

# Central Film School

## Institutional Strategy

2020 - 2022

Version 2



## Tell Your Story

---

## Who we are (Position)

Since being founded in 2008, Central Film School has provided students from all over the world with a practical education in filmmaking.

Having gained registration as an approved Higher Education Provider with the Office for Students in 2019, the School is now embarking on a new phase of growth, thus necessitating a reassessment of vision, mission and core values, and development of a supporting strategy.

Specific goals have been identified across departments and timescales — these key performance indicators will be the measure of success regarding this strategy's implementation.

**This plan will be reviewed in September 2020 and 2021, and a new plan will be launched in September 2022. It is intended that additional Teaching & Learning, People, Financial, Student Engagement, Industry, Internationalisation and Community Engagement strategies will be developed in the academic year 2019-20 to support and expand upon the overarching strategy and aims outlined in this plan.**

**WHO  
WE  
ARE**

# MISSION AND VISION

---

## Mission (Purpose)

Central Film School offers students a practical education in fiction narrative and documentary filmmaking.

We aim to give independent voices from all parts of society the skills and knowledge needed to tell their stories through film.

In addition, our goal is to effectively prepare students to enter the film industry and, ultimately, become leading innovators in their chosen field.

The School expresses this intent in its provision by committing to provide the following to students:

- A specialist filmmaking environment.
- Accredited and recognised highly practical programmes in filmmaking.
- Tutors who are current industry professionals.
- Small class sizes to ensure our students get maximum access to our resources, staff and industry-standard equipment.
- Excellent industry links through our staff, sister-companies, affiliated organisations and collaborative partners.
- Added extras for our students: production budgets and free access to equipment.

## Vision

To be regarded as one of the 'best' and most accessible film schools in the world. The School aims to grow so that it can facilitate intercultural exchange between independent filmmakers across the globe, empowering them to tell their stories.

# CORE VALUES

---

Central Film School's Core Values are a set of standards which apply to students, school staff and those connected to the school in other functions, such as the Advisory Committee and Board of Directors.

The below have been developed in consultation with students, staff and other stakeholders:

- Always strive to tell stories which are truthful and engaging.
  - Act with integrity when dealing with each other.
  - Encourage discourse and critique while respecting the beliefs and opinions of others.
  - Have a positive impact on the world through creative collaborations and community engagement.
  - Create work which is innovative and influential.
  - Provide and promote an environment which supports equality, diversity and accessibility for all the School's academic community.
- 



---

# Strategic aims and objectives



---

# Strategic Aims

---

**D**elighted Students:  
Achieving high levels of student satisfaction and increase brand awareness by communicating this satisfaction effectively. We recognise the fact that our small size means we are particularly well-placed to cater to the specific needs of international students.

**E**xcellent Attainment:  
Enable students to achieve excellent attainment through aligning learning outcomes with student and industry needs. This is best measured by the rate of graduates finding work in the industry and/or progressing to further education. Our methods of delivery and small size means we are well placed to provide additional support for students from diverse backgrounds and those with specific learning needs.

**P**roduce High Quality, audience-ready work:  
Ensure students have the best possible creative and technical training. Ensure students are facilitated, through input and support, to engage with festivals, markets and other avenues for distribution/dissemination to audience and understand what these bodies are looking for in terms of submissions.

---

## Objectives for 2020 - 2022

The below objectives have been set on the back of discussions with students, staff and other stakeholders:

- Achieve student feedback score of 5/6 across all programmes in 2019/20.
- Have 50% of graduation films from BA and MA programmes submitted to film festivals, with 25% being accepted, by 2020.
- Institute a Festival Committee to support this.
- Implement a five-year Access and Participation Plan by Autumn 2020 and achieve targets laid out in the plan.
- Establish sponsorship-partnerships with three film industry organisations.
- Have one film move into pre-production with Central Film Productions by 2021.
- Effectively track graduate outcomes and progression and achieve a rate of 95% of students entering the film/media industry or further education within six months of graduation.
- Identify a new, permanent, facility for the School by the end of 2021.
- Achieve a retention rate of 95% by 2022.
- Develop and implement an International Strategy for the School and brand by 2022.