

# Employer Engagement & Marketing Group

## REMIT

Operational responsibility for working with industry to identify higher technical and professional educational needs and promote effective solutions so that provision is demand driven and current

## PURPOSE

1. The development and implementation of the College's Employer Engagement & Marketing Strategy.
2. Work with employers to identify patterns of training demand and requirements for higher technical and professional education in the region.
3. Develop and implement strategies to support effective ongoing engagement of employers in course development and review
4. Develop institution-wide strategies and approaches for the marketing and promotion of the college HE offer
5. Support course teams in the marketing of HE provision internally and externally
6. The preparation of an annual HE Self Evaluation Document to Academic Board on the effectiveness of approaches to, and outcomes of, employer engagement and marketing
7. The development, implementation and review of policies in learning and teaching
8. The consideration of outcomes from internal and external student surveys in relation to learning and teaching.

## MEMBERSHIP

The Learning & Teaching Scholarship Group will be chaired and convened by the Higher Education Manager

Membership of the Learning Teaching & Scholarship Group will normally include:

Title	Name
HE Manager (Chair)	TBC
HE Subject Leads	TBC
Assistant Director of Student Services	Andrew Bailey
HE Coordinator	

## **WORKING PATTERNS**

- Meetings will be held bi-monthly, TBC, with dates and times agreed at the start of each year.
- Agendas and relevant papers to be circulated one week in advance of the meeting
- Participants will be given the opportunity to contribute to the agenda
- Members take responsibility for disseminating the outcomes of the meeting to their colleagues

## **ACCOUNTABILITY AND COMMUNICATION**

- Minutes will be presented to and discussed at the Academic Standards & Quality Committee.
- Discussions, outcomes and actions to be communicated by members to their teams as appropriate to deliver agreed outcomes.