



BEEHIVES

Beehives: Boosting European Exchange in HVET and Employment Involvement in Education Structures [Erasmus + Project]

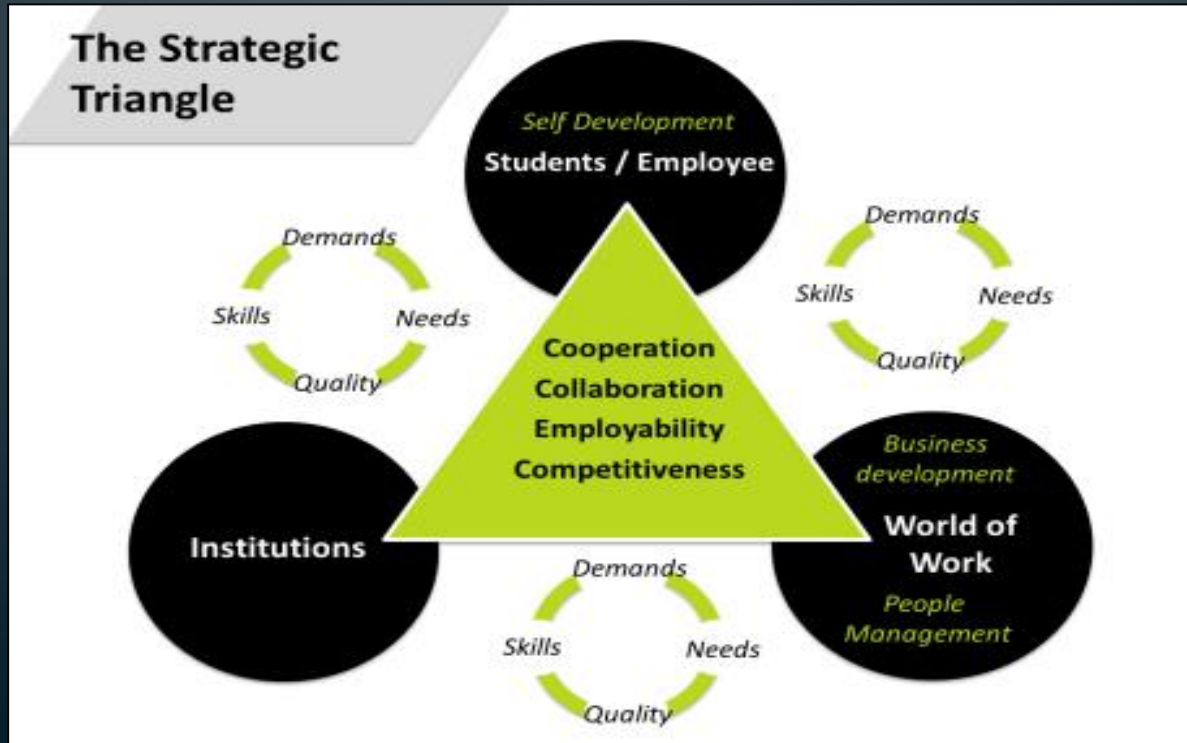
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of Research and Applied Innovation in VET*

Chain 5 Annual Conference, Brussels, March 2018

Beehives: Policy Context

- ❑ Lisbon strategy: HE institutions must consider the employability of their graduates, equip them with the skills for public and private sectors, and ensure that the unemployed can improve their skills for work. (2000)
- ❑ EU Modernisation Agenda for Higher Education: reform of HE to meet the requirements of the labour market with emphasis on relevant skills, qualifications and graduates employability. **A problem lies in the lack of a strong cooperation, understanding and interaction between HE institutions and businesses.** (2011)
- ❑ Higher education should also allow students to acquire skills and experiences through activities based around real-world problems, include work-based learning and, where possible, offer international mobility. Cooperation with employers can allow HEIs to increase the relevance of their curricula and deliver them effectively, and increase opportunities for students to access high quality work-based learning. (update-2017)

Beehives: Strategic Partnership Triangle



Beehives: Project Focus

- BEEHiVES will work at the boundaries between traditional HE, PHE and HVET - and aims to equip educational institutions offering EQF-level 5 qualifications and above the tools and measures to **improve employer involvement in all program development processes;**
- Hence BEEHIVES will focus on a **specific relation and interaction between PHE/HVET institutions, employers/labour market and students within the “strategic (partnership) triangle”**

Beehives: Aims/Project Website

- Develop a series of tools and measures collected in a web-based “Strategy Matrix Toolbox”
- Ensure that the three apexes of the strategic partnership triangle are able to collaborate more productively and
- Improve student retention and increase post-graduation employability.
- <https://beehives.de> - HVET/PHE Country Reports available

Beehives: Partners

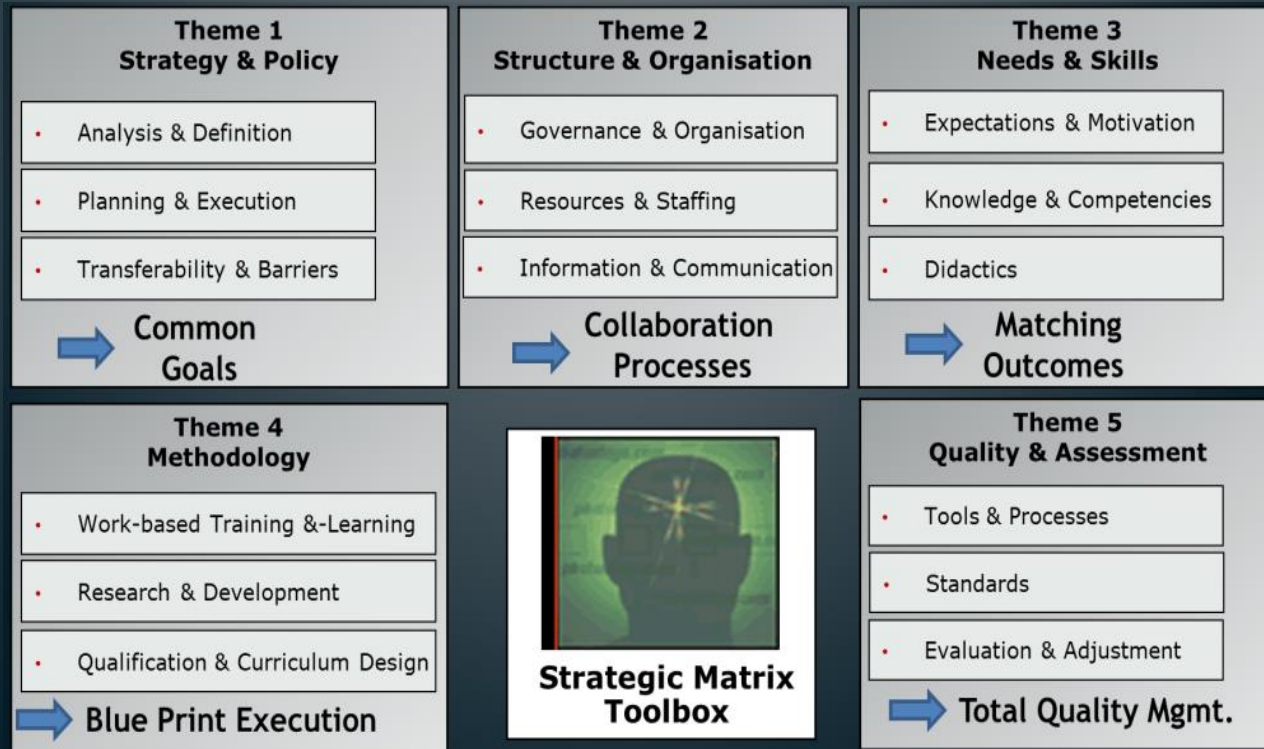
- Basque: TKNIKA, H/VET Development and Innovation Agency
- England: Association of Colleges
- Belgium: University College, Antwerp
- Germany: Dual University, Baden Wurttemberg
- Czech Republic: Association of HE institutes
- Denmark: Covered by EURASHE
- Knowledge Information Centre, Malta: Quality Assurance and Development/Dissemination

Beehives: Development and Research process

1. HVET/PHE Country Reports, including focus groups with the three strategic stakeholders (students, employers and providers) and qualification/programme information guidance notes;
2. From these reports developed a 'strategic matrix' questionnaire with 300 + stakeholders across the 5 countries;
3. Responses analysed, summarized and verified by country;
4. Good practices identified to enter final toolkit on a scoreboard basis, allowing for self-assessment.

Country		
Title of the qualification		
Overview of the qualification		
EQF-level, National qualification level, ISCED level		
Number of credit points (eg ECTS)		
Examples of programmes		
Minimum entry requirements		
Institutions (types of providers, number of institutions- if known)		
Programmes (subject areas, number of programmes- if known,		
Funding (and any differences between funding of provision at public and private institutions)		
Law (General laws that apply to the qualification)		
Quality Assurance and Accreditation (General overview)		
Involvement of students	Law	
	Key national actors/agencies	
	Curriculum design	
	Accreditation/validation,	
Involvement of Employers	Ongoing quality assurance	

Beehives: Strategic Matrix - Themes



	Basic	Fragmented	Proactive	Dynamic
Joint collaboration planning	Not at all	Ad-hoc	Activity based	A strategic planing with regular follow-up
Strategic Aim & Objectives	No sharing	Ad-hoc	Sharing specific goal and objectives (strategic roadmap)	Shared with defined rhythm+ in-person meetings + Core DNA of Strategic Collaboration
Agreement	No template	No template, rely on handshakes or contracts based on specific deals	A basic template	A collaboration format with policies that regulates all aspects of the relationship
Leads	Do not give	Ad-hoc, no structure	Some structure, give some but do not measure outcome	A process that generate lots of leads to others and that measures success
National or regional messaging	No	Reactive, only tell when people ask or when an opportunity occurs	Reactive, ad-hoc messaging/campaigns + basic recognition of partners and capabilities	Fully integrated Marketing within Partner Circles - One Effort
Geography	Only in the same city	Only in the same city	Use partnering to gain access to local partners and other regions in the country	Strategically use partnering for broader geographical coverage in to the region
Resource Utilization	Rare use of staff exchange / guest lecturers	Partner on a case by case basis when there are opportunities	Pre-defined rate of guest lecturers for sharing practical experience resources + Access to practical knowledge	Rationalized + Integrated Resource Planning covering multiple Competencies
Partner Relationship	Not at all	Do 1:1 meetings with partners to understand their needs and expectations and define different partner engagements	Proactive measure partner satisfaction and actively collect references for your circle of trust	Take both collective and individual responsibility for managing partner relationship
Readiness and Planing [applies to formal strategic partner programs]	No Readiness or strategic plan / roadmap for collaboration	Individual and single partnership management on faculty Section management, ad hoc based and mutual interest based on single opportunity	Joint strategic initiatives in overlapping areas and joint planning aiming to achieve common agreed goals	Multi year collaboration plan together with multiple partners - using strength in combined advanced certifications in order to improve employability of students

Beehives: Partnership Model B

Collaboration (level 1)	Strategic Alliance/Joint Activities (L2)	Corporate Integration (L3)
No permanent organizational commitment	Commitment to future	Joint and regular curriculum development
Decision-making remains with individual organization	Decision-making shared	Decision-making transferred and regulated
		Legal policies/Joint committees
Transactional?		Transformational?
Autonomy maintained	No change to corporate structure but some integration	Potential for structural change

Beehives: Emerging 'good practices' / England

- ✓ Work-based Projects based on real work based practices (s)
- ✓ Visits/Tours of employer premises (s)
- ✓ Work Experience - all types (s)
- ✓ Careers Advice directly from Employers (s)

- ✓ Establishing structures to maximise provider/employer/student strategic partnerships (p)
- ✓ Live assignment/assessment briefs (p)
- ✓ Organising Provider-based Employer Liaison Days/Weeks (p)
- ✓ Developing Higher Apprenticeships (p)

Any Questions?

BEEHIVES PROJECT - [HTTPS://BEEHIVES.DE](https://BEEHIVES.DE)



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