



ETC International College

Mission Statement

April 2024

Our Vision

To be a world-class college for international students.

Our Mission

To offer a highly personal, intercultural learning experience for international students, creating a safe and engaging environment that offers interactive and productive learning opportunities and leads to academic or employment success. To help our students to achieve their personal goals in life, in their studies and careers.

Our Goals and Values

At ETC International College, we are:

Committed to your success

With small class sizes (particularly when compared to state schools, FE colleges and universities) and intensive courses designed to meet every student's needs, you can meet all of your learning goals while enjoying a memorable, personal and satisfying experience.

Part of a collaborative team

From teachers to students to hosts, we work together to create a welcoming, safe, and productive journey for everyone involved.

Student-focused

Our courses, facilities, and staff meet the highest standards to produce the best results. You'll find respect, integrity, and excellence in every area of our operations.

Experience-Driven

You learn better when you are engaged and motivated, so we are dedicated to creating a valuable intercultural experience for our students. Our courses should be stimulating and enjoyable, keeping students interested and engaged through even the most challenging lessons. Students should experience real British culture, make new friends, and create unforgettable memories of their time with us.

Designed with your future in mind

No matter how long students stay with us, we know that our programme is a small part of their goals and plans. We will help students to develop life-long learning skills, practical knowledge, and strong relationships to help them continue on their academic and career journey.

Our Challenge

As part of our re-visioning for the future, the College's Board of Governors issued a Challenge to the Academic Management and Marketing Teams to:

- Provide an excellent learning experience for our students.
- Generate a surplus to create a continuous investment cycle through efficient use of our assets.
- Deliver skills in line with local, national and international needs.
- Create a culture of trust in which staff feel highly valued, respected, rewarded and empowered.

This document (and the actions that flow from it) is the College's strategic response to that Challenge.

Our key projects and activities

Having set out our ambitions and analysed our current position, we now arrive at the programme of work that we believe will move us towards where we aspire to be.

Outstanding Brand and Reputation

Develop and implement a Marketing Strategy

Strengthen our relationship with local schools, colleges and universities

Improve our customer relationship management

Strengthen the depth of our relationships with leaders and large employers in our primary industrial sectors.

Developing Responsible, Respectful and Active Citizens

Develop and implement a Careers AND Courses approach

Establish upward progression pathways

Develop a Student-centred, Employer-informed curriculum.

Outstanding People and Culture

Develop high quality leadership at all levels

Develop individual and collective performance

Improve mechanisms to recruit and retain staff

Develop staff communication and engagement.

This version updated April, 2024 Board of Governors

Next update due April 2027