

English UK Strategy

2018 - 2020

UK ELT is operating in a challenging environment. As the industry's trade association, English UK must provide strong leadership. We want to help our members and the wider industry to succeed in a tough operating environment, representing their interests at all levels.

Our strategy for the next three years is therefore formed of five strong pillars that will build robust and wide-ranging intelligence about all our markets, and allow innovation in how we operate and support all our members.

Our mission

To lead the UK ELT industry to success, through innovation and intelligence

Our vision

To provide a high-quality service to our members to ensure the industry delivers the best possible student experience, and to speak for UK ELT at the highest level of influence

Our aims

Quality	<i>to support, develop and promote the quality of UK ELT to maximise the student experience and sustain our reputation</i>
Intelligence	<i>to build a comprehensive intelligence base which helps us and our members to make evidence-informed decisions backed by robust insight and data</i>
Promotion	<i>to maximise business opportunities for our members and the wider UK ELT sector through targeted promotional activity, led by intelligence</i>
Membership	<i>to serve all our members by building a proactive, responsive and sustainable membership association</i>
Public affairs	<i>to be the voice of the industry, involving the widest possible group of stakeholders in our campaigning</i>

Quality

To support, develop and promote the quality of UK ELT to maximise the student experience and sustain our reputation

- We will ensure the accreditation of UK ELT is fit for purpose
- We will deliver relevant professional development to support the industry as it moves into new markets and methods of delivery
- We will support the industry with expert guidance and consultancy

Intelligence

To build a comprehensive intelligence base which helps us and our members to make evidence-informed decisions backed by robust insight and data

- We will own the most authoritative data on the UK ELT industry
- We will create a comprehensive knowledge base of market intelligence for our members
- We will research specific markets to investigate business opportunities for members

Promotion

To maximise business opportunities for our members and the wider UK ELT sector through targeted promotional activity, led by intelligence

- We will position English UK at the heart of our international education sector by establishing StudyWorld as the national trading event for all UK education exporters
- We will lead the UK ELT sector to success by supporting the development of productive relationships with global agencies and buyers
- We will lead the development of direct channel activities to complement the important and continuing role of educational agents

Membership

To serve all our members by building a proactive, responsive and sustainable membership association

- We will ensure our activities meet members' needs
- We will grow a dynamic membership community
- We will sustain and grow our membership
- We will ensure the rules and regulations of membership are fit for purpose

Public affairs

To be the voice of the industry, involving the widest possible group of stakeholders in our campaigning

- We will be the voice of the membership and the wider UK ELT industry
- We will maximise our influence by positioning English UK at the heart of UK ELT and the wider international education industry
- We will engage more with English UK members in public affairs
- We will maximise media coverage of English UK and UK ELT



Foundations

To achieve these aims, English UK must be well-governed, communicate effectively with all stakeholders and manage its resources in terms of staff, finance and estate well.

Governance

To ensure robust and comprehensive governance of the association

- We will ensure English UK meets its charitable objectives
- We will ensure English UK complies with all current government regulations
- We will ensure English UK is protected from risk
- We will ensure proper oversight of operations by the Board of Trustees
- We will enhance member involvement in the strategic direction of English UK

Communications

To ensure the English UK brand reflects our values and benefits members

- We will build trust with members and the wider industry
- We will be the relevant source of information for members
- We will raise the profile of English UK within the wider industry and more generally
- We will increase English UK's online presence, both on and beyond English UK platforms
- We will ensure communications focus on the needs of our members.

Resources

To develop and sustain our resources so we can deliver our objectives to maximum benefit for members

- We will ensure the association has a clear strategic direction
- Our objectives will be delivered by a motivated and committed workforce
- We will deliver value and benefit to members