

Universities and SMEs

Dr Patrice Twomey

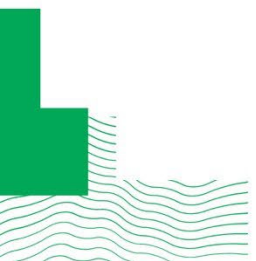


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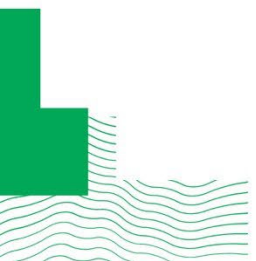
Partnership

- It's in our DNA
- It's serious
- “You meet no one at home”
- Coop@ul – a quick glance
- SMEs vital
- Inclusive, formal, compulsory
- Largescale – 2400, 50 degrees
- Global



It's not Pollyanna

- Inclusive
-but not exclusive!
- Contested and congested
- Stakeholder differences

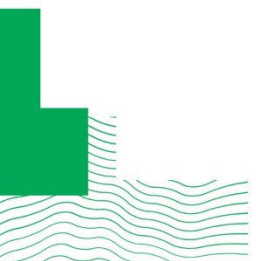


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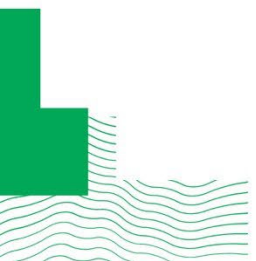
Who are you and who are your people?

- Challenges for SMEs
 - Visibility, dominance of larger organisations, leanness, constraints
- Reaching in for SMEs
 - who? too small? limited understanding?
- Reaching out for universities
- Better ways?



Getting to know you, getting to know me.....

- Work placement and brand-building
- Evidenced relationship
- 40% conversion
- Collaborate on modules
- Employer-in-residence, fireside chats
- The trend is your friend!
- Pulse survey – 45% prefer SMEs
- Salary isn't everything





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Thank you

2023 Early Careers Employer Report

