



University of
East London

Employer Partnerships
Office (EPO)



EMPLOYER ENGAGEMENT STRATEGY 2022

uel.ac.uk

THE GOAL

To become the 1st choice for employers, entrepreneurs, and problem solvers in accessing creativity-led talent for their co-creation, innovation, graduate employment, research, and organisational enhancement needs.

PARTNER WITH EMPLOYERS TO BUILD AN INCLUSIVE AND SUSTAINABLE FUTURE

EMPLOYER PERSPECTIVE	Employer's first choice for: Graduate Employment	Employer's first choice for: Workforce Development	Employer's first choice for: Impactful Research and Innovation	Employer's first choice for: Giving Back
STRATEGIC VISION	Grow your diverse talent	Future-proof your workforce	Accelerate your sustainability through Research and Innovation	Make a difference
STRATEGIC GOALS: VISION 2028	To increase access to and acceleration of graduate-level employment.	To address industry and community skills gaps	To become the leading modern University in research impact	To respond to the employer's voice via sponsorship and participation in graduate employability, skills development, and research and innovation.
HOW WILL WE ACHIEVE THIS?	<ul style="list-style-type: none"> - Work with industry to identify current and future skills gaps, to co-create curriculum ensuring our students are the top choice for roles in industry 4.0 and the green economy. - Leverage employer partnerships, providing students with career-enhancing work-based learning opportunities and access to aspirational employers to launch their 	<ul style="list-style-type: none"> - Provide trailblazing apprenticeships, CPD and CE to innovative employers, ensuring their workforce have the skills and knowledge to compete in a continuous next world. - Respond to government and industry needs for lifelong learning by providing micro-credentials/"stackable" degrees. 	<ul style="list-style-type: none"> - Attract and retain high-quality academics and support the development of staff with significant responsibility for research through the new Academic Progression Framework (APF). - Develop Experts@UJEL platform to promote our research and knowledge exchange expertise to the private, public and third sector. 	<ul style="list-style-type: none"> - Engage platinum employers and alumni in fundraising for flagship employability and social mobility programmes such as Diversity of Thought and funded internship scheme. - Engage alumni and industry partners to provide guest speaking, business start-up mentorship, and knowledge exchange opportunities to support graduate employability, inform the

<p>graduate careers, become self-employed or start their own businesses.</p> <ul style="list-style-type: none"> - Work with employers to accelerate and promote diversification in the early talent pipeline. 	<ul style="list-style-type: none"> - Increase our engagements with the private, public and third sector in the Platinum and Gold categories from x% to y% (TBD) - Deepen impact in research, innovation, and engagement through UEL's Global Family initiative. - Business start-up and acceleration support for students, alumni and local businesses. 	<ul style="list-style-type: none"> - Engage academic staff in Research, Knowledge Exchange projects including CPD/CE with the private, public or third sector through 10 seed funding mechanisms. - Implement the Action Plans we have developed in response to the Knowledge Exchange Concordat and the Civic University agreement to enable effective knowledge exchange and academic support. 	<ul style="list-style-type: none"> - curriculum, and support social mobility and widening participation. - Active Advisory Board for each School to provide local and specialist support.
<ul style="list-style-type: none"> - We are a Careers-1st institution, pledging to support students with their career journey from day one, through their studies and beyond. - Our embedded MW&PF module provides equality of access to produce industry 4.0 graduates. - We are one of the most diverse universities in the UK. We champion social mobility and equal opportunities. - Our Career Passport and Career Zone Spaces connect students with employers based on skills and experience gained within and outside of the curriculum. 	<ul style="list-style-type: none"> - Our portfolio of CPD, CE and apprenticeships is continuously evolving to future-proof the workforce for Industry 4.0. - Our state-of-the-art simulation centres, maker spaces, clinics, laboratories and virtual reality technology provide immersive experiences for learners and excellent knowledge exchange opportunities. - Our Dual Delivery 2.0 model meets the needs of the workforce by providing a flexible in-person and online learning environment which can be adapted for bespoke employer needs. 	<ul style="list-style-type: none"> - We have world-leading Institutes and Centres of Excellence, such as the Sustainable Research Institute and the Institute for Connected Communities, that create an impact on people and the planet. - We are establishing the Royal Docks Centre for Sustainability (RDSCS) which will become a cornerstone in the region's innovation, skills and enterprise ecosystem in partnership with major international companies, local organisations and local authorities supporting the Industry 4.0 economy (e.g.: Data Centre and Innovation pathways). 	<ul style="list-style-type: none"> - We are an engine of social mobility and work to eliminate gaps in equality of opportunity across the whole student lifecycle. A large proportion of our student body comes from underrepresented groups, and we continue to improve access, success and progression outcomes for all our students. - Working towards an inclusive and sustainable future, we embed sustainable practice across all our programmes which will not only equip students to be successful in green jobs but will also allow them to understand their role in creating a sustainable future.

WHY UEL? OUR USPS

<ul style="list-style-type: none"> - Our digital badges brand our students and give them a competitive advantage. 	<ul style="list-style-type: none"> - Our apprenticeships can be taught as day release or block teaching to meet the needs of employers and apprentices. - We use our institution's specialised knowledge and Centres of excellence to develop meaningful CPD/CE, short courses (Institutes and Centres). 	<ul style="list-style-type: none"> - Our excellent research focuses on three key areas: Environmental Sustainability, Data (including cyber-safety and security 'Safety Tech'; digital economy; and digital skills and inclusion), health and well-being. 	<ul style="list-style-type: none"> - Our students are Industry 4.0 ready, and our academics have close industry connections. Advisory Boards ensure we stay updated on sector trends and better understand the continuous next, which helps inform curricula, skills needs and course development.
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THE EMPLOYERS VOICE

<p>Listening and hearing the 'employer's voice' is imperative to the success of this Strategy. Creation and development of individual Schools' Advisory boards sit very much at the heart of it and will allow us to bring together employer partners, relevant UEL academics and professional services to ensure open communication and feedback on the provision are exchanged at regular meetings.</p>	<p>The Employer's voice will be measured by the following levers:</p> <ul style="list-style-type: none"> - Net Promoter Score – this is tied to the institutional KPI of 'Employer partner NPS'; - Employer Quacquarelli Symonds (QS) Survey – this is one of the three most widely read university rankings in the world. 	<p>In addition to the above-mentioned, the University will continue to engage with Industrial Revolution 5.0 by gaining insights from employers about their growing skills needs/trends and use this intelligence to develop its CPD/CE provision. By carrying out a "Future Careers" survey every 6 months, UEL will proactively meet skills gaps needs and increase our reputation as an important provider of CPD and CE. This same survey will also help the university better understand future trends for stackable degrees that truly meet the needs of the market.</p>	<p>accordingly so that strategic account management can take place. Defined initiatives should be rolled out for Platinum and Gold partners across departments to make them feel valued and served by the institution.</p>
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ACCOUNT MANAGEMENT

<p>UEL has created a document which provides an institutional methodology for defining Platinum, Gold, Silver and Bronze partners. This should be used by services to create a local definition that is relevant to their aims, objectives and activities. Organisations in these</p>	<p>categories should be account managed strategically at both the local and institutional level, to ensure that we leverage our partnerships by cross-selling and upselling, creating long-term and fruitful relationships. Organisations should be held on a CRM and categorised</p>	<p>accordingly so that strategic account management can take place. Defined initiatives should be rolled out for Platinum and Gold partners across departments to make them feel valued and served by the institution.</p>	<p>accordingly so that strategic account management can take place. Defined initiatives should be rolled out for Platinum and Gold partners across departments to make them feel valued and served by the institution.</p>
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REPUTATION

- Winning employability awards to demonstrate the ground-breaking work being done in terms of strategy, provision and social mobility initiatives.
- Publicly promoting partnerships with aspirational employers and those that align with our core values. Using this in our marketing material to attract new students and employers.
- Presenting at graduate employability events, promoting careers initiatives and innovative ways of working at UEL.

- Positive KEF results.
- Joining apprenticeship and skills workstreams and advisory panels.
- Participating in relevant consultations and trailblazer panels.

- Positive REF and KEF results and Improved QR and HE-BCI funding allocations.
- Participating and influencing local organisations, local authorities and community development/engagement projects.
- Winning community and business development Awards.

- Increasing sponsorship from the private, public and third sector and increasing grants from the public sector.
- Aligning our work with organisations that have similar values showcases our strengths in sustainability, social mobility and EDI.

For employers who would like to discuss opportunities to collaborate with UEL, contact The Talent Gateway teams at: degreeapprenticeships@uel.ac.uk | Employer Partnerships Office (EPO) | For apprenticeship recruitment opportunities apo@uel.ac.uk | Academic Partnerships Office (APO) | For collaborative provision opportunities

