



About ASDAN

ASDAN is an education charity and awarding organisation whose curriculum programmes and qualifications help young people develop knowledge and skills for learning, work and life.

ASDAN courses are delivered by more than 3,000 secondary schools, special schools, colleges, alternative education providers and youth organisations across the UK and in more than 30 countries and territories overseas.

Since 1997, our work has expanded to include more than 60 curriculum programmes and more than 40 qualifications from pre-Entry to Level 3.

Addressing barriers to learning

Our curriculum programmes and qualifications are designed to tackle barriers to learning faced by children and young people, including:

- special educational needs
- financial disadvantage
- low aspirations or limited opportunities for social mobility
- being, or having been, in care
- a lack of confidence, self-esteem or motivation for learning

ASDAN's vision

Our vision is to **transform life chances through learning** by enabling all learners to **discover, develop and make full use of their abilities.**



We do this by working with partner educators to foster the personal, social and work-related abilities of learners.

We believe that all learners should have the opportunity to discover, develop and make use of their abilities. Our aim is to:

- strengthen learners' academic and vocational education
- engage and motivate young people
- prepare learners to access knowledge and skills at work
- equip students to live well and make good use of their abilities

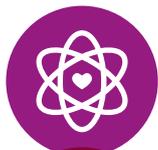
Our values and educational principles are at the heart of everything we do and how we set out to achieve our vision



Photograph taken by Charlie Matthews, a Year 8 pupil, as part of a work experience placement with ASDAN in May 2017.

ASDAN's values

Our values are the key beliefs and principles that people within ASDAN and our customers and partners consider important. They define the way we work.



ASDAN is ethical We are proud to be a charitable organisation – we approach our work with integrity and aim to do the right things in the right ways for the right reasons • We have ambitious plans for growth, but will only grow at a pace that guarantees our quality • We strive to make effective use of technology in socially responsible ways



ASDAN is diverse We seek to achieve diversity in our outlook, our people and our courses • We are committed to ensuring equality of access and opportunity for learners, educators, our staff and trustees



ASDAN is real We work closely with educators, learners, employers and community organisations to keep our courses real and relevant • We understand the challenges of teaching and the courage it requires, and support educators in practical ways



ASDAN is collaborative We work with all those who share our vision to help learners make full use of their abilities • We aim to be good partners – locally, nationally and internationally



ASDAN is innovative

We are future-focused – committed to helping children and young people prepare for their adult lives • We have a restless curiosity about effective pedagogy and assessment

ASDAN's educational principles

Our educational principles underpin our approach to fostering the personal, social and work-related abilities of young learners. Our courses are designed to address barriers to learning by:



Building belief Our courses support children, young people and educators develop the confidence, self-esteem and resilience to enjoy (and sometimes endure) learning and to believe in themselves and the value of their learning



Engaging and motivating We are dedicated to active, relevant and accessible learning; to developing curious, alert and daring learners



Promoting progress and achievement We motivate and engage learners through making their progress visible and celebrating genuine achievements, early and often



Inspiring creativity We want children, young people and educators to be creative in their learning lives and ambitious for the roles they play at home, at work, and in their communities



Releasing potential At our best, we equip children, young people and educators to make full use of their talents and abilities as a force for good in the world