

Blackburn College Employer Portal

**Lisa Edge: Commercial Business
Manager**

Background

- Large Further and Higher Education College, based in Lancashire.
- Wide range of qualifications, products and services.
- Dedicated employer responsiveness team.
- Working with 3,000 employers, many key account managed.
- Grown rapidly in the past five years.

My Role

- Manage the full cost recovery team, targets, sales/marketing, curriculum development and business suites.
- Manage the Health and Safety Assessment Team (Work Based Learning).
- Manage the key performance indicators (KPIs), service standards and customer satisfaction.
- Manage the College's customer relationship management (CRM) and other business systems.
- Work alongside Apprenticeship, International and External Funds (ER) Managers.

Why the Employer Portal?

- To allow transparency.
- To enable feedback with minimum resourcing.
- To improve response scores on feedback forms.
- To drive, sustain commercial activity and generate business.
- To offer corporate benefits.

Employer Feedback

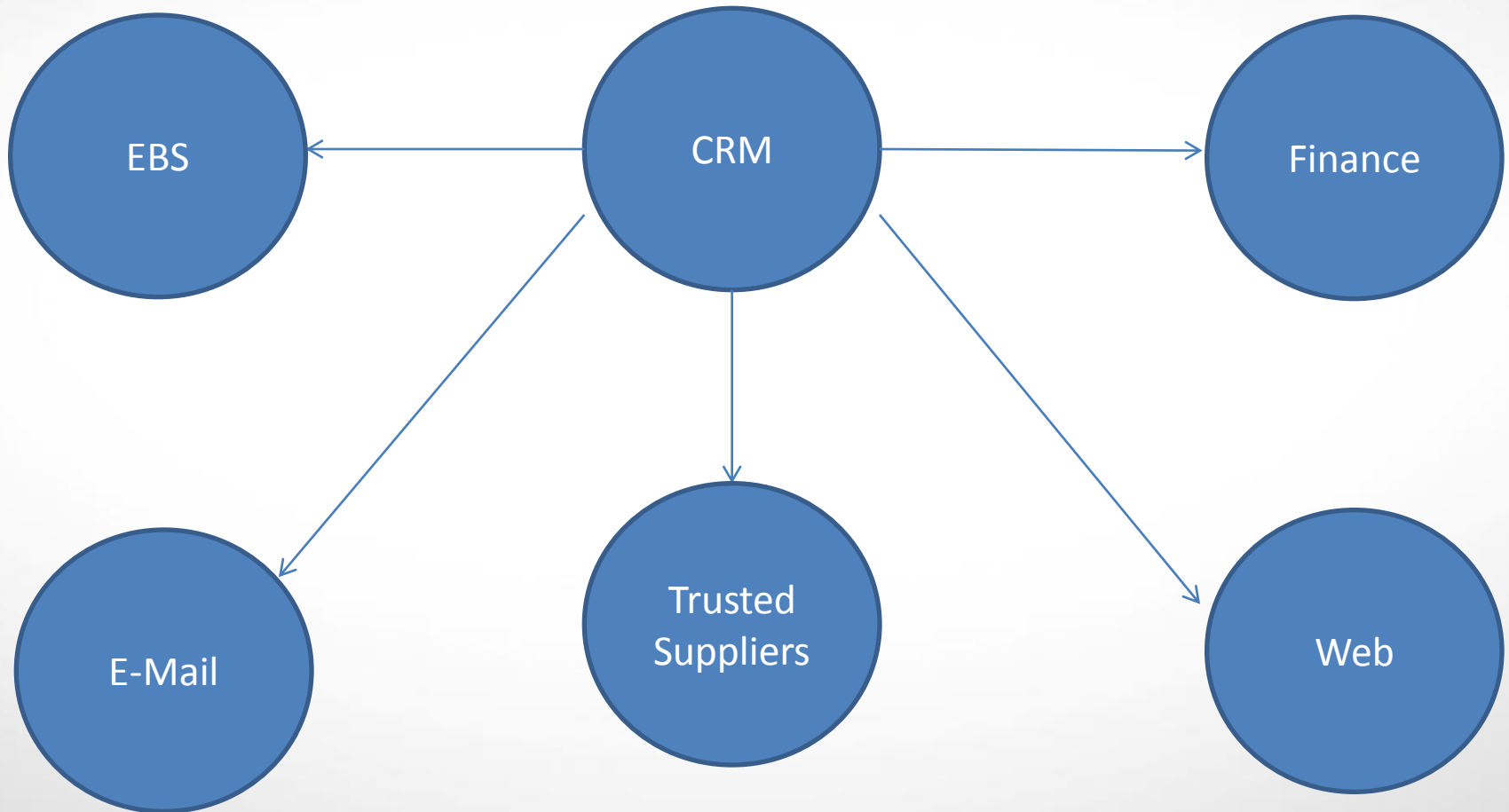
The Employer Portal is in response to direct feedback from employers to give them greater access and control over their accounts and to address weaker areas.

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|--|-----|
| Overall Feedback | 94% |
| The College dealt with my enquiry efficiently and effectively . | 90% |
| Our training needs were assessed effectively and professionally. | 92% |
| I was clear about the training programme our company agreed to. | 91% |
| I was kept informed of my employee's progress. | 84% |
| The delivery of the training programme was suitably flexible. | 93% |
| I was satisfied with the experience and industry knowledge of the assessor/instructor/trainer. | 92% |
| The resources provided for the learner were adequate. | 94% |
| The training met my expectations in line with my business needs. | 91% |
| | |
| * Based on Mid Year figures for 2010/11 | |

Employer Portal: The Vision

- New innovative web based system in keeping with technological advancement.
- Facilitate communication.
- Allow employers to manage and monitor their relationship with the College.
- Access to data such as financial information and student data.
- Driving business and corporate benefits.
- Improve services but reduce/maintain administration costs.

The Foundations



The Challenges

- Establishing the project team, who needed to be involved.
- Keeping to the original brief.
- Maintaining communication with stakeholders.
- Ensuring buy in from employers, staff and students.
- Be prepared to make changes along the way i.e. finance.

The Learning

- Don't re-invent the wheel.
- Maintain good relationships.
- Maintain communication.
- Share best practice, Norwich City College.
- Have a critical path and clear project plan.
- Know how you will measure the impact i.e. page hits/feedback scores.
- Know how to market.
- Anticipate further growth beyond project lifespan.

The Achievements

- Internal discussions, changes to EBS tables and fields.
- Amendments to enrolment forms, due to data protection.
- Portal is taking shape – registrations, updating details.
- Testing and commissioning phase underway.
- Pilot and launch scheduled in next few weeks.

the Employer Portal - Windows Internet Explorer provided by Blackburn College

http://crmserver/portal/home.asp

the Employer Portal

training people
AT BLACKBURN COLLEGE

Wednesday, 25 April 2012

Login
Log on to the Blackburn College Employer Portal using your username and password.

If you do not have a username yet, please [Register](#).

If you have forgotten your password, you can request a password change [here](#).

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New User?
[Register for Access](#)

Licensed to Blackburn College

Local intranet | Protected Mode: Off

11:04
25/04/2012

Any Questions?