STRATEGIC PLAN 2020-2023

TEK
STEP TO UOW
BACHELOR OF BUSINESS
For over 30 years, UOW College Australia has helped more than 30,000 students from over 70 nations pursue their education and career goals.

An integral unit of the University of Wollongong, UOW College Australia maintains a broad portfolio of courses that complements the University’s growth and outreach strategies.

Our range of courses, approach to education and support framework are tailored to meet the needs of a diverse cohort of domestic and international students.

This 2020 – 2023 Strategic Plan highlights four principal areas of focus: student learning, the student experience outside the classroom, our people & culture, and sustainable growth. It embeds the student experience as the foundation stone upon which our continued success will be built.

Our Strategic Priorities map out how we, as a leading University College, will continue to be a great place to study and work well into the future.

Felix Lanceley
General Manager
UOW College Australia
UOW VISION
Inspiring a better future though education, research and partnership.

UOW COLLEGE AUSTRALIA VISION
To be a leading University College that empowers our students for future learning and work.

UOW COLLEGE AUSTRALIA MISSION
UOW College Australia provides a supportive learning environment where students build skills and knowledge through our delivery of quality English language teaching and testing, vocational courses and academic pathway programs. As an integral and strategic unit of the University of Wollongong, UOW College Australia enables our students to meet their personal, educational and career goals.
GOAL 1
EMPOWERING LEARNING EXPERIENCES
1.1 Engage students in stimulating, supportive and empowering educational experiences using best practice approaches to teaching, learning and assessment.
1.2 Anticipate and respond to the changing needs of students by adapting our portfolio of programs to maximise learning, future study and employment outcomes.
1.3 Ensure the highest standards of academic quality and integrity in all aspects of teaching and learning.

GOAL 2
A TRANSFORMATIVE STUDENT EXPERIENCE
2.1 Engage students as trusted partners in a comprehensive and integrated student experience which focuses on their wellbeing and academic success.
2.2 Provide sector-leading personalised support to our students by leveraging a range of learning analytics, diagnostic tools, and staff expertise to maximise student outcomes.
2.3 Promote a respectful, inclusive, diverse and safe environment in which the needs of the student are always paramount.

GOAL 3
PEOPLE AND CULTURE
3.1 Provide effective leadership at all levels with clear lines of decision making and open communication.
3.2 Engage staff in the development and implementation of a Professional Development Plan designed to nurture their skills and talents.
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3.4 Build leadership capability and bench strength through a range of development and talent management initiatives.

GOAL 4
GROWING, SUSTAINING AND BUILDING
4.1 Competitive positioning of our brand at a national and international level following an evidence-based marketing strategy.
4.2 Maintain strong and sustainable systems and processes.
4.3 Establish the College as a core unit of the South Western Sydney campus, contributing to the growth of the campus and partnering in an integrated student support model.

STRATEGIC PRIORITIES
– Implement alternative best practice delivery models and programs for pathway students.
– Maximise student success through a cohesive and comprehensive digital learning strategy.
– Implement a quality framework for vocational programs to ensure consistently high standards across all course and assessment materials.
– Develop vocational microcredential options.

STRATEGIC PRIORITIES
– Develop and implement student experience and support strategies to maximise student success and graduate effectiveness.
– Implement the recommendations of UOW’s Reconciliation Action Plan.
– Establish the College as a core unit of the South Western Sydney campus, contributing to the growth of the campus and partnering in an integrated student support model.

STRATEGIC PRIORITIES
– Develop and implement a safety and wellness plan.
– Engage staff in the development and implementation of a Professional Development Plan designed to nurture their skills and talents.
– Build leadership capability and bench strength through a range of development and talent management initiatives.

STRATEGIC PRIORITIES
– Continue to grow international student pipeline onshore and offshore.
– Continue to expand our portfolio of programs and pathways to university, onshore and offshore.
– Ensure sustainability through identifying and implementing process and system efficiencies and effectiveness.
– Create greater equity for students through diversified funding models.

STRATEGIC PRIORITIES
– Total domestic student enrolments
– Total international student enrolments
– Net operating profit as a percentage of net operating revenue
– Proportion of employee related costs to total expenditure

MEASURES OF SUCCESS
– Student retention, progression and completion rates
– Student satisfaction with learning experience
– Student performance at UOW

MEASURES OF SUCCESS
– Student retention rate
– Student satisfaction with overall experience
– Student engagement with student services

MEASURES OF SUCCESS
– Staff satisfaction rate
– Staff retention rate
– Average lost time injury rate
– % female staff in leadership roles

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