

# Employer Engagement Strategy 2024-27

## 1) Introduction

The College's new Strategic Ambition, [Empowering People for a Changing World \(2024-27\)](#) was launched at the August 2024 staff conference. The Employer Engagement Strategy (2024-2027) is one of the four underpinning enabling strategies which will deliver on the overall ambition.

## 2) Ayrshire College Strategic Ambition and Objectives

**Strategic Ambition** Enabling learning which provides our people with the skills to be successful and our economy to thrive

### Strategic Objectives

#### Partner of Choice

Our sense of place extends to our communities, our business partners, our region and beyond. We are regionally focused and globally engaged as a key partner through:

- Innovation and collaboration
- Impactful contributions
- Immersive relationships

#### Enabling the Future

We will shape the future positively, to drive transformation and continuous improvement, respond to challenges and bring new ideas to life through:

- Leading and influencing within our ecosystem
- Data informed and intelligence driven approaches
- Agile and responsive behaviours

#### Outstanding Experiences

Grounded in high quality learning and teaching, where our students are challenged to reach the highest standards, to thrive and succeed.

We deliver outstanding experiences through:

- Personalised and inclusive approaches
- Building ambition
- Inspiring success

## 3) Employer Engagement Strategic Ambition and Objectives

### Our Ambition

To create dynamic and collaborative partnerships with key employers and external stakeholders, ensuring that the skills offer aligns with the priority sectors in the Ayrshire region.

The strategy will drive economic growth and enhance income streams for the College and ensure that we are recognised as the training partner of choice across all priority sectors.

## Objectives

### 1. Partner of Choice

Strong relationships with key employers and external stakeholders are essential for executing the Employer Engagement Strategy. By increasing our current connections within the local economy's priority sectors, we will:

- Better understand our regional economy, by identifying priority and growth sectors through local research and skills needs assessments.
- Develop a robust stakeholder engagement plan supported by a responsive CRM system to measure progress.
- Develop bespoke training and business improvement solutions tailored to the unique needs of employers including support for applied innovation, apprenticeships and upskilling/reskilling programmes.

### 2. Enabling the Future

It is crucial for the skills offer to adapt ensuring that the regional workforce possesses the skills required to sustain economic growth. Working in collaboration with employers, external stakeholders and industry bodies, we will:

- Ensure our approach is agile and responsive to future skills requirements putting the College at the forefront of advances in technology.
- Integrate innovation and meta-skills into the skills offer to ensure it is informed by data and driven by insights that address employer needs.
- Reposition our skills offer to address the upskilling and reskilling needs of employers, as well as the demographic changes across the region.

### 3. Outstanding Experiences

Exceed the expectations of employer partners to ensure that we are recognised as the training partner of choice. We will do this by:

- Fostering genuinely immersive relationships with employer partners to ensure that the College is at the centre of strategic partnerships within the region
- Ensuring that courses are personalised and tailored to meet the individual needs of the student and employer
- Create knowledge exchange opportunities for staff and students that ensure our skills offer and graduates are equipped with the skills and knowledge to compete globally.
- Showcasing the success of our programs to enhance reputation by proactively promoting courses, sharing case studies, and highlighting alumni testimonials.

## Performance Measures

### 1. New Business/Sector Connections

	24-25	25-26	26-27
New Connections	20	25	30

### 2. Number of Modern Apprentices candidates

	24-25	25-26	26-27
Total Number of MA Enrolments	1300	1325	1350

### 3. Income Targets

	24-25	25-26	26-27
Education Contracts	£1,644,000	£1,700,000	£1,720,000
MA Managing Agent Tuition Fees	£430,000	£420,000	£410,000
Commercial Income	£656,000	£700,000	£750,000

### 4. Hosting Strategic networking events for priority sectors

	24-25	25-26	26-27
Number of Events	4	6	8

### 5. Innovation and Knowledge Exchange Partnerships

	24-25	25-26	26-27
Number of Partnerships	3	5	10

## 6. Employer satisfaction rates

	24-25	25-26	26-27
Employer Satisfaction	97%	98%	98%

### Monitoring and Review

The Strategic Objectives will be achieved through the successful delivery of a range of performance measures. The objectives, and associated performance measures will be embedded, on an annual basis, within the College's Operating and Enhancement Plan.

The Business, Resource and Infrastructure Committee will annually review the progress made against each strategic objective.