**Employer Advisory Boards: Implementation plan**

**Faculty STA (SSA) Dept. Art and Design Subject Area**

***Course (S)*** Foundation Degree (All Routes) BA (hons) Fine Art, BA (hons) Fashion Design, BA (hons) Fashion Management & Coms, BA (hons) Graphic Design, BA (BA hons) Interior Architecture & Design, BA (hons) Illustration, BA (hons) Jewellery & Metalwork, BA (hons) Product Design & Furniture, BSc Product Design, MA Fine Art, MA Design, MA Fashion Management & Coms, MFA Fine Art

**EAB Lead** Paul Heys (EL Art and Design), Matt Edgar (Acting EL Art & Design), Helen Armitage (Employability Advisor)

**Please identify below which category your EAB is operating within for 2019-2020: 1, 2 or 3**

1. Starting from scratch (Need to start now) **YES**
2. Have EAB but weak HSE outcomes (It’s time to change) **NA**
3. Have an established EAB and good HSE (Need to review) **NA**

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| **Category**  | https://media-public.canva.com/MADBydlVqEM/2/thumbnail_large.png**Starting from scratch** **(Need to start now)** | https://media-public.canva.com/MADByeJr70A/2/thumbnail_large.png**Have EAB but weak HSE outcomes** **(It’s time to change)** | **Have an established EAB and good HSE (Need to review)**https://media-public.canva.com/MADByRQmsGg/2/thumbnail_large.png |
| **Next steps**  | - 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  | - 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  | - 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  |

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| **Actions** - e.g. proposed date(s), membership, ambitions, impact, membership, application to wider activity, agenda items, Communications, etc. | **Timescale**  | **Owner(s)** |
| * **Proposed Date(s)**

Thursday 28th November 2019, Central London (AD-EAB 01) Thursday 26th March 2020, Central London (AD-EAB 02)* **Membership -** full membership TBC

Chris Diamond. Founder, Unfolding. Co-founder of Sheffield Digital, Entrepreneur in Residence, SBS.Pip Jamieson. Founder & CEO, The Dots GlobalEmma Bond, Founder & Director, Tomorrow Creative RecruitmentLou Bones, Illustration & Motion agent, Jelly LondonDan Crowder, Craft Creative & Digital RecruitmentMatt Pyke. Principle / Creative Director, Universal EverythingOriana Franceschi. Events Coordinator, Creative Guild, SheffieldEllen Ling. Freelance Designer / CopywriterHelen Fuchs. Design Director, USTWO Rathna Ramanathan. Dean of the School of Communication, RCA* **Ambitions**
* Embed employers in new course development
* Expand and make more diverse sandwich/placement offer
* Grow apprenticeship provision
* Enhance reputation in providing new talent
* Develop applied research partnerships and initiatives
* Digital insights and future proofing courses
* Offer unique digital skills programme
* Improved networks to support mentor programmes
* Participation in HSE work experience at all levels
* **Impact**

Employment opportunities * Secure placement opportunities with EAB stakeholders
* Confirm work experience and placement opportunities with current stakeholders (in-line with EAB)
* Align all current and future dept activity through courses – evaluate employment opportunities at large (Using EAB as the dept. benchmark)
* Invite EAB members and networks to Graduate Shows to elevate chance of graduate employment

Curriculum improvements* Showcase / share curriculum improvements ‘Good Practice’ at the annual two-day dept. LTA and Employability Staff Conference (June 2020). Review and share at all staff meeting by HoD in Sept 2020
* Schdule staff workshops to support and enable curriculum change (Jan 2019 – May 2020)
* Schedule student-focused (friendly) event to raise awareness of advancements in the curriculum to support HSE
* Invite EAB members to keynote events and interventions across the department to support the dept. ambition around employer engagement and impact on the curriculum.
* Work with Enterprise Team & iLab to establish a working model to support dept. ambition around HSE.

Research and knowledge transfer* Connect with ADRC / CR3i through Dept. Leadership Team meetings and EAB to explore further work experience, placement, research and employment opportunities
* Connect EAB members with REF eligible staff to explore further work experience, placement, research and employment opportunities

Employability initiatives/projects* Enhance well established Mentorship Scheme with Career Readiness pathway and Dept Employability Consultant
* Establish studio visits and institutional exchanges with EAB members
* Establish in-house (HPO) networking event for students and EAB members
* Establish national networking events for students and EAB members

Marketing, brand and PR* LinkedIn: Maintain Dept and Alumni accounts and link EAB to expand message and impact
* Instagram: Consolidate governance around dept. and course accounts to expand EAB key messages
* Facebook: Continue established course, alumni and placement accounts and enhance with EAB key messages
* External Comms: Ensure Course & Dept. message is current and in-line with HSE, EAB and Institutional key messages
* Internal Comms: Ensure Course & Dept. message is current and in-line with HSE, EAB and Institutional key messages

Recruitment* Review and evolve course and Dept strategy in-line with HSE, EAB feedback and Institutional ambition
* Explore Degree Apprenticeships as new mode of recruitment
* Make HSE, EAB content (youth friendly) to showcase at open days, recruitment events and within recruitment collateral at large *\* this also supports marketing, and PR initiatives (mentioned above)*
* **Application to wider activity**
* Integrate graduate shows into department employability plan
* Excellence in Work Based Learning (EWBL) supported by employer partners
* Further develop partnership with Sheffield Creative Guild – level 5 students and key tutors.
* Local Strategic sponsorship for departmental initiatives linked to employability (eg Sheffield Modern, Off the Shelf)
* Global strategic partners – opportunities through existing collaborative provision
* Links to GoGlobal and Erasmus international networks
* Informs in course career readiness programmes
* Enhances Art & Design guest lecture programmes
* **Agenda Items**

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| **AD-EAB 01 (Nov 2019)**Overview & Context of EAB (ToR)Introduce HSE step change (intro all 4 work paths)Discuss sector challenges Department ambitionWhat does good looks like? Case Studies, Gap Analysis How to create a meaningful partnership-Actions for next Meeting  | **AD-EAB 02 (March 2020)**Update to EABUpdate on HSE step change (intro all 4 work paths)Further discuss sector challenges with GOSFurther discuss department ambition 2020-onwardsUpdate on WX for L4, L5 & L6. Discuss dept. BAME ambition How to sustain a meaningful partnership-Introduce student voice /ambassadors / RepsIntroduce dept. social media agenda (Luke Bennett)Actions for next Meeting |

* **Communications**

EAB Members* In development: Establish clear timeline, objectives, expectations, ToR and narrative for EAB 2019 – 2020

Student:* Develop clear comms around objectives, expectations and narrative/s; with a clear means of delivery through Dept and Course strategies, *(also see Section: impact)*

Staff:* Review and evolve comms around objectives, expectations and narrative/s; with a clear means of delivery through Dept and Course strategies, in line with internal / external and student comms and institutional guidelines *(also see Section: impact)*

Internal: * Review and evolve comms around objectives, expectations and narrative/s; with a clear means of delivery through Dept and Course strategies, in line with internal comms and institutional guidelines *(also see Section: impact)*

External:* Review and evolve comms around objectives, expectations and narrative/s; with a clear means of delivery through Dept and Course strategies, in line with internal comms and institutional guidelines *(also see Section: impact)*
 | November –MarchSeptember – OctoberSeptember – OnwardsSeptember – JuneSeptember – JulySeptember – JulySeptember – June | PH, ME, HAME, HAPH, ME, HAPH, MEPH, ME, HAME, HEME, HEPH, ME, HE |

To be completed and submitted to Esther Kent E.L.Kent@shu.ac.uk for each department by 20th September 2019.