From Leitch to Browne. HE in FE in the New Market – Gloom or opportunity?

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HE in FE in the post-Browne Market

- Will there be a market?
- Market position of HE in FE
- Fees – cheap and low status ?
- The end of HEFCE controls?
- The end of Indirect Funding Partnerships
- The future shape of HE-FE partnerships

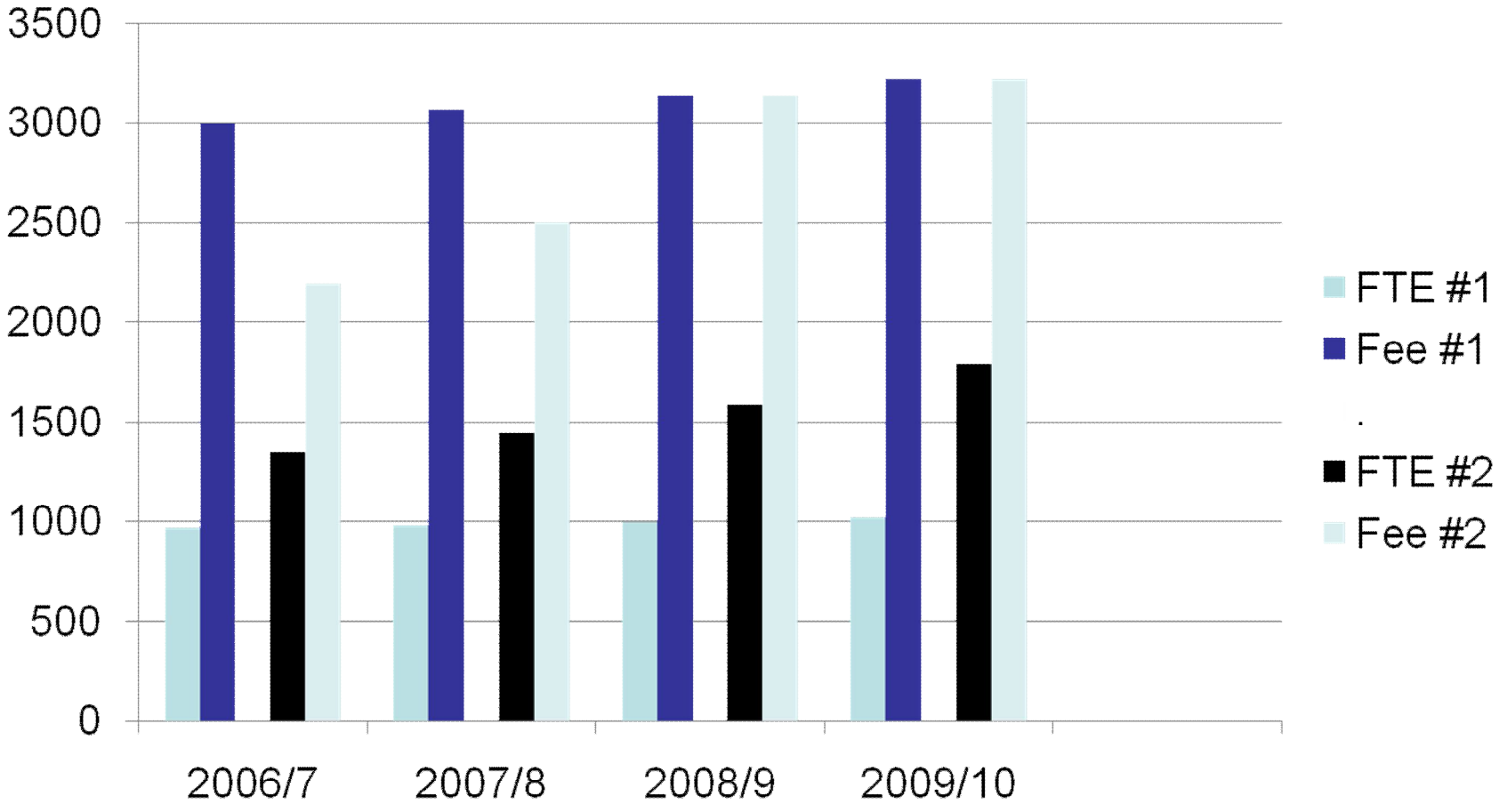
Fees- some issues for HE in FE

- Evidence to date has been of little price sensitivity
- Cheap fees in HE yielded no market advantage
- Cheap fees in FE offered no market advantage – the example of Cornwall
- Students equate cheap fees with low status
- Can anyone afford to reduce current income?
- Students will expect parity of learning experience

Fees- the Cornwall experience

- Cornwall is the poorest county in England
- Two HE in FE providers
- One charged full fee, the other believed impossible
- Students perceived full fee to be high quality
- Low fee institution saw no market advantage
- Now both charge full fee and both have grown numbers consistently

Cornwall- HE Fees and FTEs



Student expectations

- Contact with staff
- Group sizes
- Skills for employment
- Learning environment
- IT support
- Library
- Staff expertise

Good value learning that leads to student employability

From Leitch to Browne – the gloom

- The failure of Co-financed ASNs
- Employer resistance to increased fees
- The “status” issue- not the market
- The end of subsidised Workforce Development ?
- The failure of bursaries
- The slaughter of Aim Higher

Enterprise – the current scene

- Institutions more enterprise focused than before
- Enterprise focus in the curriculum
- Staff encouraged to engage with enterprise
- KTP; Consultancies; short courses; Work Based Learning employer-sponsored research
- Interns
- Employer Co-financing (ASNs)

From Leitch to Browne – the opportunity

- Focus on value-for money, employment driven HE in FE
- Skills for employability and enterprise
- Selling employment track record
- Better support for PT learners
- Building a truly flexible HE fro people in work
- An end to lip-service to workforce development
- An end to “initiatives”?
- Doing what makes sound market sense
- Keeping the best of Aim Higher

Some examples

- Fd Innovation, Creativity and Enterprise
- Embedding enterprise in EVERY programme
- Progression for Advanced Apprentices (not as radical as is implied)
- A genuine long term interaction with (some) employers – ProBono inputs to mainstream ?

Curriculum - An employer-responsive offer

- Fd Enterprise and Business Start-Up
- Innovation, Communication and Enterprise (ICE)
- Fd Retail Management (Heathrow)
- Fd Airline Operations and Management (Heathrow)
- Interns as an entry to new employer relationships
- short courses – e.g ‘Making Records ‘;‘Business of Diving’

ICE- Innovation Creativity and Enterprise

- Creating a Web Presence
- Creating Productive Relationships
- Creative Presentation Skills
- Dealing with the Media
- Delivering Excellent Customer Service
- Developing Leadership Skills
- **Project– double award**
- Developing Management Skills
- Developing Operational Skills
- Managing Critical Business Information
- Reflective Practice and the Entrepreneur
- Small Business Essential Skills

Fd Enterprise and Business start up

Level 4

- Aptitude & skills development
- Study skills
- Negotiated work based learning (self employment)
- Marketing & web design
- Planning & finance

Level 5

-Legal social & ethical issues
-Communications
-Managing bus ops
-Negotiated work based learning
-Enterprise & business development
-Leadership enhanced mgt skills