



# Strategic Plan

## A vision for 2015-2020

### VISION

Our Vision is for every student to be the best that they can be.

### MISSION

Our Mission is to inspire creativity and nurture the global citizens and leaders of the future.

We will do this by creating joyful learning environments, led by a community of exceptional teachers, who bring out the best in every child through a personalised approach to learning and by inspiring curious minds.

#### CORE VALUES

- Inspiring minds
- Embracing individuality
- Leading by example
- Optimising our network
- Being accountable

#### CULTURE

- Welcoming
- Influential
- Responsible
- Caring
- Inclusive

#### PERFORMANCE

- Exceptional teachers
- Joyful learning environments
- Curriculum expertise
- Best value
- Exceptional achievement

### STRATEGIC INTENT

To be a key driver of best practice in teaching and learning.

### OUR 4 KEY PILLARS

(4 Strategic Objectives and 12 Strategic Goals)

#### 1 EDUCATION

*To establish ESF's model of education as relevant, on the cutting-edge of global innovation in education, producing excellent outcomes for our students.*

- Deliver exceptional learning outcomes for all students.
- Support professional thinking, practice and collaboration to ensure ESF delivers an education worth having now and for the future.
- Deepen partnerships across ESF schools and with parents and the wider community.

#### 2 ORGANISATION

*To operate as an efficient, effective and unified organisation, fully optimising our assets to enhance the provision of education, generating best value and developing ESF's presence as a leader in education.*

- Generate value by leveraging the economies of 'one ESF', a unified organisation.
- Develop products and services recognised as leaders in education that can be taken to the market.
- Expand and strengthen operations in alignment with market development and demographic shifts.

#### 3 COMMUNICATIONS

*To create and sustain a profile for ESF which positively and credibly differentiates ESF from competitors and leads to ESF being consistently recognised as the education system and employer of choice.*

- Broaden and deepen awareness of ESF's achievements with all key target audiences.
- Strengthen the visual connection between all ESF school identities and ESF, while preserving individual school identities.
- Establish a consistent, coherent and compelling presence for ESF in all its channels of communication.

#### 4 FINANCIAL SUSTAINABILITY

*To deliver financial security through a sustainable funding model.*

- Ensure sufficient support for future capital projects and expansion of the organisation.
- Ensure the operation is self-sustainable and being run efficiently.
- Establish a culture of gift-giving and fundraising to generate funds for activities within the organisation.

#### ENGLISH SCHOOLS FOUNDATION

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