

JISC

JISC Business and Community Engagement
Supporting and Enhancing Strategic Partnerships

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<http://www.jisc.ac.uk/whatwedo/programmes/bce.aspx>

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JISC JISC Activities

JISC

- Innovation Programmes (e.g. Digitisation)
- Services (c.40, e.g. JANET, 6 Advisory Services)
- Provides and develops ICT facilities and resources;
- Provides support, advice and guidance; spreads good practice;
- Creates collaborative networks at home and abroad.

JISC is driven by

- The needs of the community it serves
- Supporting the aims and objectives of the JISC's funding partners
- Political drivers e.g. DIUS' Employer Engagement (Leitch) + Innovation Nation
- Support for HE provision beyond HEIs (FE colleges, work place)
- Working in collaboration with e.g. HE Academy, Becta, internationally,

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JISC JISC Business and Community Engagement (BCE) Programme

- The JISC BCE Programme supports institutions in their engagement with the wider community. It aims:
 - To enhance institutional efficiency, effectiveness and opportunities in business and community activities
 - To improve access to institutions' knowledge assets for business and community organisations.
- Approx £6M programme initially over 3 years 2008-09 to 2010-11, gradually embedded across JISC programmes and services

What do we mean by BCE?

BCE is the *strategic management of partnerships, interactions and transactions with partners, clients and intermediaries external to the institution.*

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What does BCE mean for institutions?

- BCE: management of strategic partnerships to deliver external services
e.g. innovation, CPD, mentoring, consultancy, research collaboration, festivals, events
- BCE combines several related strategic areas:
 - Public and community engagement
 - Knowledge transfer/exchange
 - Employer engagement
 - Lifelong learning
- Objective: to deliver benefits to economy and society - and the institutions,
e.g. a more highly skilled workforce, a more efficient, dynamic and sustainable economy
and a more cohesive, knowledge-enabled society

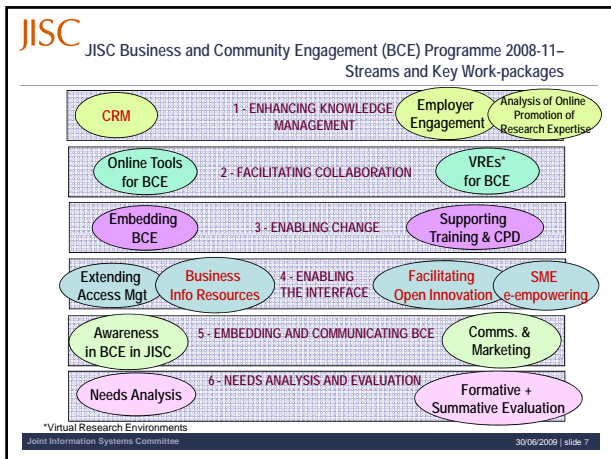
BCE is fundamentally about solving problems and creating opportunities through external engagement.

Benefits of BCE for institutions?

- BCE helps HEIs and FECs rise to these challenges, contributing to competitive advantage in the global 'knowledge economy', skills/workforce development etc.
- BCE helps institutions manage and adapt to the change (economic, policy etc)
- For institutions, well-managed BCE brings can added value + wider benefits, e.g.:
 - extended and enhanced profile
 - improved reputation (especially locally/regionally)
 - business opportunities (consultancy, CPD etc) and revenue/benefits in kind
 - student pipeline through (lifelong learning, CPD, enhanced reputation/profile)
 - alumni development (contacts via business partnerships)
- Can help institutions better define their niche and their market differentiation
- It's happening anyway.....Internal services broadening their user base
 - Services which were once only internal - such as IT, information and access management - are now having to be adapted for new external users

JISC Advisory Services BCE Team

- Established in 2008 to advocate the work of the six JISC advisory services in BCE
- Provides support to the collaborative delivery of four projects
 - Awareness and education for the wider JISC community
 - Trialling of online collaborative tools for BCE
 - Supporting Training, CPD and staff exchange for BCE practitioners
 - Embedding BCE through Business Process Improvement and Internal Engagement
- Helping the BCE programme and the Advisory Services achieve their individual and collective missions
- http://www.pageflakes.com/bce_team



- JISC** BCE Employer Engagement Work-package
- Objective:
 - to enable learning, innovation and improvement around systems and processes supporting effective, sustainable and *integrated* employer engagement strategy and workforce development service
 - Focus on facilitating the trilateral interface between: Institution - employer- learner
 - Complementary to HEFCE's employer engagement infrastructure funding
 - Phase 1: Employer Engagement Small-scale pilots (x5) Employer Engagement Study and Synthesis
 - Phase 2: Employer Engagement exemplars integrated into large-scale Lifelong learning and Workforce Development Institutional Innovation projects – led by JISC e-learning
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- JISC** BCE Employer Engagement Phase 1 Pilots
- Employer Engagement Supporting Study and Synthesis project
 - 5 small-scale pilots
 - Birkbeck College, Univ of London (CRM4UNI – analytics tool for strategic EE across depts.)
 - York University (CEED – reporting and aggregation of CPD provision across departments)
 - Doncaster College (INLET -use of mobile techs for on site work-based learning assessors)
 - Roehampton University (Future skills for the Design Industry in west London)
 - Coventry University (courses delivered on health sector client site - access to univ system)
 - Amongst lessons learnt:
 - Training in how to make best use of virtual learning environments, e-portfolios, etc. needs to be provided to those who are supporting the teaching and learning
 - Provision of forums for interaction with employers and other stakeholders.
 - Supply of trained and user-oriented support staff members to interface between technology implementation and its use in the field.
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