

Appendix 2

Strategic Plan 2025 -2030 and Values Launch

Overview

The College strategic plan, including the refreshed values, will be ready to launch from December 2025.

In addition, the Economic & Wellbeing Impact Report (EWIR), commissioned from Bigger Economics, will be launched at the Scottish Parliament round table event on 19th November and can be included within our external media activity after this date.

Below are our key audiences for communications and an order of priority for each, in terms of how important and receptive the audience is likely to be towards each message. For each, it is based on, why are you telling me this? what am I going to do with the information? how will the information shape my relationship with the College? – for example, help me to understand the direction the College is headed; empower me to hold the College to account; give me an idea for a partnership or media story.

Assets

To support the communication, the assets to be created could include:

*All assets would be added to the website at the appropriate point

Video of JC introducing Strat Plan and values, with mention of some key take-aways from EWIR, video could be filmed in 4 locations to reflect each Strategic Ambition with JC summarising the plan for each ambition (1.20min – intro 20 secs; ambitions 20 secs each; call to action 20 secs)

- Our Students - library area at SB
- Our Partners - at nearby McTaggart construction site
- Our People - EEC with staff in background
- Our Place - at Rosemount Learning Centre

Video clips of four values ambassadors talking about one value each and why it is important to Kelvin, what it means in practice

Background briefing (2 pages) with expansion of the corporate mini brochure to include key asks and EWIR key points, a leave-behind at round table and wider partnership distribution after 19/11.

Staff news article on intranet news with Strat Plan document; Background Briefing document, link to JC Strat Plan video; link to values video clips

Values graphic to depict the four values, and sub statements. This can be used in its simplest form with the four values all the way through to displaying the behaviours associated with the values.

Corporate mini brochure – digital version for staff and stakeholder distribution, displaying Kelvin's key strengths.

Internal audiences:

Audience:	Priority order:	Activity:
Staff	1. Strategic Plan 2. Values 3. EWIR	• Digital copy of Strat Plan emailed to All Staff, with cover note from JC, outlining the key messages and link to short video. • Launch of values, background to values created with extensive staff input using detailed values graphic; link to Values video clips – consider a short PPP showing logical process and outputs. • Share background document from round table with EWIR key findings
Current students	1. Values 2. Strategic plan 3. EWIR	• Posters for campus notice boards and on-campus screens displaying values • Posters for campus notice boards and on-campus screens displaying new Strat Plan • Selected key messages from EWIR, focusing on Wellbeing

External audiences: (assume Board is covered via scheduled Board meetings and sign off)

Audience:	Priority order:	Activity:
Elected Members	1. EWIR 2. Strategic plan 3. Values	• Round table event for attendees – briefing document • Wider circulation of briefing document and Strat Plan with video link to non-attending elected members on stakeholder database
Stakeholders- business/community partners/schools/ trade organisations etc.	1. EWIR 2. Strategic plan 3. Values	• Circulation of briefing document and Strat Plan to all stakeholders with link to video clip of Strat Plan and Values videos
Media	1. EWIR 2. Strategic plan 3. Values	• Media briefing paper outlining detail of EWIR, extract aspects of the report and blend with key ambitions from the new Strat Plan for target media including: - Mainstream news, Education corrs. and Business corrs. We would extract specific aspects of the report and create multiple stories to propose to target key media/corrs based on core messages