**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 Global  Emma Bond, Founder & Director, Tomorrow Creative Recruitment  Lou Bones, Illustration & Motion agent, Jelly London  Dan Crowder, Craft Creative & Digital Recruitment  Matt Pyke. Principle / Creative Director, Universal Everything  Oriana Franceschi. Events Coordinator, Creative Guild, Sheffield  Ellen Ling. Freelance Designer / Copywriter  Helen 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**  |  |  | | --- | --- | | **AD-EAB 01 (Nov 2019)**  Overview & Context of EAB (ToR) Introduce HSE step change (intro all 4 work paths)  Discuss sector challenges  Department ambition What 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 EAB Update on HSE step change (intro all 4 work paths)  Further discuss sector challenges with GOS  Further discuss department ambition 2020-onwards  Update on WX for L4, L5 & L6.  Discuss dept. BAME ambition  How to sustain a meaningful partnership  -  Introduce student voice /ambassadors / Reps  Introduce 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 –  March  September – October  September –  Onwards  September –  June  September – July  September – July  September – June | PH, ME, HA  ME, HA  PH, ME, HA  PH, ME  PH, ME, HA  ME, HE  ME, HE  PH, ME, HE |

To be completed and submitted to Esther Kent [E.L.Kent@shu.ac.uk](mailto:E.L.Kent@shu.ac.uk) for each department by 20th September 2019.