

# Employer Engagement Strategy

2012-2015

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[www.perth.uhi.ac.uk](http://www.perth.uhi.ac.uk)

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## Version Control History

<b>Version Number</b>	<b>Date of Change</b>	<b>Summary of Revisions Made</b>
1	September 2013	PW requested that the review due date be extended by 1 year and republished.
1.1	July 2016	Footer updated to reflect new template model.

UNCONTROLLED WHEN PRINTED

# Employer Engagement Strategy 2012-2015

## Purpose

This strategy sets out the College's values and aims with regard to developing its work with employers. It responds to the Scottish Government's Economic Strategy in which colleges and universities are seen as key in supporting economic growth and social well-being.

The strategy details how Perth College UHI will respond to the needs of employers by providing a high quality labour force together with opportunities for up-skilling and professional development for those already employed.

Included in this is the provision of tools and support mechanisms for staff to use when engaging with employers together with performance review processes to evaluate the impact.

## Vision

The College aspires to be an innovative, enterprising, research-active education provider and indispensable partner of choice. In order to achieve this, a whole college approach to employer engagement is essential. It is important that all staff work together to create a positive, entrepreneurial culture which is responsive to the needs of the local, regional and national economy.

## Strategic Priorities

- 1 To enhance employer networking, collaboration and collective action by knowledge exchange, innovation and research.
- 2 To secure mutuality of benefit for employers, students and the College including structured support for staff development and research opportunities.
- 3 To develop appropriate, quality assured systems and processes to maximise opportunities for engagement and to evaluate impact.
- 4 To share practice, promote innovation and develop an entrepreneurial culture.
- 5 To communicate this strategy to employers, local business networks, voluntary sector and partnerships.

## Implementing the Strategy

### Strategic Priority 1

- Increase opportunities for College representatives to engage in strategy groups, forums, partnerships and sector skills groups on a local, regional, national and international basis, as appropriate, to inform on patterns of demand.
- Effectively analyse and disseminate market intelligence and ensure action through curriculum design and offer in addressing skills needs.
- Conduct research to ensure that activities such as employer engagement events, consultancy services and knowledge transfer partnerships are driven by the needs of employers.
- Source funding streams to support and promote employer engagement.

### Strategic Priority 2

- Ensure that workplace expectations inform the student employability and enterprise skills and opportunities which are embedded throughout curriculum design and delivery.
- Promote the benefits to existing and new employer partners of engaging in the life and work of the College, its students and graduates.
- To improve the financial and reputational sustainability of the College through developing new income streams, increased alignment to government funded opportunities and positive outcomes for our students.
- Implement the systematic use of employer feedback and student satisfaction surveys to inform and benchmark our engagement activities.
- Develop a range of workshops in negotiation skills, use of costing formula templates, bid writing, the use of appropriate business language, entrepreneurship, knowledge transfer and customer service.
- Actively encourage staff to engage in industrial updating and review staff skills to match the needs of employers and industry requirements.

### Strategic Priority 3

- Embed the Employer Engagement Health Check into existing self-evaluation processes in order to identify appropriate SMART actions and monitor progress.
- Ensure that employer engagement informs College operational planning and regional outcome agreement/s reporting.

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**Lead Author:** Director of Curriculum and Business Engagement  
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- Establish and train staff in the use of an appropriate Customer Relationship Management System.
- Identify employer engagement 'champions' in each subject area.
- Develop a map defining roles and responsibilities for employer engagement including SMT, cross-college roles and subject area champions.

#### **Strategic Priority 4**

- Establish an Innovation Forum to be led by Employer Engagement champions to share practice and developments.
- Organise a programme of employer engagement events to allow dissemination of good practice, delivery of workshops etc to both staff and students.
- Establish a cross-college team to scan, consider and submit bids for funding opportunities.

#### **Strategic Priority 5**

- Develop and implement a marketing strategy with input from local business and market testing.
- Communicate the employer engagement strategy to staff and engage staff in its implementation.
- Hold a launch event to formally signal our intentions and plans to relevant stakeholders.