

### Introduction

Local networks and the wider IET may be interested to learn of the change in approach to delivering awards and the strategic benefit that can be gained from reviewing the current process.

### Background

Currently the IET South Yorkshire Local Network (SYLN) has limited links to many of the institutions that it serves, particularly in industry. The SYLN has embarked on the development of a new strategy in order to better deliver the IET vision and Mission. As part of this we have set up new ways of working to increase the profile of the IET and scope of service for the local network. One of the initiatives has been to identify the commodities the network has that are valued by its client-base. As part of that exercise we viewed the awards we present as an area for improving links with local stakeholders.



**Stacey Jowitt, Student of Excellence - Northern Foods, Barnsley College and IET**

As part of this we have been developing better links with technical colleges and other FE institutions. Rotherham College of Arts and Technology (RCAT) has been one such institution that has requested closer links with the IET SYLN as a result of our support of the Student of Excellence (SoE) Award.

Historically we have always attended the College awards night to present the certificate. However, this year the student was not available for the award ceremony, and where in the past we may have just sent it in the post it was recognised that this presented an opportunity to foster closer links with potential industry partners. This required a SYLN committee member, the Student Liaison and Head of Faculty from the College, and senior management from the Student's workplace to come together to set up the presentation of the award.

### Objectives of the Exercise

- 1) To work with partners to raise the profile of The IET in the local area
- 2) To inspire, inform and influence for the purpose of positively promoting Engineering and Technology
- 3) To increase the local network stakeholder group and forge contacts that could be useful to the wider IET family in terms of membership recruitment
- 4) Communicate the presentation of awards as a benefit for the wider institutions involved in them



Chloe Miller, Student of Excellence – IET with Ardagh Glass Mentor and Supervisor

### Method

Use the awards as an opportunity to build collaborative relationships with the wider engineering community and to raise the profile of the individual, the educational establishment and the employer. This profile-raising allows all the participants to put a spotlight on the work they are doing and use the award to best effect for them. This raises the importance attached to the award as well as the profile of the IET and Engineering and Technology as a whole. As relationships develop we can then introduce them to IET staff of relevant departments to build the membership and connections to individuals and industry across a wider base.



Liam Downing, Student of Excellence – with IET and Rotherham College

Of course, the most important part of the award is the presentation and the prestige in receiving an award from one of the world's largest engineering institutions. It is vital to ensure that the groups all share the credit for the award – including mentors, support departments, senior management and lecturers. Follow-up engagement with media outlets so that all concerned have the spotlight put on them as a result of achieving the award and can use the associated print material for their own marketing. This linkage to local media outlets can be used to good effect to provide easy-copy for them and in turn to establish relationships and to build the profile of the IET with the media institutions.

### Delivery

Start by using an existing relationship with one college as an exemplar of the benefit of presenting the award at the student's workplace (this can then be used as evidence of successful delivery for other colleges and workplaces). Work with this college to set up communications with the workplace through their normal channels. Once communications have been established and the workplace is on board, pull together some analysis of the organisation, reviewing the type of work done, the extent of the engineering and technology within the organisation and the commodities sold. Perform some background analysis of the student receiving the presentation and identify the level of attainment of the individual and their aspirations, particularly with reference to continued study. This can then be used as a reference point both for making the presentation and assessing whether they are likely to be interested in membership of the IET.



**Muhidin Muhidin, Student of Excellence – Sheffield College and the IET**

Prior to the presentation, outline the IET to the workplace, our Vision and Mission and how the award relates to this. Provide the college and workplace with ideas for how to market the award and request permission to use the presentation in marketing material for the IET. Reinforce the profile of the IET as a major international institution and send links to the website. Also make reference to the IET's role in setting the wiring regulations, as this is usually an immediate recognition point for anyone unfamiliar. This background information and profiling will set the award in context of its importance to the individual, the college and the workplace.

Invite all that are concerned with the student to attend the presentation, including senior management, mentors, HR, and support functions. This will ensure that maximum benefit from the award can be gained by all concerned. As part of the presentation ensure that all staff involved in the award are

spoken to and are made aware of the marketability of their work in aiding the success of the student. Discuss their knowledge of the IET, its vision and mission and relate how this award is part of that. Try to gain an understanding of the issues with respect to engineering and technology recruitment and development in the workplace. This will shed light on whether extended involvement with the IET may benefit the organisation.

Depending on the type of workplace, identify the potential for holding an event to showcase the company's work in technology, or to open the door to the industry to potential new recruits. If this is not appropriate then identify either current events that may be of interest to the individuals or consider new events that could tap into the areas of interest of the company and/or people within. Add the key staff and corporate contacts to the stakeholder management register for the local network and agree to keep communication links open for direct marketing of events.



**Ryan Newton, Student of Excellence – Chesterfield College and the IET**

With respect to the Further Education Colleges, these can be excellent conduits to hundreds of corporate entities that are the direct customers of the college – information and contacts that can be used effectively by other parts of the IET. Also the college may have aspirations to gain IET accreditation for courses in engineering and technology. This can be explored and the students moving toward HNC/HND courses can be made aware of the IET YP section. Ensure time is spent both in the build up to the event and during the event so that the colleges are getting the best marketing opportunity from the presentation of the award.

Prior to the event, identify potential media outlets that could be interested in publishing copy of the award and set the plan for publishing on IET social media sites. Identify individuals within the publications for future contact and follow-up, add these people to the stakeholder management register. Ensure that both the college and workplace have media-relations in place for the presentation and if this is not available you can take appropriate photographs and share them with all parties.

## Summary and Conclusions

The change in approach to delivering awards is starting to pay dividends in improving relationships with local network stakeholders. This first attempt at making the change is still mid-way through the process of being delivered, with the media relations piece still to be put into place, however - we have made some key statements for our new strategy, notably:

- improved awareness of the work of the IET across several different corporate entities in the local network;
- agreed contact between these companies and other IET departments;
- demonstrating how engagement with the local FE colleges can open doors to myriad other businesses for the purposes of generating membership;
- highlighted how companies and FE colleges can gain significant PR benefit from being involved with the IET;
- created interest and raised the profile of the IET YP network;
- developed good content to increase media activity;
- opened doors to new companies, industries and key players in engineering and technology in the local network;
- gained significant insight into the level of awareness of the IET and its work across multiple institutions and workplaces.

The next steps are to work with the stakeholders to set up direct press releases, to set up the recipients of the awards with the YP section, arrange an event at one of the workplaces and arrange for meetings between the Membership team and the local contacts made. All of the above will strengthen the IET South Yorkshire Local Network's ability to develop its service over the coming years and will enable us to develop stronger, more durable connections to our customer base to allow the delivery of the IET's Vision and Mission.

**John Lawrence**

**Chairman, South Yorkshire Local Network**

## Appendix

### Press release from Barnsley College, example of the College and Workplace using the award.

#### PRESS RELEASE

#### Student engineers a top award from the Institution of Engineering and Technology

Barnsley College student Stacey Jowitt has received a Student of Excellence Certificate and £200 prize from the Institution of Engineering and Technology (The IET) for her outstanding achievements towards her studies.

Stacey, 30, from Athersley in Barnsley, who is currently working at Premier Foods as an Apprentice Engineer, was presented with her award by Barnsley College engineering tutors Peter Bird and Roger Gillespie, Secretary of the IET South Yorkshire Network, Brian Heathcote and Chief Engineer at Premier Foods, Carl Goodwin.

Stacey was picked from 200 students by her tutors for the hard work and dedication towards her studies. She worked tirelessly to complete her Level 3 Advanced Apprenticeship in Engineering at Barnsley College whilst also completing her HNC in Engineering at University Campus Barnsley (UCB) at the same time.

Stacey's role at Premier Foods has been varied where she has gained experience in both mechanical and electrical engineering. She has applied the theoretical principles that she has learnt on her apprenticeship and HNC into her role and she will now continue to work her way up to Junior Engineer at Premier Foods.

Stacey said: "It's really nice to be recognised for my achievements and I would like to thank my tutors for nominating me for this award. It's been a challenging year but it has been worth it as I have learned a lot whilst doing my apprenticeship alongside completing my HNC in Engineering."

Brian Heathcote of the IET, who is former Barnsley College student, said: "Two of the main aims of the IET are to recognise the achievements of young engineers and encourage more young people into engineering careers. Being from the local area it was a pleasure to present this award to Stacey, which is well deserved, and I would like to wish her all the best for her future as an engineer".

Carl Goodwin, Chief Engineer at Premier Foods, added: "This award is a great recognition for Stacey and all the hard work that she does. We have a number of apprentices working for us and this award is a fantastic way to promote engineering in the food industry to young people."

Places are still available on Engineering courses at Barnsley College and UCB and it's not too late to join us for courses starting in September. For more information about Barnsley College call 01226 216123 or visit [www.barnsley.ac.uk](http://www.barnsley.ac.uk). For more information about UCB call 01226 216165 or visit [www.universitycampus.barnsley.ac.uk](http://www.universitycampus.barnsley.ac.uk).

### Notes to editors:

- Photo: L-R, Roger Gillespie and Peter Bird - Programme Managers, Barnsley College, Brian Heathcote - Secretary of the IET South Yorkshire Network, Stacey Jowitt, Carl Goodwin - Chief Engineer, Premier Foods.
- Barnsley College is rated outstanding by Ofsted and the latest Government figures show it is the most successful General Further Education College in its region. It has approximately 9,500 students studying on various programmes including Vocational, Part-time, Higher Education courses, A Levels and Apprenticeships. See [www.barnsley.ac.uk](http://www.barnsley.ac.uk) for more information.
- Barnsley College is the top apprenticeship provider in South Yorkshire, working with over 2,000 employers and offering over 80 apprenticeship frameworks. With apprenticeship success rates 16% above the National Average, Barnsley College is in the top three providers in the UK for apprentices.
- For more information please contact Priya Shirt on 01226 216252 or email [p.shirt@barnsley.ac.uk](mailto:p.shirt@barnsley.ac.uk)



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