

PROJECT CHARTER for Digital Learning Ambassadors

Project Name:	LinkedIn for Employer Engagement	
Challenge Number:	Challenge 1	
Project Manager:	Digital Learning Fellow	
Project Team:	Digital Learning Ambassadors	
Issue Date:	9th November 2015	
Version:	1.0	

Executive Summary *(brief description of situation & need for project)*

- LinkedIn is a professional online network where people build their online identity and CV, which travels with them throughout their professional career. Profiles record work experience, skills, achievements, volunteer work, endorsements and interests.
- Through LinkedIn you can build a network of contacts such as employers, careers advisors, recruitment consultancy agencies, colleagues and peers, educational institutions, organisations and mentors to help provide you with information and open up job opportunities. Learners may follow groups, professional associations and organisations in their industry and those they aspire to work for.
- Using LinkedIn can support the development of equality and diversity for example, communicating with a mix of males and females in industry from a range of industries and backgrounds.
- LinkedIn is a useful skills development tool for English, maths and the skills of a T-shaped student (see Fig 1 below), for example, through the utilization and discussion of news articles, communication skills, writing skills and networking.
- LinkedIn is a useful research and learning tool for students and staff to learn about different organisations. They can follow company blogs on LinkedIn and keep up-to-date with news items about what companies are working on, new tools, new developments etc. This information will allow learners to attend interviews armed with useful information to answer questions.
- Lots of employers consider reading a LinkedIn profile even more important than a CV.
- Using LinkedIn is a useful job search tool and provides access to the hidden jobs markets where jobs are never advertised. A student's first job could be through their network, so their network has to reflect their future career aspirations to achieve their goals.
- Students can use LinkedIn to develop their skills and demonstrate the attributes of a T-shaped student (see Fig 1 below).
- Students and Staff, through the use of LinkedIn learn about their digital footprint and protecting their privacy. LinkedIn has privacy settings to set preferences.
- If you search for someone online, often their LinkedIn profile is listed first in search engines. By having a profile, it will help employers find the most important information directly, when they are looking to recruit.
- Using LinkedIn allows Staff and Learners to establish connections with employers so they have direct access to learner profiles and develop better links between the college, its staff and learners to talk about skills, employer expectations and potential placements.
- The college can work with local employers through connections made on LinkedIn, asking what their problems are and bringing them into the college. This is an excellent way for students and employers to collaborate and work together on problem solving real-life issues. Students can claim credits for them and build connections with employers.
- LinkedIn is a useful way to keep in touch with alumni using the 'find alumni' feature and for learners to gain inspiration from past students and think about their futures aspirations.

Project Objectives & Benefits

- To help our learners get the most out of the professional networking tool, LinkedIn as a technical solution, in order to improve employment chances of our learners.
- To coach learners to build an electronic CV throughout their time at PROCAT, recording projects and work experience, tracking skills and achievements and gathering endorsements from their Instructors and Employers. This benefits students because by the time they leave college, they will have built up a CV showing not just work experience but employability skills.
- To help our learners be discovered. When employers search for a name in a search engine, it's highly likely that their LinkedIn profile appears top.
- To significantly increase the use of LinkedIn by staff, learners and employers so that they are empowered to make connections, widen their network and recognize the importance of having an online presence for their professional development.
- Learners will develop into independent networkers and find networking more interesting and stimulating and become more confident when attending job interviews, being armed with company information and having a robust profile.
- Establish connections with employers so they have direct access to learner profiles and develop better links between the college, its staff and learners to talk about skills and employer expectations.
- Ask local employers through connections made on LinkedIn, what their problems are and bring them into the college. This is an excellent way for students and employers to collaborate and work together on problem solving real-life issues. Students can claim credits for them and build connections with employers.
- To differentiate PROCAT students through the demonstration of the T-Shaped Student (see Fig 1)
- Save time on the recruitment of apprenticeships, because there are links with employers, which are continuous, visible, active and up-to-date.

Project Scope:

PROCAT Staff, Students and Employers

Management Approach: *(governance & key resource roles & responsibilities)*

This project will be managed through the Digital Learning Fellow with the Digital Learning Ambassadors.

Project Risks:

Staff and Students do not complete LinkedIn profiles.
Staff and Students do not want to attend the events.

Assumptions:

Access to PC, laptop or tablet and the internet, in order to access LinkedIn

Proposed Deliverables & Key Milestones:

- A series of LinkedIn workshops to be held at lunchtime in the campus canteens, hosted by the Digital Learning Ambassadors to introduce staff and students to LinkedIn and help them set up a profile and support them in the achievement of a series of goals to include building their connections, developing their profile, developing ways to communicate through LinkedIn, identifying actions for a route map to employment.
- Staff and Student surveys to measure use of LinkedIn before and after
- Training material to support the workshops – quick reference guide, video, moodle course, poster, challenge list, quizzes.
- The use of social networking to share resources, tips and advice through the use of the Digital Learning Ambassadors website, Twitter and Facebook feeds.
- Involvement of Employers and Careers / Recruitment staff and Agencies to advise on how to use LinkedIn, discover what they are looking for in potential apprentices, provide tips on developing profiles and support on engagement.
- Engage employers to support curriculum development through the use of LinkedIn.
- Embed the use of LinkedIn through a course on the VLE

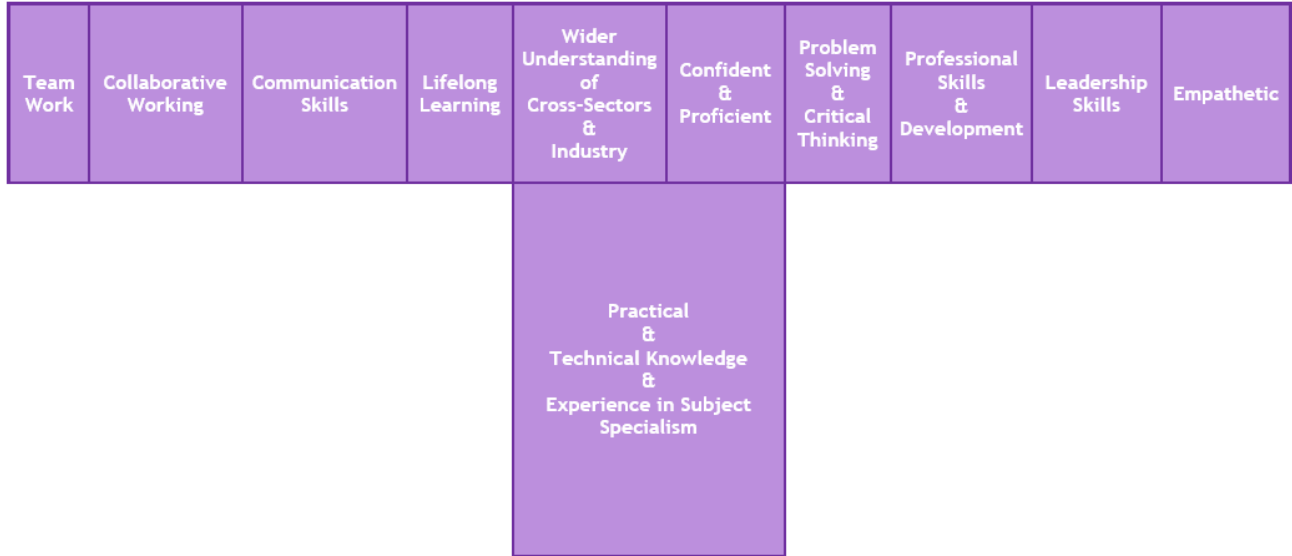
Measures:

- No of Staff and Students with profiles on LinkedIn
- Achieve a target of 100 connections on LinkedIn by March 2016 and a stretch target of 200 connections.
- Track the number of endorsements
- Survey to measure the T-Shaped Student skills development – has the use of LinkedIn increased confidence in networking skills, increased confidence for staff and students to communicate and liaise with employers, interview skills, professional skills and so on.
- Evidence of staff using LinkedIn in lessons to transfer skills to Students. Measure the upskill of both staff and students.
- Improve the daily usage of LinkedIn – measure through survey
- No of employer connections made by Staff and Students
- No of students who progress into an apprenticeship as a result of a LinkedIn connection
- No of students who progress into full time employment as a result of a LinkedIn connection
- No of students who progress into part time employment as a result of a LinkedIn connection
- No of Staff and Students who start a blog on LinkedIn

Project Budget:

Potentially a small budget may be required to cover refreshments at training events, prizes for the achievement of challenges, travel costs to employers and a small amount for printing costs to cover marketing material.

Fig 1: The T-Shaped Student



The T-Shaped Employee (Based on Brown, 2010)

Brown, T. (2010) IDEO CEO Tim Brown: T-Shaped Stars: The Backbone of IDEO's Collaborative Culture [Online] Available at <http://chiefexecutive.net/ideo-ceo-tim-brown-t-shaped-stars-the-backbone-of-ideo%E2%84%A2s-collaborative-culture> (Accessed 3rd November 2015)

Useful Links

Excellent selection of very quick and inspiring resources on LinkedIn for Students. Please take a look at this link for quick tip sheets and short video clips. It is recommended you scroll down and watch the six quick video clips first.

<https://university.linkedin.com/linkedin-for-students>

Prospects College for Advanced Technology (PROCAT) is the first UK College of Advanced Technology, with technical apprenticeships at the core of their offer. They specialise in technical training for key sectors such as engineering, aviation, rail, construction and the built environment, and focus on training that delivers highly skilled, competent and professional people for industry.

The college has taken the strategic decision to appoint a Digital Learning Fellow to lead the development and implementation of a digital learning strategy that focuses on vocational, technical training and work-based learning.

This project feeds into the digital learning strategy and action plan to address the recommendations.

PROCAT's Digital Learning Strategy is designed to improve the way that vocational technical education and training is delivered and fulfil the vision of "vocational technical education for the future" and to improve the outcomes for students, providers and employers. The role of Digital Learning Fellow is commissioned and funded by the Education and Training Foundation.



If you have any questions or would like additional information, Please contact:

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