Self-regulation and reputation

Stephen Bartle
Business Development Director, LSN

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Themes

- Some thoughts on FE sector reputation
- It’s really all about individual college reputation
- How does self-regulation fit in?
- Some conclusions

Scope of the challenge

- Low profile
- Lack of control
- Unclear purpose, unfocused mission
- Undervalued workforce
- Different names for the same thing

What’s in a name?

- Further education sector
- Learning and skills sector
- Post-16 education and training
- Further education and skills

It’s in our hands

- Individual college performance
- Customer experience
- Teaching and learning quality
- Responsiveness to local community and business

Self-regulation

- Creates a stronger platform to build reputation
- Puts colleges in charge of their own destiny
- Greater control of the product and how it is delivered
- Responsibility for self-improvement

HE model

- Strong independent institutions
- Awarding body powers
- Underpinning funding agency

Conclusions

- No national brand
- Enhance colleges' strategic role and increase control
- Interface with customer is crucial – build morale and inject fresh talent
- Support staff in communications and marketing roles