



DIPLOMA BUSINESS CHAMPIONS

The Diploma is a new qualification for young people aged 14-19 to better prepare them for the world of work whether via college, university or directly into employment. It has been developed with employers and provides them with an opportunity to get involved with schools and colleges. Local Diploma Business Champions will work with the Basingstoke and Deane 14-19 Partnership actively to support the Diploma at a local level by undertaking a range of activities to promote all Diploma lines to employers and the business community.

Terms of Reference

Purpose: To “champion” the 14-19 Diploma and support its delivery from 2008/2009

Objectives:

- To understand the 14-19 Diploma and promote its value
- To liaise with the Diploma curriculum champion
- To support centres in the delivery of the Diploma
- To advise on, support and promote line-specific activities
- To host one sector-specific event per academic year
- To advise on methods of communication to best raise awareness and encourage other employers in the sector to become involved

Induction: The Basingstoke Consortium will fully brief the Diploma Business Champions, coordinate activities and serve as the interface between them and the wider education and business community

A press release announcing the collaboration will be issued, to include a supportive quote and photo

Commitment:

- To take part in local PR and media activity
- To draw on existing networks to encourage others
- To attend quarterly meetings, as appropriate
- To showcase events
- To develop case studies evidencing impact of good practice
- To involve professional bodies from the sector
- To facilitate collaborative links