



# Employer engagement

April 2012



# Purpose

## A dual agenda

1. Provide work experience and transition into work for learners

2. Wider social purpose

- Participation and inclusion
- Closing the skills gap for disabled people
- Promoting employability of disabled people
- Responding to national, local and individual needs

# Wide range of approaches

- ❖ Formal strategies – often in larger colleges
- ❖ Links through work experience
- ❖ Formal links
- ❖ Informal links

Explicit strategies ensure consistency and clarity of purpose in dealing with employers

# Formal strategy

Strategy includes goals, actions, impact, KPIs and responsibilities. Example goals:

## **General Employer Engagement**

- Development of a consistent response to employer engagement across college
- Data system to capture all employer engagement
- Customer Care Strategy to ensure all employers receive a professional and timely response
- Development of long term partnerships to maximise business to business benefits
- Introduction of targets for employer engagement



# Work experience

- ✓ Clarity re expectations
- ✓ Supporting policies and procedures
- ✓ Clear match to learner's goals
- ✓ Make adaptations
- ✓ On-going monitoring

Employers offer 'real work and duties in a real working environment and provide evidence for their courses'

# Employer events

- Employers' lunch
- Employers' forum
- Open days

Students have a high profile at these events – meeting & greeting, serving refreshments, making presentations etc.

# Training

Many colleges offer training events to employers (exclusively or as part of general programme)

- ❖ Autism & other disability specific
- ❖ Equality & Diversity
- ❖ Session Delivery & Schemes of Work
- ❖ Epilepsy Awareness
- ❖ H&S, First aid

# Input from employers

- Employers offer vocational update training to college staff – visits, shadowing
- Curriculum links:
  - Mock interviews
  - Help with CVs
  - Visits to employer sites
- Provide references for students



# Other contacts

- ☐ Contribute to company newsletters
- ☐ Specific links with one or two local large employers
- ☐ Being 'charity of the year'
- ☐ Informal contact via on and off site enterprises

# **Thank you**

**Colleges show their appreciation through:**

- ✓ Certificates
- ✓ Lunches and other social events
- ✓ Boxes of chocolates
- ✓ Christmas cards

**Never take employers for granted**