

UWC National  
Committee of  
Great Britain

# STRATEGY

2022 - 2025



UWC

GREAT BRITAIN  
NATIONAL COMMITTEE

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# Foreword from the Chair

Thanks to a great team effort in developing this document and with the support of all UWC Great Britain Directors and Trustees, here is our three year strategy to 2025.

We've tried to keep it simple, deliverable and something we can refer back to regularly, develop occasionally and be proud of delivering against.

We would value your comments and input to keeping our strategy alive, enabling the growth and development of the National Committee and its functions. We want this to be both exciting and pleasurable to deliver against.

Thank you so much to all who have helped to put this UWC Great Britain strategy document together, particularly Anna, Chris, Emma and Tegan, for planning and coaching us through the sessions that have helped us make it this far.

Let's make it happen!

Hugh

Hugh Davies  
Chair, UWC Great Britain  
June 2022



# Executive summary

UWCGB continues to grow swiftly and we are excited to continue to develop the organisation so that we can better deliver our core mission and functions whilst increasing our capacity going forward.



The UWCGB Board of Trustees ('the Board') is proud to present UWCGB's strategy for 2022-2025, which sets out UWCGB's mission, vision and values, along with its strategic pillars and targets for the upcoming years. These goals continue to be centred around building organisational capacity and efficiency, delivering our core functions and developing stronger relationships to catalyse our other goals.

By delivering this strategy, we will continue UWCGB's fantastic work and ensure that our core functions continue to be delivered effectively as we build our capacity and grow, enabling UWC to reach and remain connected with more and more people throughout Great Britain, whatever their UWC affiliation.



# Our Mission, Vision & Values

Our **MISSION** is to enable access to UWC for the widest possible range of students from Great Britain and support our growing UWC community.

In so doing, our **VISION** is to promote idealism and action through education for a peaceful and sustainable world, in line with the greater UWC vision.

In our work, we will be guided by our **VALUES**, which are to support commitment and service in a respectful, diverse and dynamic organisation.



# Organisational objectives

Following the formulation of UWCCGB's new mission, vision and values in early 2022, the Board identified the areas of development that will allow UWCCGB to deliver its mission in the best possible way in 2022-2025.

Across the next three years, UWCCGB will focus on the following organisational objectives:



Reaching a diverse range of young people to best represent Great Britain at UWCs around the world;



Enabling access to UWCs through an increasing scholarship fund; and



Sustaining the UWC experience by connecting prospective students, alumni and parents as part of a growing UWC community in Great Britain.





The Board is aware that there is sometimes confusion around who the constituents of UWCCGB are or can be. We fundamentally work to the principles that if you are based in Great Britain (permanently or temporarily) and you have an affiliation with UWC, you are part of our community. Equally, if you have an affiliation to UWCCGB but are located elsewhere in the world, you are welcome as well. For the avoidance of doubt, you can always find the criteria for membership of UWCCGB in our [organisational bylaws](#).

The Board has identified a firm course to support these strategic pillars as detailed in the following sections. The entirety of UWCCGB will work together across our teams to achieve these goals. We welcome support and challenge from our volunteers, members and wider stakeholders to continuously push us forward and help us build a stronger and more connected UWC community in Great Britain.

UWCCGB's work is carried out by a number of teams:




## Data Protection & IT

The Data Protection & IT team coordinates and manages UWCGB's data and IT systems

## Finance

The Finance team sets and manages UWCGB's money and budget



## Fundraising

The Fundraising team raises funds for scholarships and to support the running of UWCGB

## Governance & Strategy

The Governance & Strategy team coordinates UWCGB's strategy development and ensures that UWCGB has effective governance policies and procedures in place



## Health & Wellbeing

The Health & Wellbeing team supports students and parents of students nominated by UWCGB during the student's time at a UWC school or college



## Membership & Engagement

The Membership & Engagement team recruits new UWCGB members and works to engage them through organising regular events

## Promotions

The Promotions team promotes UWC to potential applicants and candidates across Great Britain

## Selections

The Selections team coordinates the process of selecting students to be nominated by UWCGB to attend UWC schools and colleges and UWC short courses around the world

## Volunteer Coordination

The Volunteer Coordination team supports UWCGB's teams in finding and onboarding new volunteers, and supporting its existing volunteers



# Delivering fair UWC Selections and scholarships

Selecting new UWC students is an integral part of being a UWC National Committee and is a responsibility that UWCGB takes very seriously. It is important that we continue to facilitate and deliver an effective and fair process to do this. In addition, it is paramount that students are supported with needs-based scholarships.

In 2022-2025, we will continue to review and improve our approaches to promoting UWC to potential applicants, selecting candidates, and raising and allocating funds to support any selected candidate in being able to attend, irrespective of need.



This means we will:

Build our Selections capacity to support and continually improve the processing of more UWC applications.

We will continue to build on our existing process, having learnt a large amount from the online-only approaches required over the last two years. We look forward to integrating these learnings as the landscape continues to evolve and remain deeply committed to ensuring a fair and equitable application process whilst ensuring we can support a higher number of candidates.

Raise more money for scholarships to support students selected and nominated to UWC colleges by UWCGB, and to support UWCGB's core administrative work.

We have now been fundraising for two years, raising over £30,000 in the process. Expanding our capacity and capabilities in this area is a key focus for the organisation. We would welcome suggestions, help and support on the best ways we can do this from our members or others who would like to get involved!





## Community-building

Great Britain is fortunate to have a large UWC community, consisting not only of UWC students and alumni nominated by UWCCGB, but also of students and alumni nominated by other national committees, parents of UWC students or alumni, UWC short course participants, and current and former UWC staff members. Engaging this community, and providing opportunities for others not in this group to engage with UWC, is a core tenet of UWCCGB's work and ensures the UWC spirit is strong in Great Britain.

In 2022-2025, we will:

### Deepen our relationship with other UWC entities.

UWCCGB has strong relationships with other UWC entities, including UWC International, UWC Atlantic College, ongoing and new UWC short courses, and other National Committees, to name a few. It is important for UWCCGB's continued growth and success to maintain and continue to build those relationships in appropriate ways.





## Build our membership.

UWCGB currently has over 100 members. UWCGB's members are eligible to vote at its AGMs - in addition to engaging with UWCGB at its AGM, many of UWCGB's members support the charity's work and scholarships for future students by paying membership dues and/or volunteering with us.

Our Membership & Engagement team, supported by our Membership, Engagement & Fundraising Coordinator, recruits new members for UWCGB and aims to engage them by hosting regular events. There are hundreds of UWC students, alumni, family members, staff members and UWC short course participants that UWCGB can engage with; the task will be to reach them and to sufficiently engage them so that they want to be a part of our activities and mission. If you're reading this strategy, you're already engaging with UWCGB and we thank you for that! Can you share this document with a co-year or UWC friend to help us spread the mission further?

In the next three years, we will increase UWCGB's membership by promoting membership to eligible people and hosting events aimed at members and potential members. We will particularly focus on delivering our first multi-tier membership offering, providing different opportunities for community members to engage with UWCGB and the UWC community in Great Britain. This will also enable the organisation to support greater operational strength and resilience in the organisation and, of course, support future students' financial needs.



## Grow our volunteer community.

UWCGB currently works through nine teams (as outlined previously), over 50 year-round volunteers (who assist with everything from supporting our current GB students to selecting the next cohort of UWCers and means-testing UWCGB-nominated students), and a further ~40 Selections volunteers, who work with UWCGB to select the next cohort of UWC students during the annual Selections cycle. Our Volunteer Coordination team, supported by our Volunteer Coordination Assistant, recruits and onboards new volunteers, and engages existing volunteers.

In the next three years, we will increase the number of volunteers working with us - both the number of volunteers working with us on a year-round basis, and the number of volunteers working with us during the annual Selections cycle. In addition, we will monitor and continue to improve the UWCGB volunteer experience.

Our short-term goals are to:

- Bring on board additional trustees and operational team leaders to provide hands-on expertise in governance, strategy and all our key areas of focus;
- Build an efficient, experienced, ambitious and highly engaged fundraising team; and
- Support each team by providing learning and development opportunities for our volunteers in our areas of focus.





Our medium-term goals are to:

- Continue to build UWCCB's capacity to support increased outreach to potential UWC students in Great Britain so that word gets out to the highest possible number of prospective UK candidates irrespective of social background and schooling;
- Increase UWCCB's capacity to support an increased number of UWC applicants;
- Build and maintain a strong pipeline of volunteer talent to facilitate effective growth for UWC GB; and
- To support continuity and succession planning over time.

We are committed to building a culture of continuous feedback and learning to help UWCCB continuously improve for our members, future applicants, and other stakeholders.



## Reach more potential students.

UWCGB's potential applicant outreach activities are coordinated and organised by our Promotions team. The Promotions team's outreach activities include: managing and updating UWCGB's social media accounts; paid social media advertisements; speaking to schools, educational fairs, and community organisations about UWC; and conducting 'Zoom In On UWC' webinars to provide further information about UWC to candidates.

In the coming years, the Promotions team will continue to promote UWC to potential candidates. In particular, it will focus on activities which increase the reach and visibility of UWCGB's social media, increase the number of candidates starting applications to attend UWC and increase the diversity of these candidates. We are excited to continue to develop data-driven approaches to support targeted advertising and outreach.

## Provide more opportunities for people in Great Britain to engage with UWC.

UWCGB is always looking for potential new ways to spread the word about UWC within Great Britain. As we continue to develop, we will identify and pursue further opportunities to promote UWC within Great Britain as relevant. We'd welcome your [feedback](#) and ideas on the best way to do this!



# Continuous organisational growth

Underpinning UWCCGB's three strategic pillars rests an underlying commitment to continue to strengthen the organisation and its work, enabling us to connect more and more individuals with UWC throughout Great Britain.

Many of the initiatives detailed in this strategy will be supported by continuous review of our operating model to ensure that we are structured in the best possible way to deliver upon our mission. As we continue to develop, we look forward to communicating how we will be growing and developing the organisation to our members and wider stakeholders.



# Seeking feedback

To facilitate accountability and transparency, this strategy will be put to UWCGB's membership for a non-binding vote of approval at [UWCGB's 2022 Annual General Meeting](#) (Sunday 11 September 2022).

The achievement of these goals and objectives are the responsibility of UWCGB's Board, and the Board will monitor UWCGB's progress against these goals and objectives on a quarterly basis, reporting to UWCGB's membership through its 2023, 2024 and 2025 Annual Reports.

Please direct questions about this strategy to [chair@uwcgb.org](mailto:chair@uwcgb.org) or [secretary@uwcgb.org](mailto:secretary@uwcgb.org).



We hope that laying out our aims and objectives makes clear that we have large aspirations for connecting UWC to as many people in Great Britain as possible.

We would really welcome anyone who would like to learn more about volunteering with the organisation (whether on a recurring or one-off basis) to get in touch with [volunteering@uwcgb.org](mailto:volunteering@uwcgb.org) or to reach out to any of the Trustees or team leads to ask about opportunities.



Website: [www.gb.uwc.org](http://www.gb.uwc.org)

Email: [info@uwcgb.org](mailto:info@uwcgb.org)



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United World College National Committee of Great Britain

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