

## **LANGUAGE/COMMUNICATION**

- Commonality of language needed between HEIs/FECs and employers.
- Terminology – academic vs. business
- HEI and FEC providers need to listen, be receptive and ‘try to understand’

Success Factors:-

- Demystify the technical language
- People skills
- ‘Translators’/skilled intermediaries & partnership managers

## **UNIVERSITY PROCESSES**

- External funding and funding of the sector
- Employer involvement in them
- Cultures
- Traditionally support research & teaching → admin (eg. IT), resource rather than employer engagement; new support processes need to be developed

## **ROLE AND COMPETENCIES OF EMPLOYER ENGAGEMENT PROFESSIONALS**

- Representatives of HE – who would be the right people?
- They are translators and facilitators
- Skill-set should be negotiation, communication, presentation, experience, confidence, competence (various job titles but similar roles). (Consultancy skills important)

## **SHARED VALUE AND NARRATIVE**

- HE not “owning knowledge”
- Experts - but not the only experts
- Technology impacting on how HE and business collaborate and co-develop inclusively
- Employers’ awareness & understanding of HEIs and FECs; promotion of sector and individual HEIs/FECs offers in shared language.

## **RETURN ON INVESTMENT/IMPACT**

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- The EE facilitator, esp. online: “Social Artist” – building
- Community spaces to talk – 450
- Language and facilitating communication
- Appetite from employers – but not from academics
- Importance of in-house resources & transferable skills
- Flash mob – “viral engagement”
- “Employer responsiveness” – different definitions

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## **SUSTAINABILITY**

Success Factors:-

- SMG Support
- Embed within existing processes/systems
- In-line with University strategy
- Wider impact than initial project
- Good financial/costing models

## **ISSUES**

Sustainability (financial) after project finishes → different approaches and strategies:-

Employers (service recipients) & HEI/FEC (providers) measure impact/Benefits in different languages  
– need to be mutually agreed and tailored for appropriate audience

## **MODELS FOR MUTUAL BENEFIT**

Bridge builders/translators = facilitators – intensive at start but need to let go and let academic/expert and Employer get on with delivering to requirements.

- Embed in HEI structures?
- HE has not got client focus engagement approach
- HE to understand Employer's needs in order to supply

## **OPPORTUNITIES**

- Opportunity to increase HEI delivered CPD – invest in design of HEI CPD provision?
  - HE/Private training providers (keen to get HE reputation)
  - →Assess their training provision
  - Sector skills councils and professional bodies. HE/FE needs to tie in with their standards/competency frameworks.
  - Articulate offer better? – XCCI-CAP?
  - At regional level (RDAs/Chambers of Commerce)
  - HEI tool kit for impact/benefits, ROI (CFE)
  - Funding cuts → restructure – (change processes) to be more agile to do EE/WBL efficiently and effectively.
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