



SAIMAA VOCATIONAL COLLEGE SAMPO STRATEGY 2022–2025

» MISSION

We build knowledge, wellbeing and vitality.

» VALUES

Person-centred
Joy of learning
Courage and trust

VISION



BOUNDLESS LEARNING AT SAMPO

– together we build a lasting future

FOCUS POINT 1

A TRANSFORMATIONAL ECOSYSTEM FOR LEARNING



We ensure an excellent customer experience for our students.

- We act according to our customer promises and develop our operations systematically based on the received feedback.
- We develop new ways of learning and new collaboration and learning models together with our students and the working life.
- We develop support measures for special needs students.



We develop our education products for the current and future needs of working life in a flexible and fast manner.

- We increase dialogue about the needs of working life and ensure that the education content fills these needs.
- We strengthen our international capabilities e.g. by offering training in English.
- We strengthen our forecasting expertise and make systematic use of the forecasting material.
- We recognise our attraction factors, make use of them and develop them further. We apply for various recognitions and awards.



We remodel pedagogy and education models to support learning led by the needs of working life.

- We develop online pedagogy, team learning, student entrepreneurial capabilities and language conscious teaching.
- We enable our students to take responsibility for their own learning.
- We move towards electronic learning materials.



We have diverse, efficient, safe and modern learning environments.

- We ensure healthy and safe learning environments.
- We enable learning that is unlimited by time or place.
- Together with working life, we add common learning environments in also new municipalities.

MEASURED BY

Student and working life feedback (ARVO/AMIS)

- study start [1–5]
- response rate of starting survey [%]
- study finish [1–5]
- response rate of finishing survey [%]

Working life feedback

- workplace supervisor feedback [1–5]
- response rate of workplace supervisor survey [%]
- workplace feedback [1–5]
- response rate of workplace feedback survey [%]

- Student employment rate [%] (OPH/Statistics Finland)
- Student placement in further study [%] (OPH/Statistics Finland)
- Students resigned for a negative reason [%]
- Students who applied to Sampo as their first choice/starting place after elementary school [> 1.0]
- Percentage of age group applicants to Sampo in the joint application system [> 50 %]

FOCUS POINT 2

DEVELOPING, COMMITTED AND WELLBEING STAFF

» Our staff is wellbeing and motivated.

- We are committed to the culture codes drafted together and we fulfil them day-to-day.
- We create a system of personnel incentives.
- We picture the employee experience path, recognise critical points, and develop processes related to the employee experience.

» We have an interactive and communal organisation and leadership culture.

- We strengthen the possibility for dialogue between staff teams across fields and units.
- We develop a leadership culture that enables an organisation that learns as a team.
- We apply for the Great Place to Work (GPTW) certification.

» Our staff keep their knowledge up to date and develops it.

- We visualise our capabilities with learning requirements and knowledge mapping, and analyse and utilise this information in the development of team knowledge and the transmission of silent information.
- Together with the working life, we develop different collaboration models, which ensure the upkeep of employee knowledge in practical skills.
- We use open badges to indicate the competency of employees.

» We recruit competent staff.

- We strengthen and develop our recruitment capabilities and unify practices.
- We develop our employer image and grow our visibility.

MEASURED BY

Staff survey measurements

- average of results about workplace wellbeing [1–5]
- average of results about leadership and interaction [1–5]
- response rate [%]

Team assessment parameters (to be defined later)

Employer image development (to be defined later)



FOCUS POINT 3

ENSURING SUSTAINABLE DEVELOPMENT

» ECOLOGICAL SUSTAINABILITY

Our goal is to achieve carbon neutrality by the year 2030.

- We investigate our carbon footprint and update current sustainable development action plans in use.
- We strengthen ecological sustainability competence.

MEASURED BY

- Common indicators for vocational education providers, where applicable (VASKI project)
- Carbon footprint

» ECONOMICAL SUSTAINABILITY

We ensure that the resources required by our activities will last for years to come.

- We systematically evaluate training methods and environments, performance and economy and we take the required development measures based on the analysis.
- We encourage educational product development.
- We grow resource effectiveness by switching to a learning team structure.

MEASURED BY

- Student years
- Staff expenses / study year
- Performance points
- Property expenses / study year
- Result for the accounting period (12 months or 3 year average)

» SOCIAL AND CULTURAL SUSTAINABILITY

We are an inclusive institution.

- We grow inclusivity with our culture principles and via team learning.
- We create an environment that supports equality and multiculturalism.
- We implement a plan for raising the salary of staff on the lowest salary.
- We increase student participation in decision making

MEASURED BY

- Staff and student survey results (average of questions measuring social and cultural sustainability)

EDUSAMPO OY STRATEGY 2022–2025



EDUSAMPO'S OPERATION MODEL

We promote work productivity for staff, businesses and society.

» OBJECTIVES

- We create a future of places for collaboration and learning.
- We generate added value with strong performers locally, nationally and internationally.

» ACTIONS

We increase our visibility and brand recognition by targeted marketing.

- Based on online shop analytics, we evaluate the situation and define key target groups 2022-2023, picturing the target situation for the year 2025.

We network and connect operators on different levels by actively initiating collaboration.

- New approaches for workforce training quality development through dialogue 2022-2023.
- Staff training activities will be diversified.

We recognise learning potential near and far and initiate hubs of expertise.

Education export potential in Sampo and partners is recognised and put into use in 2022-2024.

MEASURED BY

- By 12/ 2022, we have recognised and described our main customer groups for staff trainings
- Marketing strategies to be developed for main customer groups by 6/ 2023.
- Regular workforce training development model (ELY-TE-Edusampo –Sampo) in use by 6/ 2023 in the study areas with a framework agreement.
- Competency and professional skills mapping as a new service in use by 12 /2022.
- Country of origin training offered online as a regular activity by 6 /2023
- Diploma or other education exports to be implemented in at least three different areas by 12/ 2023.
- At least 20% of turnover from education exports by 12/ 2025.