Involvement and Communication with Staff and Students

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Geoff Russell, AoC Conference 17 November 2010

"I think the time for words has now passed. It's time to bite the bullet, put aside the politics, the personalities and the possessiveness and take a risk on real collaboration. This is the right thing to do - not just in response to the fiscal position; **it's the right thing to do because it provides critical mass to institutions by combining their business acumen and financial strength to invest in innovative, more efficient and more enterprising offers.** Most importantly, it's the right thing to do so that learners can benefit, rather than suffer, from funding challenges."

Merger hopefuls told to take a different tack

Potential partners are given a 'distinct policy steer' to try an alternative approach

FE*focus* Editorial

Megastore approach could sacrifice choice

Staff : Issues and Pitfalls

- Leadership sets the tone from day 1 - don't blame anyone else for not understanding the message;
- It's a great opportunity to push the "Change" agenda - don't miss it;
- Comms – think of a number, double it and re-brand it for each audience;
- Start early and commit to it; Meetings, Blogs, Updates and News feeds;
- Cultural Audits and cross-institutional working,
- Keep your sanity and sense of humour.

Student Involvement

- If you're in merger discussion, don't rely on the SFA questionnaires and stakeholder meetings etc;
- De-construct the issues and harness their ideas;
- Set up subject specific student work groups
- Make special time for Year 1 progression cohorts
- Reassure, Reinforce and Review
- Don't forget the spin off stakeholders - parents and employers. What you say to students will get back to them so have a stakeholder strategy.

Any Questions?

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