



Employer Engagement Strategy

2024/25

Introduction

Employer engagement is a key component of preparing students and learners for the world of work and enhancing their employability skills.

Connecting with employers, Stanmore College can provide students with valuable insights into industries and occupations, exposing students to real-life work scenarios and challenges through employer led curriculum and industry placements, and inspire them to pursue their aspirations and interests. Employer engagement also benefits the college by strengthening our reputation, expanding our network, and attracting more resources and support from the community.

This document sets out Stanmore Colleges strategy to Employer Engagement.

Contents

Context and Rationale

Benefits of Industry Placements

Aims and Objectives

Stakeholders Analysis

Our Targets and Measures

Guiding Principles

Roles and responsibilities of college staff, students, and employers

Approaches to Employer Engagement

Evaluation and monitoring of employer engagement activity and outcomes.

Context and Rationale

- We continue to work with Harrow Borough council on fulfilling their local Skills Strategy with a particular focus on residents where English is a second language.
- The College engages JCP, SWAP Programmes, RNOH, YOT Careers Advisors deliver a detail programme that prepares students ready for employment in partnership in the implementation and delivery of the Gatsby Benchmarks and careers strategy.
- To ensure learners progress into skilled employment and are equipped with softer skills as required by employers at all levels
- To ensure learners are moving into skilled employment in shortage areas at the appropriate level

Benefits of Industry Placements

for students

- It exposes them to the world of work and helps them develop relevant skills and knowledge for their future careers.
- It enhances their motivation, confidence, and self-esteem by showing them the value and relevance of their learning.
- It broadens their horizons and aspirations by exposing them to a variety of sectors, roles, and pathways.
- It provides them with opportunities to network, interact, and learn from professionals and role models in different fields.
- It improves their employability and readiness for the labour market by providing them with practical experience, feedback, and guidance.

for employers

- It enhances their corporate social responsibility and reputation by contributing to the education and development of young people in their community.
- It helps attract, recruit, and retain talent by raising awareness of their industry and career opportunities among potential future employees.
- It fosters innovation and creativity by exposing them to fresh perspectives and ideas from students with diverse backgrounds and interests.
- It develops their own staff's skills and competencies by providing them with mentoring, coaching, and leadership opportunities.
- It provides short-term labour resource (work experience / industry placements) which can contribute alongside their existing workforce.

for our Stanmore College

- It enhances our curriculum and learning outcomes by providing real-world examples and applications of the knowledge and skills students acquire in the classroom.
- It strengthens our links with the local community and economy by building mutually beneficial partnerships with employers who can offer support, resources, and opportunities for our students.
- It prepares our students for the future by exposing them to various career paths and sectors, developing employability skills, and increasing motivation and aspirations.

- It increases teacher and careers leaders' knowledge about different pathways into the workplace.

Aims and Objectives

The College's strategic aims as they relate to this strategy are set out below.

AIM 1: LEARNERS We will encourage and inspire our learners to aim high in life and at work and equip them to achieve these ambitions.

From an employer engagement perspective, to achieve this aim:

We need employers to engage with our learners throughout their time at college to inspire and educate them on the opportunities that are available.

We need a framework for employability that is well-respected and consistently used across the organisation.

We need all learners to develop a career development plan with real experience of the workplace at its heart.

We need a ladder of opportunity for young people to experience the world of work with the ultimate goal of progression to employment or apprenticeships.

We need to ensure that no learner is left behind through the development of traineeships, supported internships and through partnership working with the local authority to ensure that young people who have experience of local authority care progress.

We need to equip our learners with the skills that employers need not only now but in the future.

AIM 2: EMPLOYEES We will equip our staff to enable our learners to reach their full potential.

From an employer engagement perspective in order to achieve this aim:

We need to ensure that we work collaboratively across the institution and with external partners to offer a breadth and depth of skills to meet employers' business needs.

We need to ensure that we have teams, structures and appropriate skills-sets within our employer engagement team to move from a sales-based conversation to relationship management.

We need to ensure our employees have a deep understanding of the needs of employers and the needs of their business so that we can meet their needs.

We need to ensure that employees are confident to engage employers in the design, delivery and future proofing of our curriculum.

We need to ensure that employees understand how to embed employability skills within all aspects of college delivery.

We need to support our employees to keep their industry knowledge and professional skills up to-date.

AIM 3: EMPLOYERS We will work with local employers to provide our learners with the skills they need today and those that will help them thrive in the future.

From an employer engagement perspective to achieve this aim:

We need to develop processes and systems that facilitate in-depth, multi-dimensional conversations with employers which focusses on future skills needs through our Employer Engagement Steering Group.

We need to find simple and effective ways to articulate the college's offer for employers.

We need to work collaboratively with other partners, to develop a consistent and joined-up conversation with employers about their needs.

We need to provide a seamless offer for employers' current and future skills needs in partnership with others.

We need to work with employers so that they inform our curriculum development and delivery.

We need to be agile in our development of programmes and training to meet the current and future skills needs of local businesses.

We need the highest levels of service and delivery, based on the segmentation of employers.

We need holistic solutions for employers in managing their talent, which capitalises on all available funding streams and includes work placement, supported internships.

We need to make it easy for employers to engage with us regardless of where and with who that initial engagement takes place

AIM 4: COMMUNITY We will be a significant force for raising aspirations throughout the communities we serve.

We will be a significant force for raising aspirations throughout the communities we serve.
From an employer engagement perspective to achieve this aim:

We need to be a central partner with local regeneration teams to ensure that our local communities have the talent pool that makes businesses want to invest.

We need to work with employers to paint a picture of the opportunities they have for future employees.

We need to promote local opportunities for employment that encourage our learners to look locally for their next steps.

We need to work with employers and our university partners in developing the higher-level skills needed for tomorrow.

We need meaningful partnerships with employers to help enrich a learner's programme of study and raise their personal aspirations.

Stakeholders Analysis

For each planned course we will undertake a full analysis of available labour market information to identify, assess and prioritise suitable employers for each of our engagement activities. Furthermore, we will use this analysis to determine suitable targets for each programme/course and monitor progress against this.

The Local Skills Improvement Plan (LSIP) has been used strategically to inform the Stanmore College curriculum offer and as part of our analysis we will continue to focus on employers in areas of priority.

Our Targets and Measures

The success of **employer engagement** will be managed against the following targets:

- Forecast enrolments.
- Number of industry placements needed.
- Number of employers needed to fulfil.
- Number of industry placements secured at least 6 months prior.
- Number of industry placements (actual)

Guiding Principles

Establishing Long-Term Partnerships: We are committed to building lasting relationships with employers, providing consistent, and high-quality support through our programmes.

Each employer will have a dedicated point of contact, ensuring effective communication and involvement in all stages of planning, delivery, and evaluation.

Valuing Feedback and Engagement: We value the input and contributions of our employer partners, promptly addressing any issues or concerns they may have in a professional manner. Their feedback will be appreciated and used to enhance our practices.

Recognising Success: We will celebrate the achievements of both employers and students through various means such as celebratory events, case studies, and promotions on press and social media platforms, highlighting the positive impact of their involvement.

Expanding and Diversifying Networks: We are committed to expanding and diversifying our network of employers, leveraging existing partnerships to create new opportunities and referrals in support of T Levels and other programmes, ensuring broad access to quality placements and progression routes.

Clear and Effective Communication: Our commitment to employers includes making our whole offer simple and accessible to them. We will deliver clear and timely communication, providing relevant information, responding to queries, and offering necessary support and guidance to ensure a successful and rewarding experience with the college and its students.

Collaborative Learning and Sharing: We will collaborate with other providers to find solutions for employers, share best practices, resources, and insights on employer engagement. Through regular meetings, forums, and events, we will ensure a coherent and consistent approach to employer engagement, avoiding duplication and fostering collective learning and improvement.

Roles and Responsibilities

College staff

The teaching staff will be accountable for this strategy and its delivery; they and the senior leadership team will facilitate strategic engagement activities as part of the implementation plan.

The Curriculum Team will be responsible for planning, coordinating, and implementing employer engagement activities, in consultation with students, employers, and other stakeholders.

Staff will be responsible for working with students to develop employability skills and work readiness ahead of the industry placement.

Approaches to Employer Engagement

Our employer engagement approach will use a range of methods and activities to build employer relationships and trust.

This will include:

- Dedicated webpages for employers to understand the offer.
- Updating and maintaining the Course Directory and the Connect service.
- Increased usage of LinkedIn to reach and engage the business community.
- Attendance at local business and networking events to promote our curriculum offer.
- Establishment and development of industry specific employer partnerships and forums.
- Host networking events and workshops.
- Employer-led guest lectures and workshops.
- Email and telephone campaigns.
- Improved representation at networking events
- Local press, radio, media campaigns
- Showcase our offer using case studies.
- Develop a T Level newsletter to expand the provision.
- Maximise existing connections, partnerships and relationships e.g. governors, parents, local community groups.

Evaluation and monitoring of employer engagement activity and outcomes

We will evaluate and monitor our employer engagement activity and outcomes through various methods, including

- Tracking the number and types of engaged employers
- Surveying their satisfaction and intentions for future involvement
- Conducting interviews to understand motivations and impacts
- Analysing student outcomes post-placement
- Comparing our performance with benchmarks
- Sharing findings with stakeholders for continuous improvement

Strategy Review:

This Employer Engagement Strategy will be reviewed annually and revised as appropriate to inform strategic, economic, and social developments.

Implementation Date: October 2024

Review Date July 2025