

# ICDE STRATEGIC PLAN

PURPOSE

**TOGETHER WE SHAPE INCLUSIVE, SCALABLE AND SUSTAINABLE EDUCATION**

**STRATEGIC OBJECTIVES 2025 - 2028**

TARGET MEMBERS

**We engage institutions from top to bottom**



We aim for institutions (Higher Ed and Tertiary) with resources, expertise, ideas and engagement



We engage the CEO/President - a decision maker with interest in borderless collaboration



We segment the needs of members based on up-to-date knowledge of trends and interests

**1**

Increased global impact from ICDE members shaping the future of education

VALUE FOR MEMBERS

**"ICDE helps us with our transformation and growth"**



"We have a valuable voice in a global community of change-makers shaping the future of education"



"We get ideas, insights and knowledge for the design and delivery of inclusive, scalable and sustainable education"



"ICDE enables and empowers us to learn, collaborate and innovate across borders and sectors"

**2**

Increased ICDE brand recognition through the showcase of ICDE members' contribution to inclusive, scalable and sustainable education.

ICDE'S DELIVERY

**We provide a global arena for the exchange of innovation and ideas**



We communicate diverse stories that engage and inspire



We facilitate advocacy, events and collaborative projects.



We build a trustworthy brand through globally relevant quality content and expertise.

**3**

Extended delivery of quality services and products through a global arena that enables and empowers members to innovate and grow.

ORGANIZATION

**We have a scalable model for the delivery of our products**



We have relevant insight & relations



We have a mighty team with the core competency.



We outsource parts of our delivery to partners and members.

**4**

Sustained and scalable model of ICDE services and products for long-term growth.

CULTURE

**Building a Culture of Care, Curiosity and Challenge.**