

# Employer Engagement Toolkit

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EURAXIND Employer Workshop  
Madrid, 17 October 2017



# Employer Engagement Toolkit

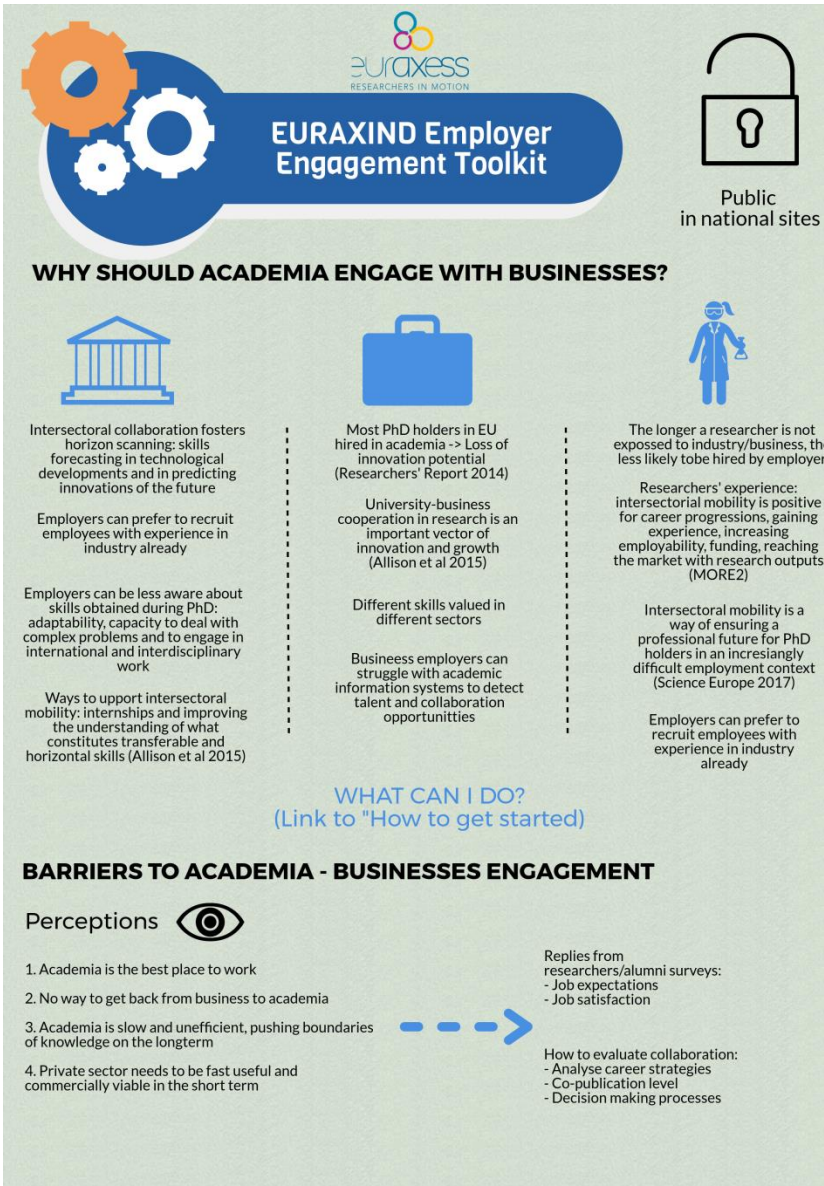
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## DEFINITION:

A set of accessible, easy-to-use resources aimed at encouraging and supporting EURAXESS Service Centres and other RPOs to increase their outreach to and engagement with business employers.

- Resources, advice and information to reach out to industry.
- Info on labor market for researchers.
- Info on high level skills in different employment sectors.
- EURAXESS Jobs.

# Employer Engagement Toolkit – Landing page



The graphic features the EURAXESS logo at the top center, with the text 'EURAXIND Employer Engagement Toolkit' in a blue banner. To the left are three interlocking gears (orange, white, and blue). To the right is a padlock icon with the text 'Public in national sites' below it. The main content is divided into three columns under the heading 'WHY SHOULD ACADEMIA ENGAGE WITH BUSINESSES?'. Each column has an icon (a building, a briefcase, and a person) and a list of points. At the bottom, there is a section titled 'BARRIERS TO ACADEMIA - BUSINESSES ENGAGEMENT' with a list of barriers, a 'Perceptions' icon, and a 'How to evaluate collaboration' section with a list of factors. A dashed arrow points from the barriers list to the evaluation section.

**EURAXIND Employer Engagement Toolkit**

Public in national sites

### WHY SHOULD ACADEMIA ENGAGE WITH BUSINESSES?

Academia	Businesses	Researcher
<p>Intersectoral collaboration fosters horizon scanning: skills forecasting in technological developments and in predicting innovations of the future</p> <p>Employers can prefer to recruit employees with experience in industry already</p> <p>Employers can be less aware about skills obtained during PhD: adaptability, capacity to deal with complex problems and to engage in international and interdisciplinary work</p> <p>Ways to support intersectoral mobility: internships and improving the understanding of what constitutes transferable and horizontal skills (Allison et al 2015)</p>	<p>Most PhD holders in EU hired in academia -&gt; Loss of innovation potential (Researchers' Report 2014)</p> <p>University-business cooperation in research is an important vector of innovation and growth (Allison et al 2015)</p> <p>Different skills valued in different sectors</p> <p>Business employers can struggle with academic information systems to detect talent and collaboration opportunities</p>	<p>The longer a researcher is not exposed to industry/business, the less likely to be hired by employer</p> <p>Researchers' experience: intersectoral mobility is positive for career progressions, gaining experience, increasing employability, funding, reaching the market with research outputs (MORE2)</p> <p>Intersectoral mobility is a way of ensuring a professional future for PhD holders in an increasingly difficult employment context (Science Europe 2017)</p> <p>Employers can prefer to recruit employees with experience in industry already</p>

**WHAT CAN I DO?**  
(Link to "How to get started")

### BARRIERS TO ACADEMIA - BUSINESSES ENGAGEMENT

**Perceptions**

- Academia is the best place to work
- No way to get back from business to academia
- Academia is slow and inefficient, pushing boundaries of knowledge on the longterm
- Private sector needs to be fast useful and commercially viable in the short term

Replies from researchers/alumni surveys:

- Job expectations
- Job satisfaction

How to evaluate collaboration:

- Analyse career strategies
- Co-publication level
- Decision making processes

## User profile:

- Academic institution
- Business employer
- Researcher

## Perceptions:

- Results of surveys
  - ✓ Job satisfaction
  - ✓ Job expectations
- National /regional labor market info
- Researcher skills /competencies

# Employer Engagement Toolkit – What can I do?



## EURAXIND Employer Engagement Toolkit

### HOW TO GET STARTED?

#### Engagement activities

Most important engagement activities identified on the survey:

1. Joint research with researchers in business
2. Job offers/Work Placement Office (i.e., information on business positions)
3. Consultancy work for a business/company
4. Commercialisation of R & D results
5. Temporary mobility into another sector (e.g. internship/placement in business)
6. Business-focused research
7. Sharing facilities with business
8. Industrial PhD / PhD funded by or in collaboration with business

Access to each type of activity:

1. Ranked by difficulty
2. Ranked by impact
3. Stakeholders involved (?)



# Employer Engagement Toolkit – What can I do?

## JOINT RESEARCH WITH RESEARCHERS IN BUSINESS

Description

Who would be involved (stakeholders)?

How difficult it is?

What impact it has?

How to do it?

Include case studies / survey result (e.g., "more than 80% of institutions organize career days")



## JOB OFFERS/WORK PLACEMENT OFFICE

Description

Who would be involved (stakeholders)?

How difficult it is?

What impact it has?

How to do it?

Include case studies / survey result (e.g., "more than 80% of institutions organize career days")



# Employer Engagement Toolkit – What can I do?

## COMMERCIALISATION OF R&D RESULTS

Description

Who would be involved (stakeholders)?

How difficult it is?

What impact it has?

How to do it?

Include case studies / survey result (e.g., "more than 80% of institutions organize career days")



## CONSULTANCY WORK FOR A BUSINESS/COMPANY

Description

Who would be involved (stakeholders)?

How difficult it is?

What impact it has?

How to do it?

Include case studies / survey result (e.g., "more than 80% of institutions organize career days")



# Employer Engagement Toolkit – What can I do?

## TEMPORARY MOBILITY INTO ANOTHER SECTOR (E.G. INTERNSHIP/PLACEMENT IN BUSINESS)

Description

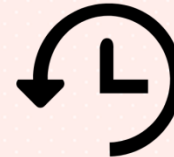
Who would be involved (stakeholders)?

How difficult it is?

What impact it has?

How to do it?

Include case studies / survey result (e.g., "more than 80% of institutions organize career days")



...

Description

Who would be involved (stakeholders)?

How difficult it is?

What impact it has?

How to do it?

Include case studies / survey result (e.g., "more than 80% of institutions organize career days")

# Employer Engagement Toolkit – Output

## PLAN YOUR OWN BUSINESS-ACADEMIA ENGAGEMENT STRATEGY

OUTPUT: Portfolio of selected activities for engagement based on

- Difficulty
- Impact
- Stakeholders to engage



# Employer Engagement Toolkit – Collecting feedback



## EURAXIND Employer Engagement Toolkit

### ANYTHING MISSING?



If you want to share a good practice,  
please contact us

# Employer Engagement Toolkit

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- General impression of the toolkit?
  - What is missing?
  - What more would be needed?
- Engagement activities?
  - Are they relevant
  - Additional activities
- Additional input for the Toolkit?

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# THANK YOU!!

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