

Bridging the education and business gap



It's a tough world out there and getting tougher. Employers face more competition and faster-paced change, so making money's more of a challenge than ever.

So we're sure you'll want every employee, even school leavers in their first job, to be on the ball, flexible and smart to meet the business challenges you face.

You can make that happen – with our help.

It's what the Exchange is for.

We are the link between business and education. We can connect your business with the right schools, advise, and give back-up and support for the projects that interest you..

With our help you can shape the attitudes, opinions, knowledge and skills you'll need tomorrow, by working with schools today.

We not only run the annual work experience for students, we also link school staff with local businesses – and further afield (see NASA case study) – and we sponsor the Best Industry/Education Link category in the annual EDP (Eastern Daily Press) Business Awards.

The new Diplomas.

Diplomas are a big change in education that will give you the chance to make sure you get the kind of skilled staff you're going to need.

They will combine classroom teaching with hands-on learning in the workplace, colleges or training centres. What's truly different and exciting about these courses is that employers have been in on developing diplomas to fit their future skills and recruitment needs

Some courses will come onstream in Norfolk in September 2008: including Construction and the Built Environment, and Creative and Media. The rest will be phased in to schools and colleges over the next three years

You know you have business challenges coming up. Why not share them with students and inspire them to come up with solutions through their studies?

They could be human resources or technical or engineering problems, business planning and financial matters, product marketing and advertising challenges, just about anything you do in a working day!

The Exchange gives you the chance to get stuck in, without adding to the burden on your staff. We have countless case studies that show how helping schools can help your business too:

Business benefits:

Your investment in education can pay a handsome return in:

- marketing your company and your industry,
- raising your company's profile and lifting its reputation in the local community;
- Helping your staff become more confident in supervising others and developing their careers
- Winning more business

We're looking for:

- work placements so students can really understand current and future workplace challenges.
- companies to host visits or work shadowing by teachers and students to increase their awareness of how business operates.
- people to mentor students and take an interest in their progress at school: we can link you to a school.
- representatives of your industries for talks and presentations to students.

"I thought I knew about journalism, but that amazing frenetic atmosphere has to be experienced to be appreciated ... This visit has given me so much additional information for my Arts and Media Groups."



Professional development placements:

It all began a few years ago when The Exchange CE Tom O'Connor got a letter asking if any teachers would like to go to NASA.

Now, he says, it's become an annual summer term event: "In conjunction with the International Space School Education Trust, four teachers receive a bursary to enable them to spend time working at Kennedy Space Centre with educational specialists, astronauts, space scientists and rocket engineers."

Once home they share their experiences with colleagues from other schools, through The Exchange's unique NASA network.

See The Exchange website for more on PDPs in Norfolk:
www.norfolk-exchange.org.uk/categories

The Exchange runs the Junior Engineers Knex Challenge in Norfolk

In the Spring Term, motor dealerships in Norfolk host events for Young Engineers for Britain.

The challenge is promoted nationally by Young Engineers, www.youngeng.org and Hasbro and targets young school students aged between 7 and 11.



This year 126 teams representing 63 primary schools took part in "design and make" tasks combining engineering skill and creative ability using sponsored Knex engineering construction kits.

Contact

Let The Exchange help you build the future for your business by getting involved with schools. Contact:

Tom O'Connor, Chief Executive,
Norfolk Education Business Exchange,
3 Fitzmaurice Court
Station Road
Wymondham
Norfolk
NR18 0NN
Phone: 01953 601439
Email: tom.oconnor@norfolk-exchange.org.uk
Website: www.norfolk-exchange.org.uk