

**EMPLOYER
ENGAGEMENT
STRATEGY**

2026
2030

INTRODUCTION

The new college vision ‘unlocking potential, enabling success’ reflects our belief that education has the power to change lives.

This Employer Engagement Strategy 2026-2030 is one of a number of supporting strategies enabling the delivery of this vision.

WEST COLLEGE SCOTLAND STRATEGIC AMBITION AND OBJECTIVES

Strategic Ambition, align our learning with employer needs to satisfy future skills demand.

Strategic Objectives:

Industry First Partner

Our commitment is to develop and engage our students, partners and people in our region and beyond through:

- Prioritising and planning
- Listening and enabling
- Collaborative partnerships

Mould the Future

We will support the future as a critical partner who positively influences change, delivering new solutions through:

- Understanding and proactively satisfy partner needs
- Fostering innovation through data and collaboration
- Shaping a responsive and future-ready ecosystem

Exceptional experiences

We are driven to deliver excellent quality and engaging learning and teaching, challenging students to reach their peak, achieve and flourish. We enable experiences through:

- Tailored and equitable approaches
- Individualised and welcoming approaches
- Igniting potential and nurturing dreams

EMPLOYER ENGAGEMENT STRATEGIC AMBITION AND OBJECTIVES

Our Ambition

- Establish and champion collaborative and regionally significant alliances that create a skills offering aligning with the priority sectors of the West region.
- The Employer Engagement Strategy 2026-2030 will maximise a greater collective regional impact enhancing income streams for the College and ensure we are the regional Industry First Partner of choice across our priority sectors.



1. Industry First partnerships

Robust collaborative relationships with our critical employers and stakeholders are fundamental for realising this Employer Engagement Strategy 2026-2030. In expanding our active collaborations within priority sectors, we will:

- Better explore the changing shape of our regional economy, identify and enhance our understanding of priority and growth sectors within local economic dynamics
- Connect with industry through robust stakeholder engagement planning for growth, supported by appropriate tracking and monitoring
- Implement career-connected pathways tailored to distinctive needs of employers within apprenticeships and upskilling/reskilling programmes.

2. Mould the future

It is critical that our offering has flexibility and adaptability to support ever-changing needs to result in sustained economic growth. In delivering our collaborative employer alliance approach, we will:

- Maintain a flexible and adaptive relationship to meeting skills needs and place the college at the centre of achieving this through technological innovation, leveraging technology to enhance learning, teaching and our entrepreneurial activity
- Enable and advance innovation and DIGMEL skills across our offering as shaped by employer data to satisfy their needs
- Reshape and reposition our offering to reflect upskilling and reskilling needs of our partners mirroring our regional demographic changes.



3. Exceptional experiences

Delivering our Transformative experiences ensures we are recognised as Industry First and the choice partner, we will:

- Cultivate authentic relationships with our partners resulting in successful connected experiences, celebrating and sharing our regional successes
- Focus on fulfilling student and employer expectations by delivering individualised and tailored courses
- Create positive learning and teaching environments with pedagogy that builds students' capabilities to thrive and be successful

Monitoring and Review

The Strategic Objectives will be achieved through successful delivery of a range of performance measures included within and reviewed by the SLT performance report.



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