

Educ8tions Ltd.



Employer Involvement Strategy  
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### Document Control

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### Change History

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## Background

### Employer involvement strategy

#### 1. What do we mean by employer involvement?

Involvement means that employers have an agreed influence over the College's strategic decisions and day to day operational activities.

To be effective and to ensure that we engage with employers, the College will recognise employers as one of our key strategic partners and acknowledge their role in developing provision and modes of delivery.

#### 2. Effective employer involvement will impact on our:

1. mission and strategic objectives
2. strategic plan
3. master plan / accommodation strategy
4. staff development plan
5. marketing decisions and strategy
6. HR planning

Employer involvement changes the focus of the organisation and supports the College in its aim to become more aware of market opportunities; and to develop a more customer-focused business model.

#### 3. Effective employer responsiveness will help us to improve the quality of the following processes:

1. The identification and negotiation of training solutions, with objectives which meet business needs
2. The development of accessible and effective learning resources and facilities
3. The development of effective delivery styles and modes of learning
4. The development of effective feedback and evaluation mechanisms, based on the objectives agreed at proposal stage
5. The skills and capabilities of our staff
6. Our ability to promote the regeneration of skills locally and regionally and meet the needs of local and regional employers.



#### 4. Key Aims

1. To promote learning partnerships with the College's employers so that they have an agreed influence over policy, practice and procedure
2. To increase the confidence of employers in the College's ability to support their training and skills gaps issues
3. To develop Educ8tions as the provider of choice for local and regional employers

#### 5. Objectives:

1. To ensure that first contacts and other interaction with the employer are professional and responsive and that such relationships are managed effectively;
2. To identify a named contact so that employers are valued and responded to after each contact;
3. To ensure that College staff work with the employer in identifying appropriate training and assessment needs, which meet business objectives;
4. To deliver business solutions which match or exceed the proposal 'promise' and deliver business impact;
5. To keep the employer informed of the progress of the delivery and to solicit / manager / employer / supervisor / work-based mentor feedback at appropriate key stages;
6. To ensure all partners measure the impact of agreed delivery to the individual, the employer and on agreed business objectives;
7. To ensure that the employer feels involved and informed at every stage;
8. To ensure that College staff have knowledge and skills to identify employer requirement, understand business objectives and review effectiveness of delivery;
9. To ensure that a range of reports from the customer relationship management (CRM) or other sources facilitate the drive towards continuously improving our relationships with, and our services to employers.



### 6. Key Activities

1. Each centre to hold a minimum of three events annually which involve employers in sector specific activities and which promote training.
2. The College to have an annual calendar of the main College wide and sector specific events
3. Strategic and business planning process to be informed by employers, both at whole college and sector specific level. Employers to be updated on strategic direction annually through sector networks and college publication
4. A whole College framework to be implemented consistently and monitored through audit sampling, for review of progress of learners and reporting mechanisms for employers
5. Employers to be involved in the evaluation of all training activities to ensure the rigorous assessment of impact year on year. Termly reporting of employer satisfaction
6. All self-assessment reports to have relevant sections on employer responsiveness to ensure rigorous analysis of strengths and weaknesses, and action planning for improvement
7. A calendar of employer-facing continuous professional development activities to be organised each year
8. The impact of the Service Standards and Employer Charter to be annually reviewed and reported on through Service Standards
9. Whole College procedures for tracking employer activity before, during and after training activities is to be monitored monthly and reported on, so that customer relationships with our employers are managed, motivated and evaluated effectively.

