baseline of delivery capacity				

AIM 5

Grow our regional, national, and international partnership working

Mechanisms & Measurements	20/21	21/22	22/23	23/24	24/25
Expand tertiary education partnerships	Establish baseline of current partnerships & current regions served	Increase partnerships by 10% from baseline	Increase partnerships by 20% from baseline	Increase partnerships by 30% from baseline	Increase partnerships by 40% from baseline
		Growth into one region above baseline	Growth into two regions above baseline	Growth into three regions above baseline	Growth into four
Commercialisation of College Assets	Establish a holistic view of the College assets for leverage of income generation / development of partnerships.	Increase current offerings to existing clients by 5% from baseline	Increase current offerings to existing clients by 10% from baseline	Increase current offerings to existing clients by 15% from baseline	Increase current offerings to existing clients by 20% from baseline


AIM 6

Raise the reputation and profile of the college.

Mechanisms & Measurements	20/21	21/22	22/23	23/24	24/25
Position the college as the study destination of choice for southwest Scotland to attract and retain learners.	Plan, develop and deliver marketing activity to promote our courses and services to tangibly attract students and capture business	Establish baseline of weekly average numbers of users visiting the college website for possible acquisition intent.	10% growth in number of average weekly acquisition visitors vs baseline.	15% growth in number of average weekly acquisition visitors vs baseline.	20% growth in number of average weekly acquisition visitors vs baseline.
	Proactively submit the college and its students or staff as an entrant for accolades and awards	College recognised as a credible entrant for awards with a minimum of 2 awarding bodies.	College submitted as a credible entrant for awards with a minimum of 3 awarding bodies College shortlisted for at least 1 award.	College submitted as a credible entrant for awards with a minimum of 4 awarding bodies College shortlisted for at least 2 awards.	College submitted as a credible entrant for awards with a minimum of 5 awarding bodies College shortlisted for at least 3 awards.

Stay one 
step ahead.

Dumfries and Galloway College

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