

Employer Boards, Groups and Networks Briefing

Sheffield Hallam University
June 2019

Who am I?



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TEDx

Institute of
Student
Employers

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op**

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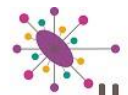
ASDA



AGCAS

AON

**Sheffield
Hallam
University**



gradconsult

Purpose of session

- Make you aware of the findings and next steps, in order that you can bring to life or refresh EABs in your area
- Not standardise EABs across the institution, or to replace any of the existing good work already underway
- Rather to better leverage what we are doing well and share good practice where we can for the benefit of the institution, employers and our students, and how we can make it as easy as possible for you.

WHAT IS WORKING?



Meeting current students

Got good network/connections already, using these effectively

Leading to: CPD, Degree apprenticeships, placements, internships in places

Great Alumni network (even if informal)

Personal approach and regular contact

Employers involved in course design – industry led



WHAT ISN'T WORKING?

Cross-disciplinary working

Use of language - having it in a way that relates to your employers/industry

Support & resource for administration and to drive group

Clarity on purpose, scope and level of board(s) – ToR right for each are

Internal challenges/buy in

Engaging locally, national and globally as well as diversity of groups

Not having honest conversations with critical friends

CATEGORY 1 IF YOU ARE STARTING FROM SCRATCH – NEED TO START NOW AND FOCUS ON HSE



You have the
power! Design what
works for you

- Need an employer board in next academic year
- Templates and training (June/July) to save you time – but NOT there to dictate
- Use timeline to work out what you need to do NOW
- Attend existing successful board to observe and learn
- Better to do one well in March 2020 than doing it badly in Sep
- Choose employer ‘friendly’ staff to lead/chair groups
- Keep it simple

CATEGORY 2 IF YOU HAVE AN EAB BUT WEAK HSE OUTCOMES - NEED TO CHANGE



It's time
to change

- You need a plan
- Refocus current EAB on HSE or create a complementary one focussed on HSE
- Use templates, tips and training (June/July) to help you do this quickly and think differently
- Focus on group membership mix, actual employers and employment destinations of your students, agenda items linked to employment and employability

CATEGORY 3 IF YOU HAVE AN ESTABLISHED EAB AND GOOD HSE – TIME TO REVIEW



Changing a few
things can make a
big difference

- **Opportune time to reflect, refresh, review, critique**
- **Look at your membership mix, tenure, sector and diversity representation**
- **Can you leverage these boards more for brand advocacy, research, knowledge transfer, student recruitment or more?**
- **Are they lively, engaging and memorable?**
- **Tips and best practice ideas can help**



	Name and scope	Membership	Format and frequency
Fixed Shared principles	Every subject and student should be covered by an advisory board	Striving for a representative mix of members on the board is critical. Specifically consider a mix of the following factors: <ul style="list-style-type: none"> Local, regional, national (and global if possible) locations Professional mix, if multiple subjects are covered by EAB Freelance, SME, mid-size, large and corporate employers Public, private and third sector Professional bodies, associations or broker organisations 	Once established a min of two face to face (digital dial-ins also fine for EAB members who are remote) meetings per academic year
	Advisory boards need a clearly stated purpose around employability (primary aim), research and/or curriculum	Membership (organisational) should be visible to students	Meeting length min two hours including food/networking
		The Chair should be highly engaged with external bodies and employers – very familiar and comfortable with the commercial/non-academic environment	Always include a university update and unique insight or opportunity for the employer
Flex Where we differ	The number, level, subject and course mix covered by the board should be determined by your Faculty. You should <u>take into account</u> factors such as employer interest/demand, campus split, linearity of careers, duplication of effort, existing boards and any professional body obligations	Membership can be: <ul style="list-style-type: none"> Individual (role moves with the person) or Organisational (the organisation holds the role) 	Fixed agenda items each time, or thematic meetings with a specific focus
		Membership should ideally be for a fixed term (e.g. 3 years). Where organisational membership is open-ended/renewed new representatives should be requested at term	Virtual advisory networks e.g LinkedIn groups
		Nomination and identification of new group members is within your control, although guidance is provided	Meeting more frequently than twice per year, or for longer periods
	Name your board to suit your sector and what will engage employers. Terms like 'Industrial' or 'Committee' tend not to be recommended (dated), with some specific sectoral exceptions	Numbers within your control. Recommend c12 employers. Never more University representatives than employers Same person attends or changes according to topic e.g. Chief Scientist to Research, Graduate Manager to Employability	Location: Host as many events as possible on-site at SHU, in order to showcase our students and facilities

FRAMEWORK

SUPPORTING DOCUMENTS

Simple templates

1. Terms of reference
2. Agenda
3. Invitation to join an EAB
4. Action and outcome notes

Guidance notes

5. Framework for EABs at Sheffield Hallam
6. Timeline/Checklist for what to do when
7. How to identify and nominate employers
8. How to develop and leverage meaningful relationships
9. What employers want (and don't) from an EAB
10. Good examples of agenda items, activities & topics
11. Benefits matrix
12. Example employer marketing literature
13. Detailed admin requirements

Documents/examples from other areas in SHU

PLANNING



MEASURING IMPACT

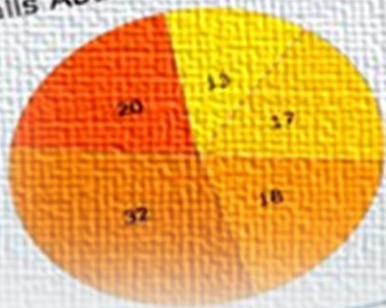
Towards Sales Target



1 Team
2 Team
3 Team
4 Team
5 Team

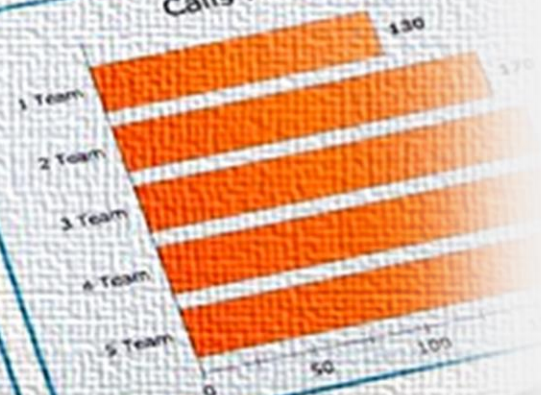


Calls Abandon per Team



1 Team
2 Team
3 Team
4 Team
5 Team

Calls Handled per Team

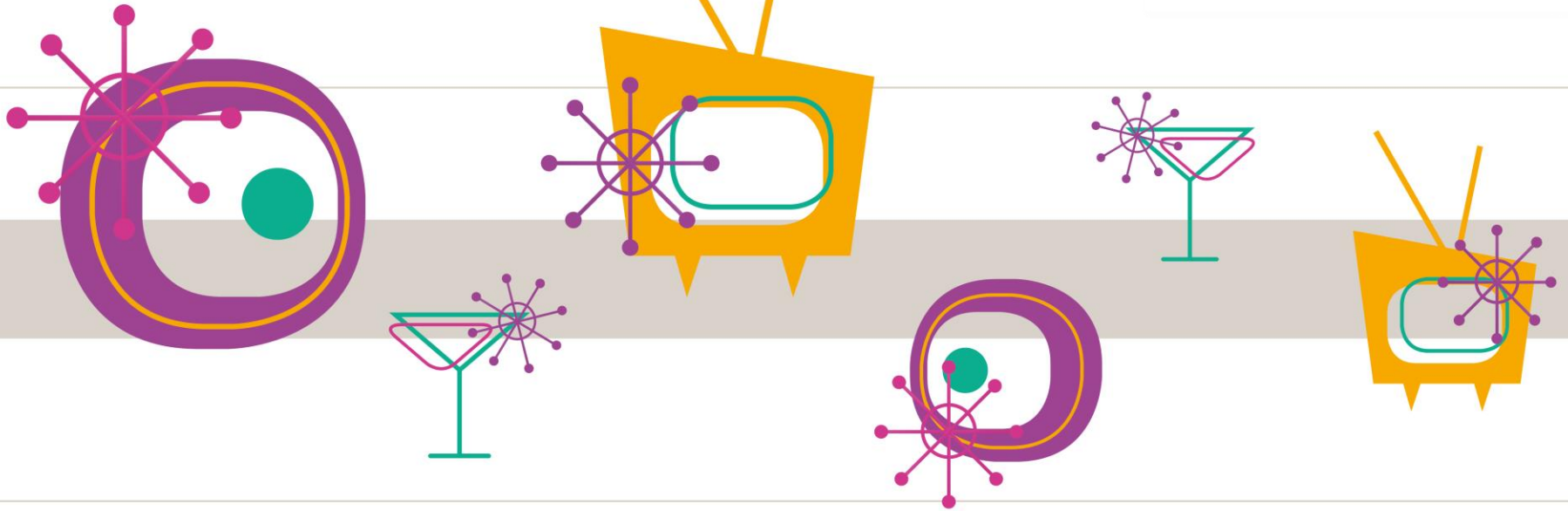


WHAT NEXT?



NEXT STEPS & FUTURE RECOMMENDATIONS

- Implementation plans to Esther by September
- Strategic EAB, hosted by VC to be established 19/20
- Collate annual EAB impact reports, feedback to UEG
- Annual invite to all EAB members to university-wide event (showcases, talks, networking)



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April/May 2019