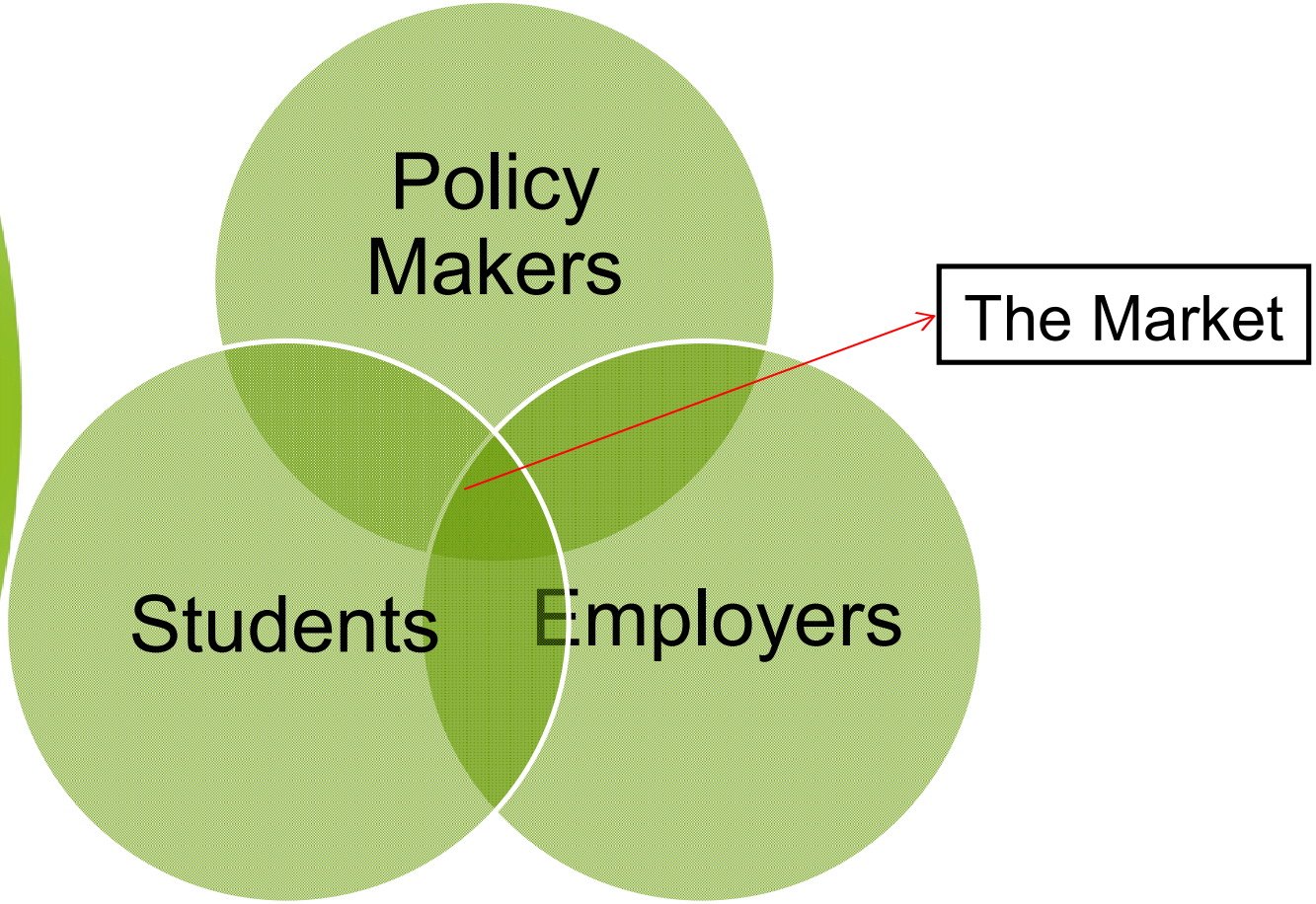
Articulating your offer to employers.

-Achieving demand led provision

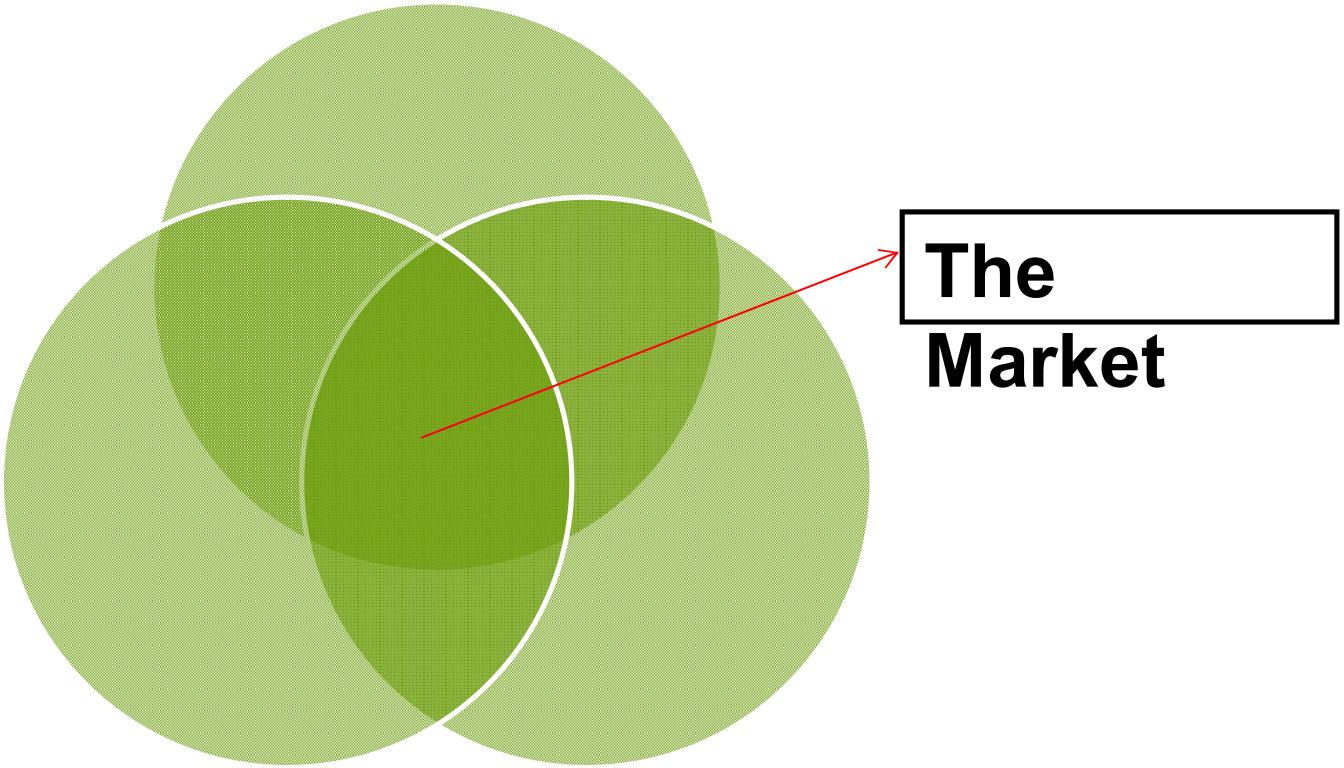
John Stone

November 2008

Whose Demand?

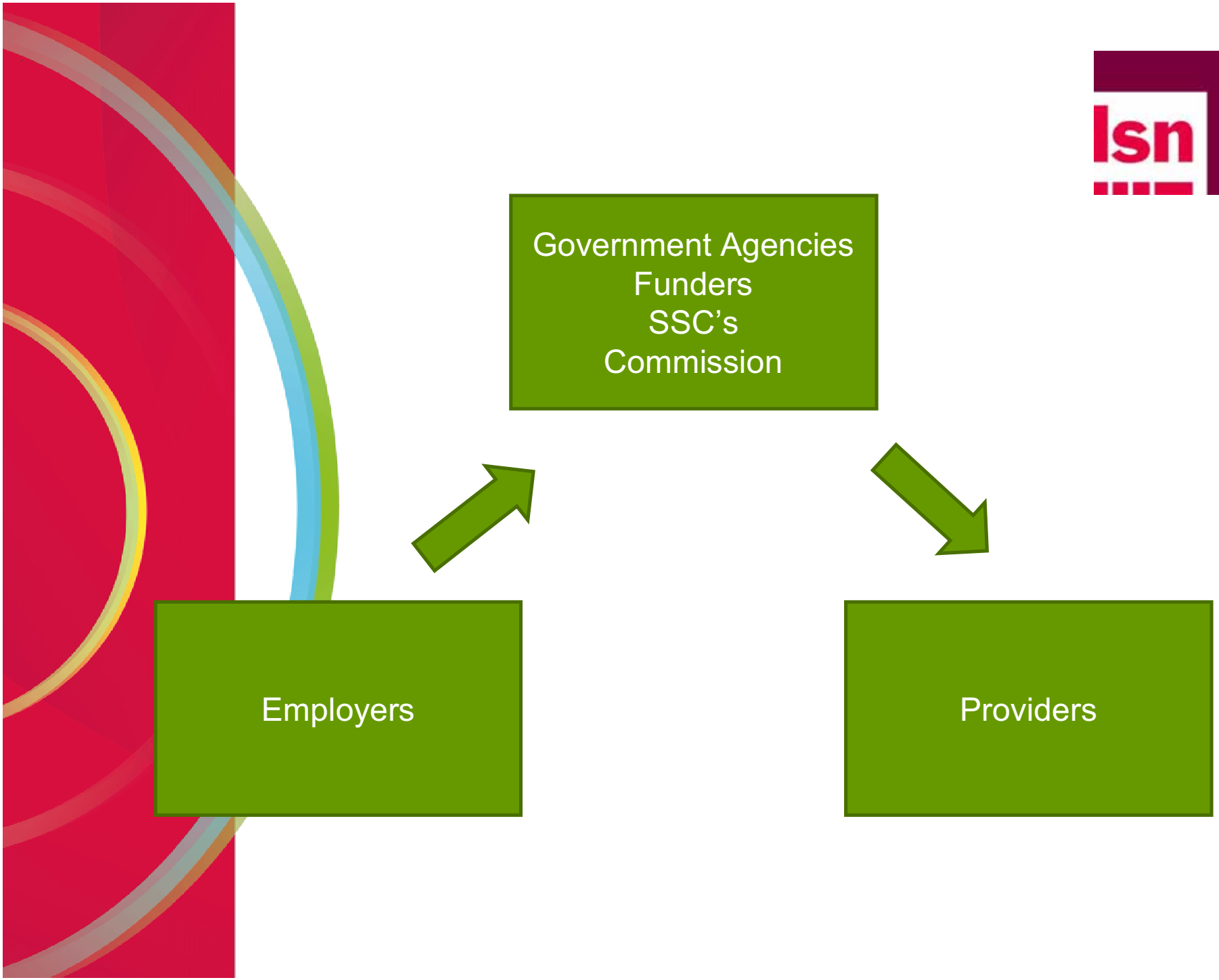


Increasing the overlap

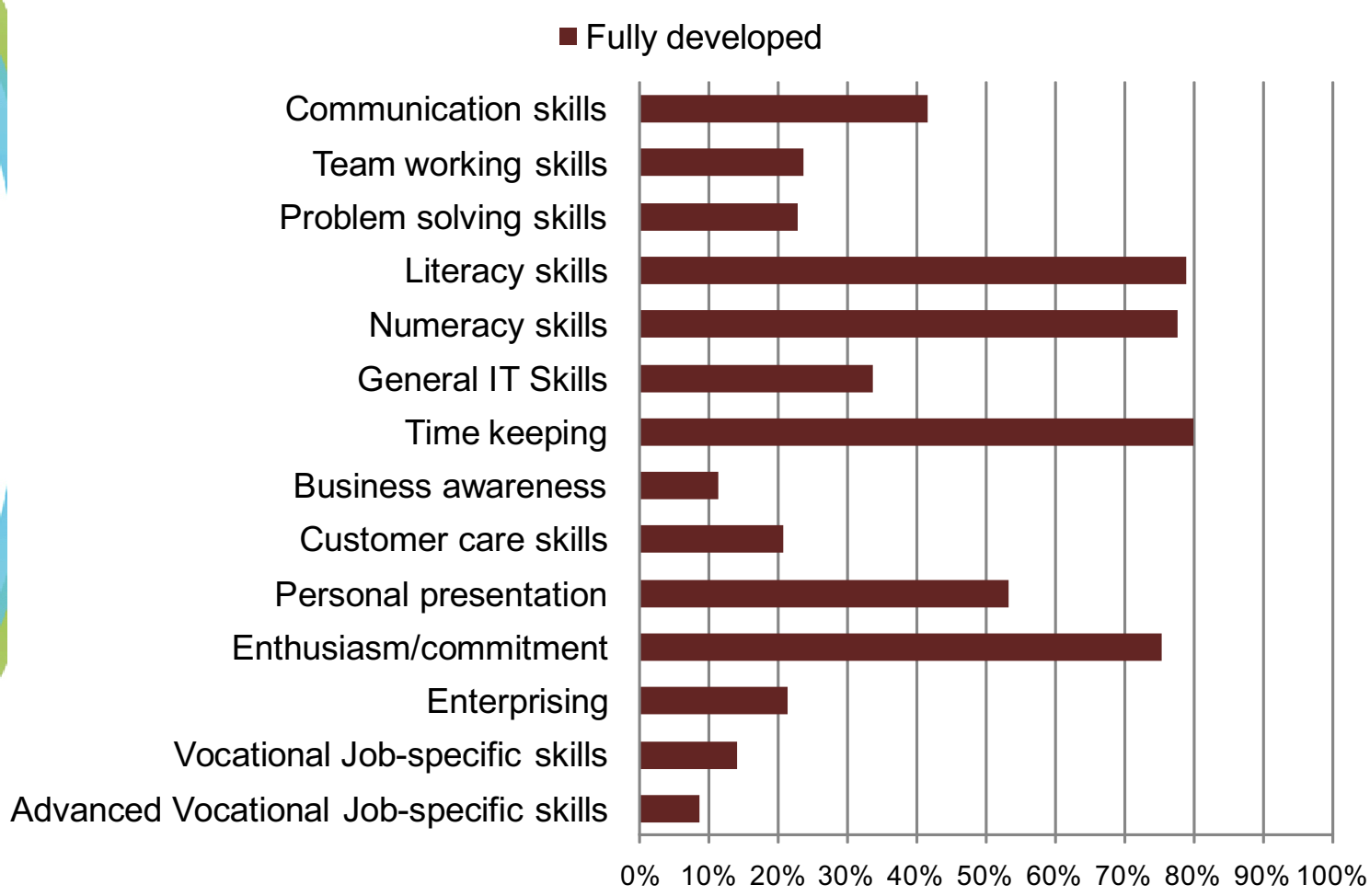


Increasing the overlap

- Students – Employers
  - Local market knowledge
  - IAG
  - Employer involvement
  - Work experience
- Policy- Student
  - Curriculum Reform
  - Communications and IAG
  - Responsiveness to Student Demand
- Policy- Employers
  - An employer led system?


Government Agencies
Funders
SSC's
Commission
Employers
Providers

Employers' demand



What demand?

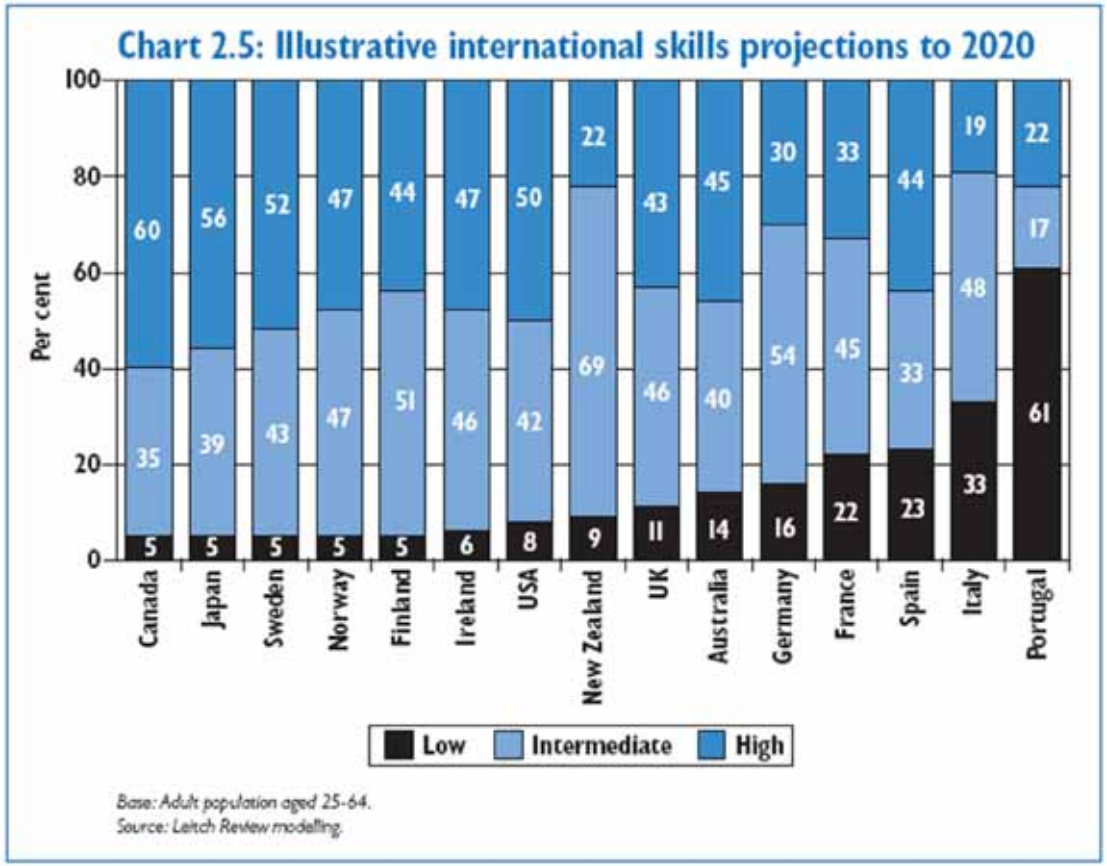
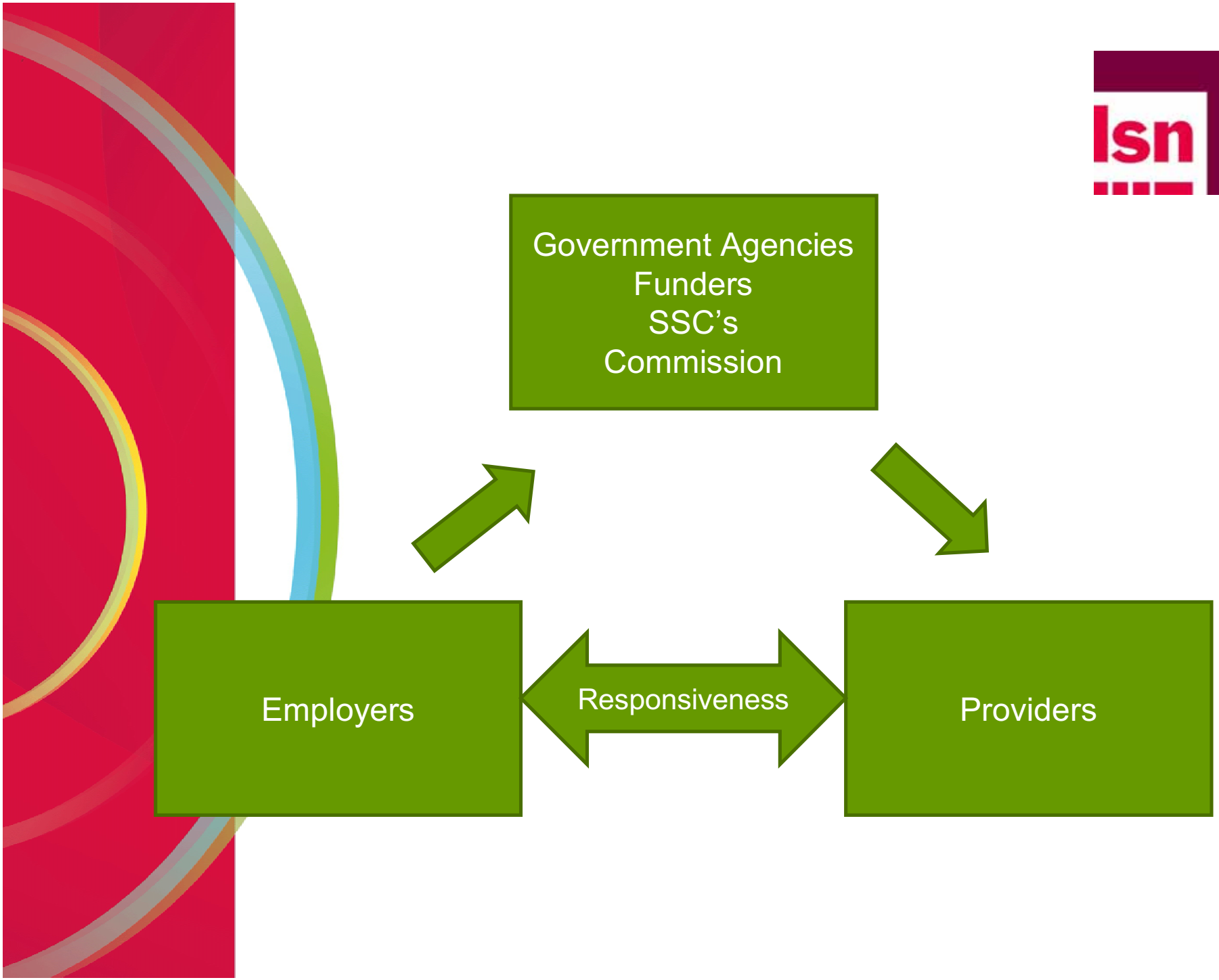


Chart 2.5: Illustrative international skills projections to 2020
Per cent
100
80
60
40
20
0
Canada 5 35 60
Japan 5 39 56
Sweden 5 43 52
Norway 5 47 47
Finland 5 51 44
Ireland 6 46 47
USA 8 42 50
New Zealand 9 69 22
UK 11 46 43
Australia 14 40 45
Germany 16 54 30
France 22 45 33
Spain 23 33 44
Italy 33 48 19
Portugal 61 17 22
Low
Intermediate
High
Base: Adult population aged 25-64.
Source: Leitch Review modelling

National Employer Skills Survey (2007)

- SSV - 5% of Cos., 0.6% w/f
- Skills Gaps – 6%
- £38.6bn ‘spent’ on training
- Off the job- £2.4bn (6%)
- 17% use FE Colleges
- 18% towards a qualification (9% NVQ)
- 4% involved in T2G


Government Agencies
Funders
SSC's
Commission
Employers
Responsiveness
Providers

Increasing responsiveness

- Selling (Full Fat) Qualifications
  - Train to Gain & Brokerage
  - Socially Desirable
  - Demand side issues
- Selling Modules
  - Curriculum and Qualification Reform
- Selling Skills
  - Legwork, Networks and Focus
  - A space for conversation

www.LSNeducation.org.uk

+44 845 071 0800

Learning and Skills Network
Fifth Floor
Holborn Centre
120 Holborn,
London
EC1N 2AD
United Kingdom