

Companies and Classrooms

Title	Companies and Classrooms
Coverage	United Kingdom
Organization/enterprise	Confederation of British Industry (CBI) Wales
Topic	School-business partnership
Target group and outreach	Students (14-19 years), schools and companies
Purpose	The objective of the survey was to ascertain structured links between education providers and businesses in Wales with a view to helping businesses improve linkages.
Key features	(1) Brings together different education-business linkage schemes to maximize schools' access to companies and mentors (2) Includes best practice examples on work experience
Strategy and approach	<p>In 2004, CBI Wales undertook a survey and a number of interviews to uncover members' experiences with local education providers. The survey conducted was aimed at identifying businesses in Wales that operate innovative schemes and programmes with schools and colleges. Ultimately the purpose of the survey was to shed light on education-business linkage schemes to maximize schools' access to companies and mentors. The publication also included eight best practice examples.</p> <p>The survey included a range of questions with the aim of reaching a comprehensive picture of links between education and business.</p> <p>Questions included:</p> <ul style="list-style-type: none"> • Which education providers have you made links with? • Who initiated the contact? • What type of links/activities have you established with education providers? • What benefits have you gained from this activity? • Do you have an established strategy for engaging with local education providers? • Do you have a nominated member of staff dealing with local education providers? • Do you measure the impact of your engagement with local education providers? • What factors limit your involvement with local education providers?
Partners	CBI conducted the survey with the help of its members
Major achievements	<p>Results of the survey:</p> <p>All members that responded to the survey had links with education providers and many had established relationships with more than one school or college. According to the report, 80 per cent of businesses maintained links with secondary schools and 71 per cent with further education colleges, successfully targeting the 14-19 age group. The survey identified the need to further enhance the link between schools and companies.</p>

	The survey determined that work experience placements were by far the most popular activity, with 80 per cent of all the respondents offering such opportunities. Overall, businesses were involved in a wide range of activities, with around 40 per cent sponsoring events, giving guest lectures or input into training and school curricula. Other initiatives included attending career and training events, providing bursaries, site visits, teacher placements and staff mentor schemes. Small and medium enterprises (SMEs) tended to offer more traditional opportunities such as work placements, sitting on school boards of governors and sponsoring various activities.
Additional information	CBI. 2004. <i>Companies and Classrooms</i> . 12 pages (PDF)
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Source: Confederation of Business Industry (CBI)