

EMPLOYERS AS PARTNERS IN LEARNING – THE MANCHESTER COLLEGE (FURTHER EDUCATION)



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*Virtual International Conference for Employer Engagement:
Preparing Young People for the Future - 1st & 2nd July 2021*



OBJECTIVES OF THIS WORKSHOP

This workshop will explore how providers can effectively embed employer engagement into their provision and address the questions:

- **What approaches can be taken?**
- **What challenges will you need to overcome and how will you go about this?**

Following some best-practice examples from The Manchester College's Beacon award-winning "Careers not Courses" ethos and Industry Excellence Academy Sponsored Programmes, you will have the opportunity to reflect on your current practice and explore alternative ways to effectively embed employer engagement into your own provision.



Presentation – 20 mins



Breakout – 20 mins



Feedback and Summary – 20 mins



THE MANCHESTER COLLEGE – KEY FACTS

No.1
in Greater Manchester
for achievement



12k



students achieved their qualifications with our help

97%

of our students undertook
work placements in
exciting business
environments



Top
2%
of FE colleges in
the UK for Functional
English and Maths

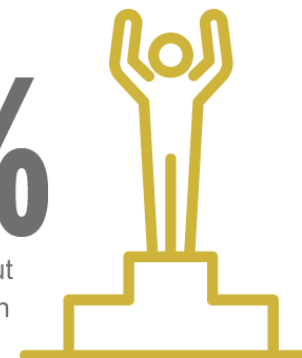


9/10

employers tell us our
students are ready
for the workplace



Top
10%
for achievement out
of all FE colleges in
the country



VISION AND STRATEGY



Careers not Courses - A whole-College approach to Employability



Local policies



Employer Engagement Strategy



Curriculum enriched by the world of work;...the current focus on qualifications needs to be enhanced with the core competencies required to succeed in the workplace

Ensuring greater business engagement in the whole system...

(GMLIS)



THE UK'S INDUSTRIAL STRATEGY

Helping young people develop the skills they need to do the high-paid, high-skilled jobs of the future



POST-16 SKILLS PLAN

Sustained and skilled employment leads to prosperity for individuals



POST-16 TECHNICAL EDUCATION REFORMS (T LEVEL ACTION PLAN)

Wider transferable skills, attitudes and behaviours needed to succeed in occupations



OUR PEOPLE, OUR PLACE (GM STRATEGY)

Colleges should prepare people for the world of work



GREATER MANCHESTER'S LOCAL INDUSTRIAL STRATEGY (CONSULTATION)

Joint plan for good jobs and growth in Greater Manchester



OUR MANCHESTER – THE MANCHESTER STRATEGY

Aligning the skills system with the needs of our economy now and in the future



MANCHESTER WORK AND SKILLS STRATEGY 2015-20

Meeting the specific needs of Manchester residents, businesses and organisations

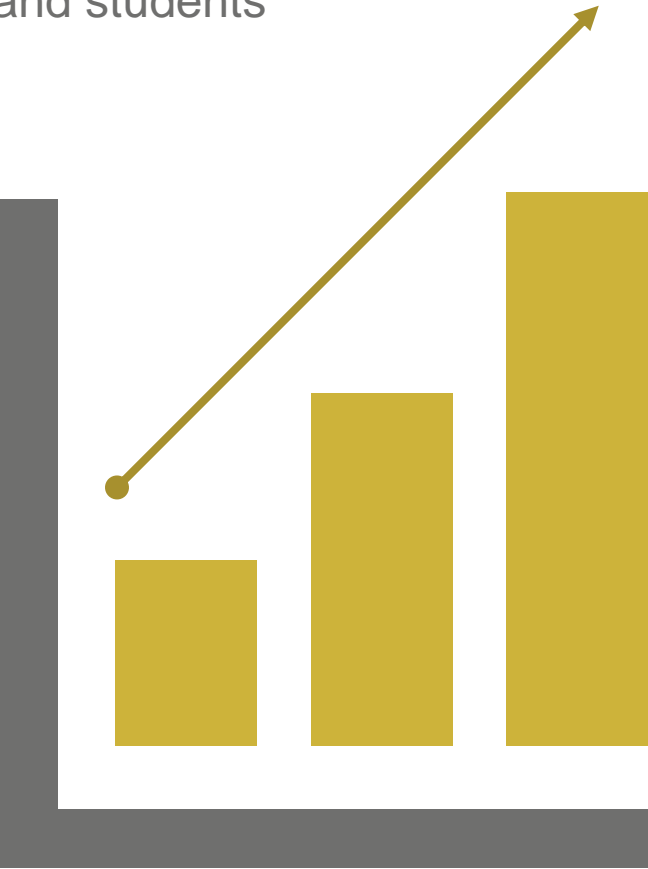
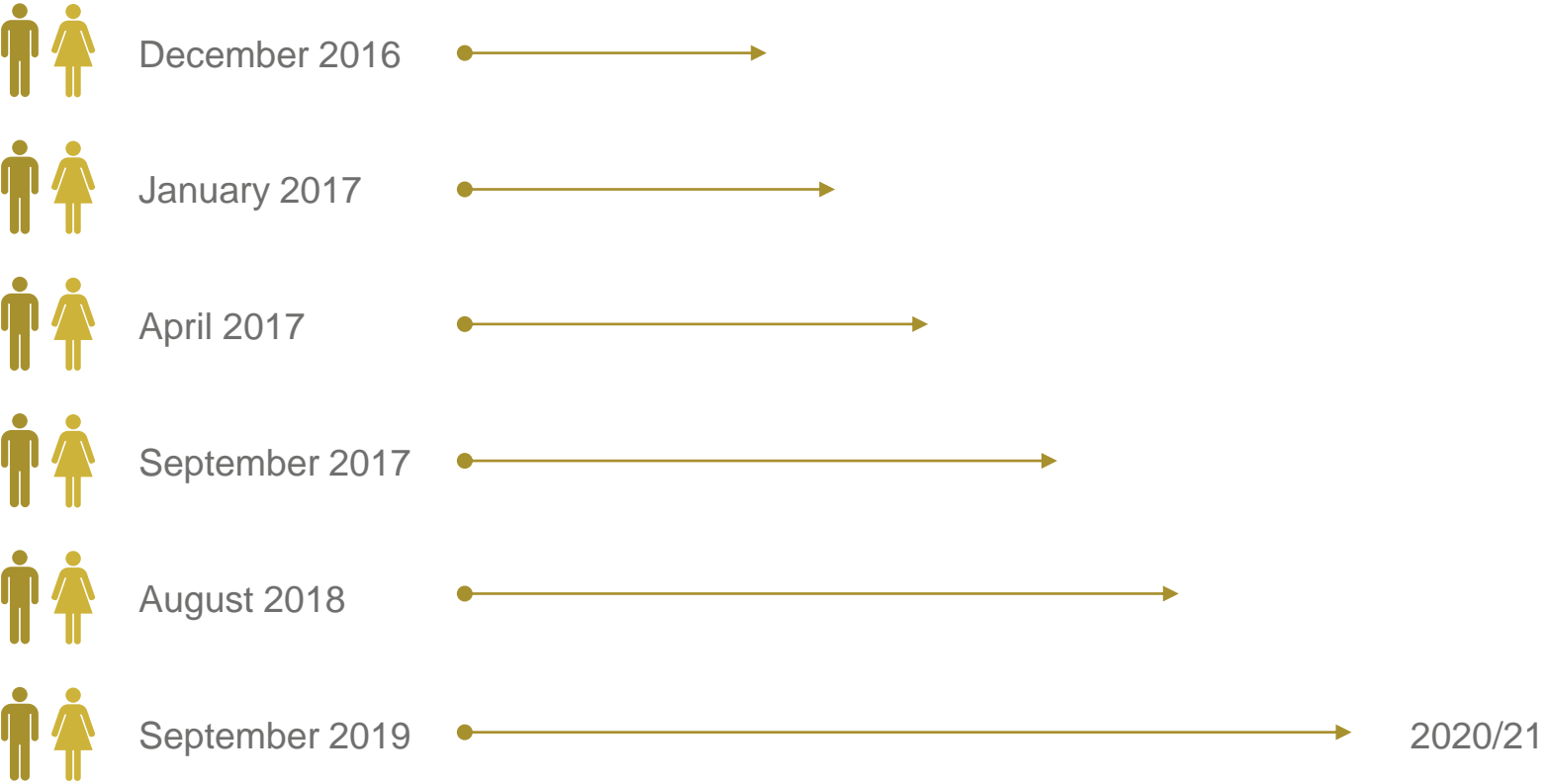


ANNUAL STATE OF THE CITY REPORTS

Outlining Manchester City Council's progress towards strategic goals

EMPLOYABILITY & PARTNERSHIPS: INVESTING IN THE RIGHT TEAM AND APPROACHES

- Accounts for 4.1% of total TMC pay budget
- Key account management approach – interface between employers, curriculum and students



INNOVATION IN ENGAGEMENT



Hotel Takeovers



Day in The Life Events



Mentoring initiatives



Live briefs



Community projects



Employer webpages



Professional Development
Events for employers

 **EY Foundation**

GOLD

- Extended work placement commitment
- Course content and development input
- Live briefs

PLATINUM

- Extended work placement commitment
- Co-created, co-branded and co-delivered Scholarship courses
- Additional modules aligned to employer skills gaps



BRONZE

- Work experience commitment
- Mock interviews
- Guest speakers

SILVER

- Work experience commitment
- Technical demonstrations
- Teacher development days in the workplace

**EMPLOYER
RECOGNITION
SCHEME**



EMPLOYERS AS PARTNERS IN LEARNING: EMPLOYER FORUMS

Business Target Solutions

- Training & Development Needs
- Up to Date Delivery Models & Methods
- Bespoke Solutions
- Skills Investment Fund

Talent Pools

- Future Skills
- Digitisation & Automation
- Brexit
- Skills Shortages
- Career Misconceptions

INDUSTRY BOARD

Curriculum Scholarship & Sponsored Programmes

- NO FINANCIAL INVESTMENT
- Investment in Time
- Social Value & KPI's
- Future Proofing

EMPLOYERS AS PARTNERS IN LEARNING: THE SCHOLARSHIP MODEL AND EMPLOYER-SPONSORED PROGRAMMES

- Multiple Employers
- Evaluate Current Curriculum
- Gap Analysis
- Co Designing Curriculum
- Bespoke Modules Plugging the Gaps
- Co Delivery Agreements
- Multiple Sites Cross GM
- Sponsoring Scholarship Placements
- Year 1
 - Students Rotate Through all Employers – 45 Days/315hrs
- Year 2
 - Students Nominate / Selected to work exclusively with Single Employer – 45 Days/315hrs



EMPLOYERS AS PARTNERS IN LEARNING: THE SCHOLARSHIP MODEL AND EMPLOYER-SPONSORED PROGRAMMES

Over 30 programmes co-developed, co-delivered and co-branded with employers & including industry insights for staff



CAREERS NOT COURSES: KEY FACTS AND FIGURES



Over 1,000 employer partnerships - enabling us to offer valuable industry placements to all Level 3 learners with the majority being 45 days



16 sector-specific Employer Industry Boards - informing curriculum development, including T Level implementation



30 employer-sponsored programmes - through which we've developed a new 'Transition to T Levels' programme and built our institutional capability to deliver T Levels



Nearly 4,000 work placements in an average year



Over 25% of our 16-18 year old learners are studying on fully co-created, co-branded and co-delivered curriculum



Career mentoring opportunities for all students



Industry Excellence Academies and Centres of Excellence housed in industry-designed facilities



A 'Dual Professionalism' guarantee to staff – a 'Back to the Floor' commitment of five days or more for staff to undertake industry placement activity



Beacon Awards 2019/20 Winner
The Manchester College



Employer Engagement Winner
The Manchester College

CHALLENGES

Keeping employers engaged throughout and post-lockdown

- Re-engagement Strategy
- Connect2College
- Menu of virtual work experience
- Virtual Industry Board model
- Thank you event

REFLECTIONS ON THE JOURNEY

BREAKOUT SESSION

BREAKOUT SESSION: OVER TO YOU

Please reflect on a current challenge to employer engagement which you are facing within your own education setting.

Then, briefly outline this to your breakout group and discuss ways to overcome this with the other group members.

Each group is asked to nominate a speaker to summarise the challenges and potential solutions in our final feedback



Session Timing: 20 minutes