



employers

PARTNERS IN **BUSINESS** SUCCESS

Knowledge Transfer with Micro SME's

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Project Objective

To enable knowledge transfer and continuous improvement of our training offer through delivery of a structured programme of employer seminars targeted at micro-SMEs.

Current Situation

External

- Economic factors.
- Changes to funding streams.
- Facing strong external competition.
- Local demographics.

Current Situation

Internal

- Significantly reduced employer-offer in recent years.
- Fragmented offer means lack of consistency in quality and customer service.
- Lack of joined-up approach means poor take-up.

Diversification of College Income Streams

- International and HE students.
- Commercial services.
- Sponsorship.
- Bids/tenders - European Programme.
- Bespoke training - increasing year on year.

Opportunity

- Local recruitment and skills gaps.
- High quality short course programme.
- Centralisation within employer engagement.
- Re-structure of CRM to enable effective direct marketing.
- Infrastructure created to secure commercial training contracts.

Outcome

- Consistency in branding, delivery and customer service.
- Creation of community.
- Enhancements for other contracts.
- Rewards for employer endorsers.

What support was offered?

- Non sector specific seminars.
- Delivered by industry professionals.
- Professional facilitated discussion.
- Development of on-going relationships.
- Future support via social media.

Key Intended Outcomes

- Peer to peer support.
- Knowledge transfer.
- Labour market intelligence to inform new training developments.
- Support business start up.
- Development of individuals' skills.

Programme Design

- Stakeholder consultation group.
- Previous unmet training needs.
- Existing seminar programme.
- Industry specialists.

Marketing

- NEWZAPP and email.
- LinkedIn.
- Facebook.
- Twitter.
- College website.
- Stakeholder group.

Delivery

- Structure and timings.
- Facilitation.
- Attendance.
- Feedback.
- Establishment of LinkedIn small business support group.

What happens next?

- Differentiated offer.
- Pricing and timing as appropriate.
- Seminar 'tasters'...
- Leading to longer training sessions.