

2015-2017 Strategic Plan Foundation United World College Maastricht

Background, history

In September 2010, UWC Maastricht opened as the first fully integrated UWC providing education from the pre-school up to the IB-exam. This was a unique model, developed by the Foundation UWC-Maastricht (under governance of the worldwide UWC organization based in London), Limburg Voortgezet Onderwijs (LVO – foundation for secondary education in Netherlands) and Mosa Lira (foundation for primary education in the Netherlands).

In effect, the existing international school for secondary education (International School of Maastricht, part of LVO) and the existing international school for primary education (Joppenhof, part of Mosa Lira) merged into the UWC Maastricht, while adding a boarding program based on the UWC curriculum.

The three founding parties LVO, ML and the Foundation UWC Maastricht are partner in the so-called Cooperative UWC Maastricht. The final responsibility lies with the three members and an independent Chair who meet several times a year. On a daily basis, the headmaster of the college and an independent School Board manage the school.

In the years 2010-2015 the Cooperative and its partners have been committed getting the college up and running, while building the new campus, which opened in September 2013. Since then, the school has grown from 500 to 900 students, including almost 200 boarding students a year now for the final two-year IB program.

On the fundraising side, the Foundation UWCM was able to raise funds for initial scholarships and some start-up costs through the Taskforce Fundraising at St. UWC Nederland. However, due to the economic crisis and the deteriorating donor climate, the envisaged Endowment Fund of € 30 – 35 million for scholarships has not been realized. Also, new United World Colleges are opening worldwide and in a sense ‘competing’ for scholarship money, so financing these opportunities needs to be thought through anew.

The Foundation UWC Maastricht

According to its statutes, the Foundation United World College Maastricht (hereafter named the Foundation) aims to enhance international education in the Maastricht region, including

- supporting past, present and future boarding students at the international school United World College Maastricht (hereafter named UWCM), and
- supporting the work of the cooperative “Coöperatieve Vereniging United World College Maastricht U.A.” (hereafter named Coop UWCM), which legal entity is

devoted to enhancing the activities of the international school United World College Maastricht and the governance cooperation between the stakeholders involved both in the broadest sense of the word.

Vision

It is our vision that UWC Maastricht can and will bring forward alumni committed to change and impact their own lives and their environment.

We also believe that alumni, parents, staff and friends will want to contribute to the project and its ideals.

The foundation enables all of these stakeholders to participate in the “Social Impact Fund”, enhancing diversity and a sustainable future for UWC Maastricht, besides contributing to society at large.

Mission and ambition

It is our ambition to initiate the UWCM Social Impact Fund and to get it up and running during the years 2015-2020, thus encouraging the Cooperative UWC-Maastricht to become a self-supporting College within the worldwide UWC body.

Strategy

- Develop, install and grow the UWCM Social Impact Fund
- Involve stakeholders and build a (fundraising) community
- Support the School Board and the Cooperative in developing relationships with local government, schools/universities, companies, and other potential partners
- Do all that is necessary in the fields of communication, PR and branding of the unique UWC model, and the ‘one school – one board’ principle.
- Reduce costs, optimize allocation and enable the ongoing development of high quality and renewing education

Organization

For the Foundation UWCM, these developments entail that it needs to redefine its role and responsibilities in close cooperation with both the school UWCM and St. UWCNL in the coming years. It is getting new expertise on board. The Foundation UWCM aims to serve the school as a whole.

Activity plan 2015

The Foundation UWCM is exploring new ways for social impact projects to be initiated and funds to be raised.

In part, this also calls for showing the advantages of having a UWC in Maastricht.

For parents and students, these include: access to an international education of great renown, due to its content and quality (UWC standards, values and experiences, development of social initiatives and leadership skills), students and staff from the UWC network, rising applications and greater diversity, economies of scale, more subjects and more extra-curricular activities, access to Davis scholarships and opportunities at many universities, inclusion in the UWC network.

For companies and the government, having such high quality education available is a great asset in attracting employees and firms to the region. Support from the government, province and municipality and from a number of companies is much appreciated and vital to the school's further development.

The Foundation UWCM will be working on communication to stakeholders, involving a greater number of people, and developing new activities.

For 2015, special focus will be on providing information through the site and folder material; clarifying responsibilities between the school, the Foundation UWCM and St. UWCNL; fundraising (by the school and the Taskforce FR jointly); clearly informing and including the parental and business communities; developing a Social Impact Fund; possibly supporting the school's participating in the Maastricht Preuvenemint or setting up a UWC Preuvenemint at UWCM; and in general, supporting the admission of a wide variety of students and the development of UWC activities at the school, and making visible their advantages to all stakeholders.

Compliance with the SBF code of conduct (still under development)

1. Concerning governance: There is no independent Supervisory Board, as the Foundation UWCM only facilitates fundraising for the school UWCM; its activities are undertaken together with the Cooperative UWCM and/or the Foundation UWCNL, which both do have various governance layers.
2. Concerning volunteers: When volunteers become involved, some regulations concerning their involvement may have to be developed.
3. Concerning complaints: A complaints procedure for all stakeholders may have to be developed; as of yet, contact can always be sought with the Board of the Foundation UWCM.