**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
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| **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
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