

Employer & Business Engagement Group (EBEG) ToR & WMHEA

West Midlands' "Employer and Business Engagement Group"

1. Purpose of the Group

To provide a forum for West Midlands' Universities at an **operational** level, to:-

- 1.1 Discuss, international, national and regional agendas associated with University employer and business engagement including workforce development, innovation and economic regeneration.
- 1.2 Engage with Advantage West Midlands (AWM), Business Link West Midlands (BLWM) and other regional, national and international bodies responsible for policies and initiatives in support of University employer and business engagement including workforce development, innovation and economic development activities.
- 1.3 Develop collaborative approaches to employer and business engagement, workforce development innovation and economic regeneration activities.

2. Accountability

- 2.1 The Group is directly accountable to the WMHEA Strategic Board via the Chairperson and a nominated 'link person' who is a member of the WMHEA Strategic Board.
- 2.2 Regular reports on the activities of the Group to be provided to the WMHEA Strategic Board. The Chairperson of the Group will attend WMHEA Strategic Board meetings when requested.

3. Terms of Reference

- 3.1 To provide an opportunity for designated senior staff, who have operational responsibility, within their Universities for existing employer and business engagement, workforce development, innovation and economic regeneration activities to meet on a regular basis to discuss areas of common interest.
- 3.2 To engage with international, national and regional bodies such as representatives from the European Commission, Department for Business, Department of Business Innovation and Skills (BIS), Advantage West Midlands (AWM), and BLWM etc on topics of mutual interest.
- 3.3 To engage with regional stakeholders from the Innovation, Business Support, Inward Investment Skills and ERDF teams within AWM and with BLWM to exchange information and identify opportunities for Higher

Education Institutions (HEIs) to develop individually and collectively their contribution to regional strategies that are aligned with the remit of the Group.

- 3.4 To collate information and prepare the HERA Barometer Report for approval and onward transmission by the WMHEA Strategic Board.
- 3.5 To provide opportunities and support businesses to engage with the regional employability and internship agendas.
- 3.6 To establish links with the WMRO to review economic data and develop activities in response to the data.
- 3.7 To review and comment on policies relevant to the remit of the Group.
- 3.8 To develop opportunities for collaborative projects which will enhance the regional effectiveness of provision.
- 3.9 To receive progress reports on collaborative projects and make recommendations where appropriate.
- 3.10 To receive and respond to information from officers of AWM and BLWM and representative bodies such as the Innovation and Technology Council, the Regional Skills Partnership, the Enterprise Board and COG Chairs Group.
- 3.11 To disseminate the results of discussion within the members respective Institutions and raise awareness of the growing employer and business engagement agenda.

4. **Membership**

One designated senior officer from each HEI, with specific responsibility for the identification and delivery of the Institution's activities that align to the remit of the Group.

Other organisations and agencies will be invited to attend meetings to discuss particular aspects of mutual interest on a regular basis, especially, but not exclusively AWM, BLWM and the Learning Skills Council (LSC).

Directors of collaborative projects will be invited to submit a written progress report when necessary and or attend the meeting in person if required.

5. **Frequency of Meetings**

Quarterly with the option to meet more frequently as business dictates and the agenda demands because of new government announcements.

6. **Chairperson and Secretariat**

The Chairperson will be a Pro Vice-Chancellor with a member of the WMHEA Strategic Board acting as the 'link person' between the Group and the WMHEA Strategic Board. The 'link person' will be nominated by the WMHEA Strategic Board. The Chairperson and 'link person' will be appointed such that they reflect the balance of the Universities within the West Midlands represented by the Group.

7. **Voting and decision-making**

Not relevant as this is an advisory body only.

8. **Substitution of members**

Nominated members may send a deputy if they are unable to attend.

9. **Date for Review**

June 2010