**Employer Advisory Boards: Implementation plan**

**Faculty SBS Dept.** Department of Service Sector Management (DSSM) **Subject Area** Food, Hospitality, Events, Tourism, Facilities Management ***Course (S)*** Courses for the above subject areas

E**AB Lead**  Dr John Dunning

**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 | NO (Yes, but plan in place for running the EABs this academic year and next, see below, including Executives in Residence and Entrepreneurs in Residence in place as Advisory Board members)
2. Have EAB but weak HSE outcomes (It’s time to change) Yes | NO
3. Have an established EAB and good HSE (Need to review) Yes | NO

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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)** |
| Executives in Residence (EIRs) - Executives in Residence are individuals in industry who contribute to the department through a range of activities, such as giving key notes, presentations to students, acting as mentors, providing information and advice on curriculum, attending student and other events etc. The EIRs are individuals within the different subject groups whom are at different stages of their career, from alumni through to senior roles in industry; they therefore represent a wide-range of experience, knowledge, careers etc.  Entrepreneurs in Residence (EntRes) are individuals whom have their own business and are able to provide support and guidance, consistent with EIRs above, but also particularly from the perspective of, for example, entrepreneurship, innovation, operating a business and so on.  Currently within the department there are 18 EIRs and EntRes, with others being processed/shortly to be processed. The intention is to have at least 20. They represent a number of different types of organisations including SMEs; large enterprises; professional organisations etc. from local, national and international businesses. Care has been taken to ensure that, as EIR and EntRes numbers have grown, that they are individuals who are able to contribute to a balanced range of activities; they also represent a mixture of females, males, BME etc. An important element is EIRs and EntRes who will actively engage and contribute to activities (a good example of this is Andy Swinscoe, who is an EntRes, who week commencing 23rd September 2019 gave a presentation to all the faculty's (SBS) PG students during the Hallam Welcome about his business operation, the challenges of operating a growing business, how his studies here within the department (he is a DSSM alumnus) have supported him in being able to set up and grow a business from scratch, business plans, marketing, HRM and so on).    **March 2020** Currently the Employer Advisory Group meeting is being planned for the department. The intention is to run this March 2020.  Planned focus of the meeting: The Future of Work. Aim: to gain a deeper understanding and sense of employability, and industries' future requirements of graduates (as well as expected future challenges and trends).  Format: Key note presentation from EIR/EntRes regarding the current work environment, challenges, potential future direction.  Small break-out/group discussion, following on from the Key note.  Discussion of: current curriculum, future needs, etc.  Interactive team activity (e.g. chocolate tasting, sensory development etc.)  Presentation: HSE - requirements at different levels; placement opportunities; HDAs; Live Earn Learn, Learning in the Workplace. Note: EIRs and EntRes to facilitate and support discussion on graduate attributes and skills needed in the current (and future) workplace.  Potential contributors to the EAB meeting: EE Lead, HoD, Deputy HoD, Student Experience Leads, Subject Group Leaders (SGLs)/Course Leaders, Employability Advisors, HDA coaches, Careers, other interested parties. It is also intended to have student representatives at the EAB meeting to reflect the students' perspective and to contribute to the consultative discussion.  **EAB Impact Dashboard. Aims of the EAB, DSSM:**  **Employment opportunities Seek to develop new placements with EAB panel members. Also, present/discuss the opportunities for the Live Learn Earn (LEL) programme, short work/ experiences, employment opportunities etc. so that attendees are aware of our departmental offer.**  **Curriculum improvements Guest lectures: the aim is to include 1-2 guest lectures at the EAB. Seek to discuss following the key notes 'Where can my degree take me?' in order to form a link and focus between industry needs and curriculum provision. Also, explore opportunities for future key notes.**  **Employability initiative/projects Networking event/activity to form part of the EAB; invite student representatives to attend, as well as Executives in Residence and Entrepreneurs in Residence, DSSM staff members.**  **November 2020** Consideration for an EAB to coincide with the Graduation Ceremony for the department/faculty. The intention is to have an EAB meeting, and also invite EAB members to such activities as: the Graduation Ceremony; prize giving, etc.  **As above for EAB, DSSM but in addition at the Graduation Ceremony, prize giving etc. Marketing, brand and PR PR opportunities to demonstrate working with EAB members , strengthening links with industry; new opportunities.** | EIRs and EntRes already in place, others being processed/shortly to be processed..  On-going process of further EIRs  March 2020  November 2020 | EE Lead (for subsequent approval by HOD), DHoD  EE Lead (in liaison with other interested parties, such as Subject Group Leaders (SGLs), Employability Advisors, HDA coaches, Careers, Student Experience Leads, etc.), HoD, DHoD  EE Lead (HoD, DHoD) |

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.