

## Introduction

The Board have spent 2010 focusing on reviewing the Strategic Plan of 2008-2013 and developing a Vision, Mission and Values for the EAUC. To be transparent to our Members we are sharing the agreed Strategic Framework to 2013. Work is still to be done on setting Key Performance Indicators (KPI's) and establishing the Enabling Strategies. We will also keep Members informed through quarterly updates on progress.

## Background

We have developed a Strategic Framework to illustrate how we are going to deliver the Strategic Aims to 2013 as well as providing a reporting tool for the Board.

4 Core Strategic Themes have been developed which reflect our operations. From these Core Strategic Themes, Enabling Strategies will develop. Enabling Strategies are cross theme strategies. The table below demonstrates this:

Strategic Themes	Enabling Strategies				
	Human Resources	Communications & IT	Finance	Quality	Business Operations
Membership	✓	✓	✓	✓	✓
New Business Development	✓	✓	✓	✓	✓
Stakeholder Engagement	✓	✓	✓	✓	✓
Products & Services	✓	✓	✓	✓	✓

Each Core Strategic Theme is related back to the Strategic Objectives within the Strategic Framework. Each Core Strategic Theme has Strategic Actions with KPI's and Timelines and will have a Red, Amber, Green (RAG) status reporting feature.

Each Core Strategic Theme has identified Risks with overarching risks highlighted as Strategic Risks. The Risks identified will be updated following a Audit Committee Risk Review.

## How Members are Updated

This plan will be updated quarterly and will be available on our website as part of the Board Meeting papers and minutes.

If you have any queries regarding the Strategic Framework or the work of the EAUC Board please contact Fiona Goodwin on [fgoodwin@eauc.org.uk](mailto:fgoodwin@eauc.org.uk)

# EAUC Strategic Plan 2011-2013

## **Our Strategic Framework**

### **Our Vision**

Our vision is a university, college & learning and skills sector where the principles & values of environmental, economic & social sustainability are embedded

### **Our Mission**

We will lead, inspire & equip Members & stakeholders with a shared vision, knowledge & the tools they need to embed sustainability within curriculum and operations

### **Our Values**

**Leadership and Service for Sustainability** – with humility, honesty and integrity, as a role model, we inspire change and challenge unsustainable practice

**Partnership and Independence** – benefiting from our autonomous position we value collaborative networks and partnerships

**Commitment and Creativity** - as one team, we bring a potent mix of optimism, determination, innovation and dynamism to solving problems

**Listening, Understanding and Learning** – we continually learn, account for and improve our organisation through the knowledge and initiative of our members, staff, trustees and other stakeholders

### **Overarching Strategic Aims**

1. That the entire sector in the UK are members of the EAUC, with membership benefits and influence felt throughout each institution
2. That members and sector stakeholders are empowered to embed sustainability into strategic, curriculum and operational decision making
3. That the EAUC remains forward thinking, pro-active and can influence current thinking in sustainable development and how it relates to the sector
4. That the EAUC creates strong, meaningful, external linkage and partnerships covering all aspects of sustainability of benefit to the sector
5. That the EAUC runs a financially, socially and environmentally sustainable business supporting the sector for long term benefit

### **Core Strategic Themes**

- Membership Strategy
- New Business Development Strategy
- Stakeholder Engagement Strategy
- Products & Services Strategy

### **Enabling Strategies**

- Human Resources
- Communications & IT
- Finance
- Quality
- Business Operations