**EABs – Benefits and features matrix**

When discussing joining an EAB with a potential new member, particularly if you are new to it, you might find it helpful to use a matrix like this as an aide memoir during discussion. We would not necessarily recommend sending this as a dry document to a potential EAB member.

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| **What's in it for the company/organisation?** | **What's in it for the individual?** |
| * Recruitment and access to talent (Lots of grads in different subject areas - agency recruitment is about £5,000 per person. Working with us directly would provide quite large cost savings) * Student consultancy * Apprenticeships/spending their Apprenticeship levy * https://media-public.canva.com/MACAoJvUA00/1/thumbnail_large.pngSheffield Innovation Programme - funded CPD / consultancy for companies in the Sheffield City Region * Internship and placement schemes * Corporate Social Responsibility * Adding credibility to their brand, press, PR opportunities * Access to a business network with peers * Access to innovation and the latest thinking, theory or facilities * Opportunities, initiatives or events offered only or first to EAB members – competitive advantage over competitors * Opportunity to influence, shape and contribute to curriculum to develop the skills and knowledge you need now, and in the future | * Increasing profile/status e.g. Executive in Residence * https://media-public.canva.com/MAB7OIhVQo4/1/thumbnail_large.pngNetworking with fellow members / wider business relationships and network * Interesting projects * Coaching and mentoring of students / staff * Opportunity to influence the curriculum * Access to the library/other resources in SHU for free * Personal development * Giving something back - Corporate Social Responsibility * Guest speaking opportunities |
| **What do we want from members?** | **What are we ‘selling’?** |
| * Participation from people who are honest * Update from the industry * Provide advice and guidance on the shape of the Department’s Education and Research agenda, and its fit for the future of work * Advise on and facilitate the Department’s engagement with the broader business and social community * Contribute to the Department’s international strategy * Enhance the School’s and Department’s brand, reputation and position in the marketplace * https://media-public.canva.com/MAB415vpOIs/1/thumbnail_large.pngIdentify and, in some circumstances, facilitate discussion with potential research partners * Provide, promote and actively support internship/student project opportunities * Advocate for the Department * Tenure - 3 years with possibility of renewal * Participate in projects (where appropriate) * Mentoring (students and / or staff) | * https://media-public.canva.com/MADQO5xbWw4/3/thumbnail_large.pngApprenticeships * CPD - bespoke training * CPD - standard 'off the shelf' training * MBA * Student consultancy * Staff consultancy * Knowledge Transfer Partnerships * Undergraduate and post graduate courses * Access to SHU space for training / seminars etc. * Central location for both Sheffield and the UK |