



## Graduate Development Centre



### Brokerage and Alumni Offer to Faculties 2011 -2012

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Brokerage Support Officer – Janet Monaghan

### **Alumni Relations Team (ART)**

Alumni Relations Manager, **Mark Williams**, [m.r.williams@ljmu.ac.uk](mailto:m.r.williams@ljmu.ac.uk) 0151 231 3370

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### Brokerage/Employer Engagement

The Brokerage Team promotes the following work related learning opportunities to employers and forwards any offers to **Faculty Brokerage Champions** or via the **vacancy web site** directly to the students. Brokerage will support activities through sourcing suitable employers, liaise with academics, booking rooms for events, develop faculty branded marketing materials and campaigns to students, meet and greet employers and evaluate events

*NB All events or speakers should be planned at least six weeks in advance of required date.*

### WoW® in Conversation

Brokerage will source organisations that will provide:

#### **WoW® Guest Speakers**

**WoW® Master Classes** (High profile speakers for large groups e.g. CEOs of major businesses )

#### **WoW® On-Line employer Forums**

**WoW® Live Projects** to be used in the curriculum working with employers.

## WoW® Uncovered

Brokerage will source the following employer opportunities:

**WoW® Work Shadowing** opportunities for both staff and students to visit workplaces.

**Placements**, subsequent offers are referred to relevant work based learning units and/academic staff via the LJMU Client Relationship Management (CRM) system.

## WoW® in the Curriculum

The Brokerage Team has developed and holds **confidentiality and Intellectual Property agreements**.

**The team will work with employers to generate the following:**

**WoW® Research Projects** both undergraduate and postgraduate.

- 1) Supported by an employer mentors e.g. Police
- 2) Possible **topics for individual dissertations** this requires adequate information from academics to identify suitable opportunities.

**WoW® Problem solving case studies** set by organisations with employer involvement setting the case study and working in conjunction with an academic tutor for students to work on as individuals or in groups.

**Employer Advisory Panels** assisting in setting up and facilitating meetings to review degree programmes

**'WoW® Certificate' Employer Verifiers** –industry specific

**Faculty based marketing materials**

**WoW® Faculty specific career/ employability days** in conjunction with the WoW® Delivery Team e.g. focus on a particular area of employers.

**WoW® student conferences** e.g. Criminal Justice days held at the GDC with external guest speakers and student dissertation presentations during the day.

**Large curriculum events** e.g. The TAE Innovation Week – multiple employer speakers and judges of student work.

**WoW® employer specific events** e.g. A construction company are to hold technical meetings at the GDC which students and staff will observe.

## WoW® for the Whole University

**The Brokerage Team undertakes the following:**

**The LJMU Client Relationship Management system offering** supporting and training to colleagues.

Promote, monitor and maintain the **LJMU Placement/Vacancy web system** ensuring the advertising of graduate and student jobs full time, part time placements and project work. These are posted on the system for the attention of everyone.

**Labour Market Reports** that are published each quarter summarising regional labour market intelligence, job opportunities etc.

**The Wow® Work Related Learning Fairs.** Brokerage invites organisations to attend and markets the occasions to students and staff. This is aimed at the not-for-profit sector to offer research; volunteering and work based learning opportunities for students

**Represent LJMU at Graduate Fairs and Networking** events to make new employer contacts

**Holds monthly open meetings** - an introduction to WoW® for any organisation, this introduction is followed up on an individual basis with each company.

**Co-ordinate cross-faculty organisation offers** e.g. Army Leadership weekend.

Source and monitor individual's '**My working Day**', **video/pod casts, case studies and best practice scenarios for marketing purposes and student access.** All are accessible through the WoW® web site.

Sources, facilitates and manages **externally funded cross university placement opportunities** e.g. summer 2010 internships ensuring a cross faculty spread of opportunity.

*NB. The Brokerage Team is unable to operationally manage work based placements*

## Alumni Relations

The principal aim of the Alumni Relations Team (ART) is to engage current members of the Alumni Association and future alumni, both in the UK and internationally, in the life of LJMU. In 2011/12 this will be achieved through a range of alumni events and a selection of e-communications outlets. The ART sits within the Graduate Development Centre and there is an increased emphasis on encouraging alumni to support the World of Work Programme through requests for their 'time and talent'.

### Alumni Events:

The ART will provide:

**Advice** - with regard to proposed alumni events, includes content and timeframe

**Promotion** – of events via the online communications avenues listed below

**Support** - at Merseyside based alumni events, registration and data capture to maintain an accurate database

**Post-event de-brief support** – and future event planning

**Annual Statistics** - of the number of alumni registered with the Alumni Association in the requested subject area(s), helps inform Schools of their realistic target market

*NB: Events should be confirmed at least 4 months in advance of the suggested date to allow adequate time for marketing and promotion. There is no pre-allocated budget/funding available to support alumni events.*

### Alumni E-Communications:

The ART has the following e-communications outlets available to promote alumni related articles and events, please forward any suggestions for articles;

**Alumni Website** – promote School alumni events, School/subject specific alumni groups, alumni ‘good news stories’.

**Alumni E-newsletter** - quarterly distribution to 12000 members, forthcoming distribution dates; 2011 - w/c 5<sup>th</sup> Dec; 2012 – w/c 5<sup>th</sup> Mar, 4<sup>th</sup> Jun, 3<sup>rd</sup> Sep.

**LJMU Alumni Facebook Fan Page** – over 550 ‘fans’, a less formal avenue but remains useful to promote events, good news articles etc

**Alumni e-flyers** supplement the e-newsletters, useful to send prior to an event as a reminder to register

*NB: Please supply a draft article and high resolution jpeg image with online content. There are 8 articles per e-newsletter early submission is advised. Articles must arrive at least two weeks before the Monday of the week of distribution. A balance of articles is a requirement and inclusion cannot be guaranteed. The e-communications outlets are used as a vehicle to build relationships with alumni and encourage them to remain close to LJMU. They have not been used for commercial purposes e.g. to market opportunities of further study at the University.*

### Alumni Other:

**Alumni Groups** – explore and advise on the development and management of a School/subject specific alumni group

**Alumni Benefits Package** – help LJMU extend its on-campus provision for alumni, proactively reach out to your alumni and promote your facilities to alumni within the Package. Available to all members of the Alumni Association

**Short in-lecture talks** – to final year students to promote and encourage future registration with the Alumni Association

### Alumni Events Planned for 2011/12:

24/09/11 Liverpool Polytechnic 1970’s Reunion, Ship & Mitre Pub  
12/10/11 Alumni Employer Engagement Evening, Graduate Development Centre  
20/10/11 Liverpool Universities Pub Quiz, Guild of Students  
01/12/11 Out Of Print, (in conjunction with Liverpool Screen School), 68a Hope St.  
04/02/12 Thai Alumni Evening, Bangkok  
11/02/12 Malaysian Alumni Evening, Kuala Lumpur  
22/03/12 Construction and Property Alumni Event (date tbc), Liverpool City Centre  
12/04/12 Liverpool Universities Pub Quiz, Liverpool Students Union  
26/04/12 London Alumni Evening, London (venue and content tbc)  
May Product Innovation Show Alumni Reception (date tbc),  
07/06/12 Strategic Leadership in Education & PE, (date and venue tbc)

**[Brokerage and Alumni - Adding Value to the Curriculum - Please contact us!!](#)**