

# Strategic Plan

2021 – 2025



The Women's College

within The University of Queensland

ready to lead

## Our Vision

Empowering women to lead lives of meaning and purpose.

## Our Purpose

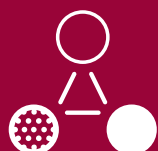
To create an inclusive and supportive community that enables our students to discover their potential, build confidence and leadership skills, and form connections for life.

## Our Values



### Community

Providing a vibrant and collegiate environment of friendship and support.



### Diversity

Respecting and seeking to understand different backgrounds, recognising the unique talents, perspectives and experiences of all people.



### Empowerment

Valuing one another and providing the information and encouragement needed to achieve results.



### Excellence

Inspiring and achieving success at the highest level in all pursuits.



### Integrity

Consistently doing what is moral, just and fair in every situation.



### Respect

Acting with mutual regard, inclusivity and acceptance.

## Strategic Goals

### 1. *Student Experience*

- » Enrich the Pastoral Care program
- » Deliver the best quality experience of College life
- » Emphasise the rich tradition and enhance the unique College culture
- » Advance the Ready to Lead program
- » Increase access for all potential Residents
- » Strengthen the Associate program

### 2. *Investment in Infrastructure*

- » Upgrade and refurbish assets
- » Prioritise investment in income (surplus) generating assets
- » Enhance AV systems and processes
- » Maximise the use of assets
- » Enhance environmental sustainability of the College

### 3. *Connected Wider Community*

- » Build on and reconnect with the Alumnae and Friends community
- » Enhance relationship with UQ and other Brisbane universities
- » Build new relationships and strengthen existing ones with all other stakeholders
- » Enhance the culture of philanthropy (fundraising/donor strategy)

### 4. *Financial Sustainability*

- » Grow Alternative Revenue Sources
- » Increase student residential revenue (core revenue)
- » Manage and control expenditure
- » Grow cash reserves

### 5. *Brand Awareness*

- » Clarify and communicate unique points of difference
- » Strengthen the digital engagement strategy
- » Identify new markets for residential students
- » Identify new opportunities to raise brand awareness