



Newsletter

February 2005

The Council for Industry and Higher Education (CIHE) is a unique high-level partnership of leaders from businesses, universities and colleges. Our mission is:

“To advance all kinds of learning through the fostering of mutual understanding, co-operation and support between higher education and business.”

This Newsletter summarises the considerable progress we are making in influencing policies and informing actions. Our work focuses on seven key themes which we list below, and each has specific projects. At the end of this Newsletter we list the members of the team who have responsibility for the various themes. Through our members and via our core team we are closely linked to a range of networks. This improves our reach and influence. We particularly thank our members for their ideas and continued support.

Richard A Brown
Chief Executive

Our Key Themes and Projects

Helping UK higher education to be internationally competitive

Reviewing the Competitiveness of UK Higher Education

At the last CIHE Council meeting, members approved us embarking on a major project to seek business views on the international competitiveness of UK higher education. Such an analysis has never been done before and the CIHE is uniquely able to undertake this given the wide range and high level international perspective of our business members. Equally we are convinced we need views that are based on actual investment decisions made and we will gather this information at working level. Our work will also identify the various ways businesses relate to higher education – whether strategically from the centre or tactically from the business units – and identify issues that businesses may want to consider.

A pilot unit is informing on the methodology and enabling us to hone the issues to be addressed. James

Ross and Richard Greenhalgh will lead the discussions with our business leaders.

Pressing for the expansion of higher education to meet business needs

Encouraging Work Based Learning

We have just issued a Consultation Document on Work Based Learning (with support from the DfES). This will inform a joint conference we are organising with Neil Stewart on 24th February and a further document in June that will identify and spread good practice. We want to showcase a range of examples; so please let us know about those we could highlight.

Arguing for a coherent Qualifications Framework

Our Policy Forum has discussed our response to the QCA consultation on how they might develop a framework for qualifications and credits in England (these already exist in Scotland and Wales). We want to see greater progress towards a seamless approach that covers all levels of learning from the basic level 1 to PhD. We also value the vocational alongside the academic and want learners of all ages to progress and realise their potential. Our response will be on our website in March. We have also responded to the HE Academy Consultation on their forward plan and stressed the importance of higher education developing employability in students and engaging with employers – both of which were missing from their plan.

Supporting Foundation Degrees

We continue to support the development of this 2-year higher education award that aims to meet the skills gap at supervisory/technician level.

Encouraging the development and application of leadership

Supporting The National Mentoring Scheme

With the help of our business and academic leaders we have so far identified around 30 mentors to work with aspiring academics on this scheme being run by the Leadership Foundation for Higher Education. We are sure our mentors will also benefit from the sharing of ideas and we see this as a partnering as much as a mentoring scheme.

Enabling Academics to be Non-Executive Directors

Businesses have to widen their search for NEDs post-Higgs. But neither they nor executive search firms seem to consider whether senior academics might have the appropriate business experience and skills. A dinner discussion identified the blocks and the representatives from the executive search firms will discuss the opportunities with a few vice-Chancellors in a pilot exercise that we hope can be developed across the sector.

Bringing business and business schools closer together

Our joint Forum of business leaders and deans of business schools with the Association of Business Schools will report in June on how both businesses and business schools might work closer together to develop the leaders of the future. As part of this project four businesses are piloting the delivery of business case studies to business schools. The aim is to help managers develop their own reflective and presentation skills while putting business schools in touch with the latest business issues.

Should the Student Experience be about getting more than a degree?

Our consultation at St George's Windsor this year looked at what the student experience of higher education should be. The current emphasis seems to be just on the economic benefits rather than the role of higher education in developing societal values, ethics and the global community. A report of the consultation recommending how the diverse student body might better appreciate the broader experiences characterising higher education will be published in March.

Developing a Framework on Ethics for Higher Education

With funding from HEFCE, we are coordinating a broad range of organisations to work with the Institute of Business Ethics to develop a framework guide from within which universities and colleges can develop their own comprehensive guides on ethical behaviour. We are identifying good practice and will consult widely on the draft framework. Over 70 universities and colleges have so far responded to the request from UUK and SCOP for examples of what they are doing. There will be a national conference on June 28th to discuss the draft framework. We are most grateful to Anglo-American for hosting this.

Encouraging an improved dialogue on R&D and Knowledge Transfer

Developing IPR Protocols

We have been a member of Richard Lambert's group that has been developing a range of IPR protocols to help smaller companies and non-research intensive universities foster research partnerships. The protocols, with a general overview of the issue, will be on our web-site as well as that of the DTI and we will also have further examples covering additional issues.

Considering Knowledge Transfer Metrics

Our R&D Group has met with senior DTI officials to discuss possible future metrics for the distribution of Government knowledge transfer funds (HEIF3). The dialogue continues and a further meeting is planned. We want to encourage a wide range of university relationships with business and local communities. We continue to work closely with UUK on this and other issues.

Develop Employability and Entrepreneurship

Finalising Employability Profiles

Twelve Subject Centres have worked with us to develop employability profiles, describing the employability characteristics they develop in their students during a course of study. They will use these profiles to work with their academic communities to raise the profile of employability. These guides are on our website. A synthesis report for employers will be published shortly. The HE Academy is closely involved

and we hope to cover the remaining twelve subject disciplines later this year.

Researching Entrepreneurship and the Creative Industries

Along with a range of partners, we are funding a project that will consider how higher education can help those in the creative industries successfully market their ideas as entrepreneurs. Channel 4 is representing us on the project advisory group. We are also working with the British Venture Capital Association and other organisations in the UK and USA on how entrepreneurship can be encouraged.

Encouraging the Evolution of Higher Education

Being informed on international developments

We continue to share ideas and develop joint thinking with our overseas partnerships - in particular in the USA, Japan and the EU. The US shares with the UK many issues such as problems in university funding, a shortage of home students studying maths and the physical sciences, and issues surrounding leadership and the role of universities in imparting ethical and community values.

Supporting a Widening of Participation in Higher Education

Updating The Value of Higher Education

The next edition of this joint guide with UCAS for school children and those who advise them is being circulated to all schools. It notes how salaries vary depending on the subjects studied (for example, those with maths earn more), that it takes time to settle into a career and that employers seek a range of capabilities (including work experience) in the graduates they recruit. We hope this will help better inform potential students.

Recruiting for Diversity and Business Advantage

Dr Martin Read will launch in March at LogicaCMG our joint report with the IES on recruiting for diversity and business advantage. This will show how businesses can perhaps unwittingly screen out good potential applicants. It will identify good recruitment practices and how companies can recruit both a more diverse work force and one that will better reflect the needs of the organisation.

The Team

Richard A Brown	Chief Executive	Barbara Blake	Employability & Ethics
Ben Jones	PA/Administrator	Helen Connor	Learning & Diversity
Philip Ternouth	R&D and Knowledge Transfer	Peter Forbes	Business School Forum
Hugh Smith	Business Case Studies	Julia Casson	Leadership & Governance
Abhay Gudka	Accountant		

The Trustees

Richard Greenhalgh	Chairman <i>CIHE</i>	Sir Tom McKillop	Chief Executive <i>AstraZeneca plc</i>
Rob Margetts CBE	Chairman <i>BOC, Legal & General</i>	Sir Geoffrey Copland	Vice Chancellor <i>University of Westminster</i>
Sir David Watson	Vice Chancellor <i>University of Brighton</i>	Ruth Silver	Principal <i>Lewisham College</i>

Company Secretary: **Barbara Blake**

Recent Publications

Work Based Learning: A Consultation

Identifies some of the issues that need to be resolved if universities and colleges are to capture a greater share of the market for learners who are in work.

Helen Connor (£5) (CIHE February 2005) ISBN: 1 874223 48 3

The Value of Higher Education

A guide for students and their advisers on the value of higher education and what businesses look for in the graduates they recruit. This document was written with support from CIHE and UCAS, in association with Prospects. Available from both UCAS and CIHE websites.

Vikki Pickering (New Edition available: February 2005)

The Business of Knowledge Transfer

With reference to US Institutions, this report stresses the wide range of university knowledge transfer relationships and the need for appropriately wide metrics against which to evaluate performance. *Philip Ternouth* (£5) (CIHE October 2004) ISBN: 1 874223 47 5

Higher Education Leadership and Fundraising

Summarises the Council discussion with the US fundraising guru John Glier on how US institutions have secured funding. (Free) (CIHE June 2004) ISBN 1 874223 46 7

Higher Education and the Public Good

Summary of a consultation on how the fundamental values of HE can be better asserted.

Supported by CIHE, SRHE and St George's House Windsor
(Free – website only) (CIHE June 2004) ISBN 1 874223 45 9

A full list of CIHE publications can be found on the website www.cihe-uk.com

To order contact: cihe@cihe-uk.com

The Council for Industry and Higher Education seeks to:

- develop an agreed agenda on the learning issues that affect our global competitiveness, social cohesion and individual development;
- commission research so that policy can be better based on evidence;
- debate our agenda and research with the Government and its agencies and work with them and others to effect change.

We aim for our policy papers to be strategic, rigorous and accessible.

The Council For Industry and Higher Education

Studio 11, Tiger House
Burton Street, London
WC1H 9BY

Tel: 020 7383 7667
cihe@cihe-uk.com

Fax: 020 7383 4774
www.cihe-uk.com

The Council for Industry and Higher Education is a company limited by guarantee
registered in England Wales No: 3465914 Registered Charity No: 1066956