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## 1. Introduction

This is the Employer Engagement Strategy for Fife College, which links to both the Regional Outcome Agreement 2018 – 2021 and the Strategic Plan 2018 – 2023. The linkage between these key documents ensures that there is an institutional approach to employer engagement with clear synergies between academic and support teams to foster and develop effective Employer Engagement at both local and national levels.

The Employer Engagement Strategy is both a reflective and forward planning document assessing current baseline information and setting out clear outcomes and outputs supported by a robust framework for monitoring, self-evaluation and action planning. It aims to support increased employability for students in a rapidly evolving environment and to effectively respond to and anticipate employers' needs. This strategy aims to foster inclusive growth and sustainable employment. It also drives and supports the College's commitment to the creation of a flexible workforce and the generation of commercial activity as described in the College Regional Outcome Agreement and Strategic Plan.

The Strategy outlines how the academic, professional services and business development teams will work collaboratively to develop strong employer partnerships, thus ensuring that educational and training provision are aligned with the priorities of the local, regional and national economy.

## 2. Aims

Fife College will continue to work in partnership with key employers, industry/sectorial bodies, local/regional community partners, key government stakeholders and other organisations such as the Adam Smith Foundation to:

1. Provide accessible, inclusive, supportive work and learning opportunities aligned to industry needs and informed by employers to support inclusive growth and employability.
2. Promote cross College awareness of Labour Market Intelligence to support the development of the workforce skills, including employability skills.
3. Support the achievement of non-SFC income through robust employer engagement and client management.
4. Continue to develop and share a robust evidence base to foster culture change, influence planning and encourage knowledge transfer both within the commercial and academic portfolio.
5. Establish strong collaborative models at local, regional and national level (City Deals, national partnerships e.g. ESP, NMIS project activity, joint locally devised curriculum offer and employer advisory models) to support effective and productive pipeline activity.

The Employer Engagement strategy aligns to the following College strategic and operational plans:

1. Regional Outcome Agreement
2. Strategic Plan
3. Operational Plans
4. Financial Strategy
5. Curriculum Plan
6. Commercial Strategy

### 3. Specific Employer Engagement Objectives

The table below aligns with the College's key priority aims with the aims of this strategy with the operational objectives of the relevant Support Services and the specific Employer Engagement Objectives.

#### Key Priority Aim: Strategy 5

Maintain long term financial sustainability and become more commercially focussed

Employer Engagement Aims - 1, 2, 3, 4

Operational Objectives	Specific Employer Engagement Objectives	Responsibility	PIs	Target Date
BD - Identify new commercial opportunities working with the Faculties to bring these programmes to market.	Business Development Team to work with industry sectors and key stakeholders (SDS, SFC) to gather market intelligence for curriculum development for full and part time programmes and to build our commercial portfolio.	Director of BD working with the Faculties	Increase in commercial income and profit generated from employers across key sectors.  Student progression statistics.	July 2018
BD - Develop minimum of 3 new partnerships to be able to increase our market penetration and identify new opportunities.	Manage client acquisition and on-going account management using the CRM System. Use CRM reports to both analyse and forward plan the BD team activities and sales campaign.	BD Team	Improvement in regional skills gap and skills shortages statistics.  Deliver and exceed the Flexible Workforce Development Fund of £547k to a minimum of 60 clients.  Customer Acquisition increase year on year.	June 2019  July 2019
BD - Achieve the Flexible Workforce Development Fund budget allocation on behalf of the College.	Identify strategic partnerships with key employers and partners through client management, tenders, projects with key stakeholders (SDS, SFC) to maximise the commercial opportunities.	Director of BD, BD Managers and Directors of Faculties as appropriate	Expand the commercial portfolio offered across the College by a minimum of 2 new products for each of the Faculties.  Achieve MA contract value and recruitment numbers and grow contract annually by approx. 5% in value and MA numbers.	July 2019  Annual targets set
BD - Support the Faculties in development of commercial delivery models that ensure the College is able to meet demand	Create a calendar of key employer and stakeholder networking events, strategy groups and knowledge sharing forums and plan attendance by members of the team.	BD and Faculty teams	New curriculum programmes being developed based on employer/sectoral demand increase of 5%.	Ongoing
BD - To work with the Faculties to identify e-learning demand within the commercial, domestic and international markets.	Develop Employer Forums, and hold Employer Events for each Faculty to build our opportunities to provide curriculum and commercial programmes for specific sectors.	BD and Faculty teams	BD team and Faculties to deliver 3 events per year.  BD team to attend relevant Chamber events across 3 Chambers over the year (Fife, Dundee and Angus and Edinburgh).	July 2019 and annually thereafter

### Key Priority Aim: Strategy 1

Foster Ambition and develop successful students ready to progress through an inspirational and high quality learning experience

Employer Engagement Aims - 1, 2, 4, 5

Operational Objectives	Specific Employer Engagement Objectives	Responsibility	PIs	Target Date
Employability & Partnerships – introduce an Employability Mentoring scheme, linked to the Employability Strategy of the College.	Develop employer mentoring awareness and opportunities.	Employability Manager in partnership with BD team	Improved student experience and understanding of employability skills.	Sept 2019
Employability - Provide employability support to teaching staff to embed Employability & Career Development skills within Curriculum provision.	Actively pursue corporate partnerships to promote opportunities, improve the quality of student work placements and graduate destinations, establish a Research Fund to support developing areas of the curriculum that have both regional and national impact.	Employability Manager in partnership with BD team	Increased number of meaningful work experience opportunities.	July 2019
			Employer sponsorships are increased (e.g. Adam Smith Foundation).	January 2019
Develop new scholarship and sponsorship opportunities for students across key sectors.	Build on current employer relationships and increase number of employers engaged in supporting the ASF objectives specifically working with BD Managers to gain access to clients.  Developing marketing collateral to support the Adam Smith Foundation to promote the opportunities to employers.	AS Fundraiser supported by Faculties, Employability and BD Team	Increase industry based CLPL opportunities for lecturers.	March 2019
			Positive Media exposure, good news PR over the year.	Ongoing
			Employer scholarships are increased from previous year by 5% on current scholarships (These performance measures are already in place so can be tracked).	Sept 2019

### Key Priority Aim: Strategy 2

Provide a first class learning environment

Employer Engagement Aims - 4, 5

Operational Objectives	Specific Employer Engagement Objectives	Responsibility	PIs	Target Date
Provide Labour Market Intelligence to the Faculties to ensure FE/HE Portfolio reflects future skills demands.	Implement customer relationship management systems to maximise opportunities for the Employability and School College teams for Students.	Director of Business Development and CRM Coordinator working with key stakeholders to build employer database for Employability and School College teams	Fully implemented CRM system that enables Fife College to build and manage customer relationships.	July 2019

### Key Priority Aim: Strategy 3

Develop and empower our staff to work in a culture of trust and respect in a successful and reputable College

Employer Engagement Aims - 1, 2, 4,

Operational Objectives	Specific Employer Engagement Objectives	Responsibility	PIs	Target Date
Employability –supporting vulnerable students, including care experienced students, young carers, homeless, including improved identification, monitoring and tailored individual support along a social work model for designated students where appropriate	Develop employer understanding of vulnerable groups and build specific opportunities through face to face and digital communication.	Employability Manager supported by the BD team and working closely with the DYW Regional Board	Achieve MA contracts for 6 Care Experienced students.  Increased awareness of opportunities to support this student group, demonstrated through MA recruitment from this group increased - not currently measuring this therefore the 2018-19 recruitment will measure the success of the new promotional campaigns with employers.	August 2019

## 4. Guiding Principles

The guiding principles noted below will ensure a College wide approach to Employer Engagement to optimise opportunities and effectively manage employers across Fife and beyond:

- The College have adopted an Account Management model to manage and coordinate all communications with key employers to ensure a coordinated approach to managing effective relationships and meeting the needs of the employer. Each key employer is allocated a business development manager who manages their requirements and engagements with the College.
- To ensure client data is managed, controlled and adheres to the legal requirements the College has a Client Relationship Management System (CRM) where all client engagement activity should be held. The system is managed by the CRM Coordinator and access is available to relevant staff to input data.
- In order to maintain up to date information in relation to employer engagements where staff do not have access to the CRM system they should inform the CRM Coordinator or relevant Business Development Manager to ensure the information is recorded in the CRM System.
- Where there is an approach by an employer to a member of staff or an intention to approach an employer by a member of staff this should be flagged to the Director of Faculty and Business Development Team to ensure engagements are coordinated with any other potential previous or ongoing engagements/ discussions.
- Labour Market Intelligence should be shared between the Business Development Team and Faculty Directors to identify areas of demand and potential new product development.
- Any new potential products will be explored and where appropriate, a Business Case for development and investment will be undertaken by the Directors of Faculty and Business Development.
- Opportunities for sponsorship and/or scholarships identified by the Business Development Team or Faculties will be reported to the Adam Smith Foundation Fundraiser who will take the opportunity forward.
- Opportunities for work placements will be managed by the Faculties supported by the Employability and Business Development Teams.

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