

Engaging staff in social responsibility initiatives:
*The University of Manchester's School
Governor Initiative*

Thursday 3 July 2014, 13:00-14:00

Speakers:

Julian Skyrme, Director for Social Responsibility, The University of Manchester

Luke Dickinson, Senior Manager, SGOSS – Governors for Schools

Alison Gregory, UG Recruitment & Widening Participation Officer, The University of Manchester

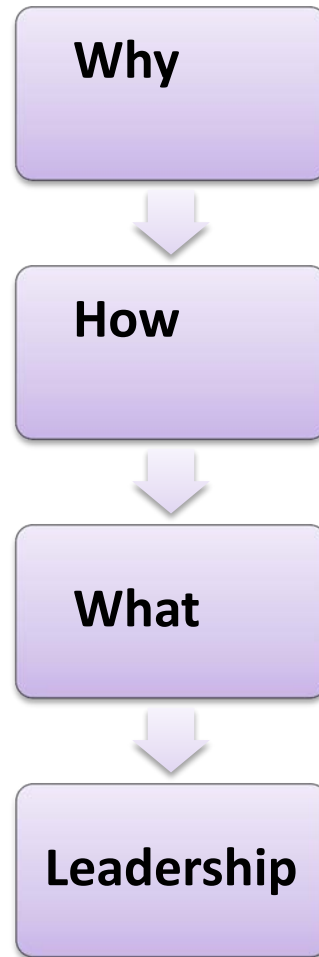
Contact Emma-Louise: easton@eauc.org.uk / 01242 71 4321



The University of Manchester
School Governor Initiative

Julian Skyrme, Director of Social Responsibility, University of Manchester
Alison Gregory, Widening Participation Officer, University of Manchester
Luke Dickinson, Senior Manager, SGOSS Governors for Schools

Overview



1

Goal one

*World-class
research*

2

Goal two

*Learning
and student experience*

3

Goal three

*Social
responsibility*



Led by President



Social responsibility launch event speeches



Social Responsibility at The University of Manchester · 8 videos

✓ Subscribed



Strategic Priorities



Signature Programmes

Objective

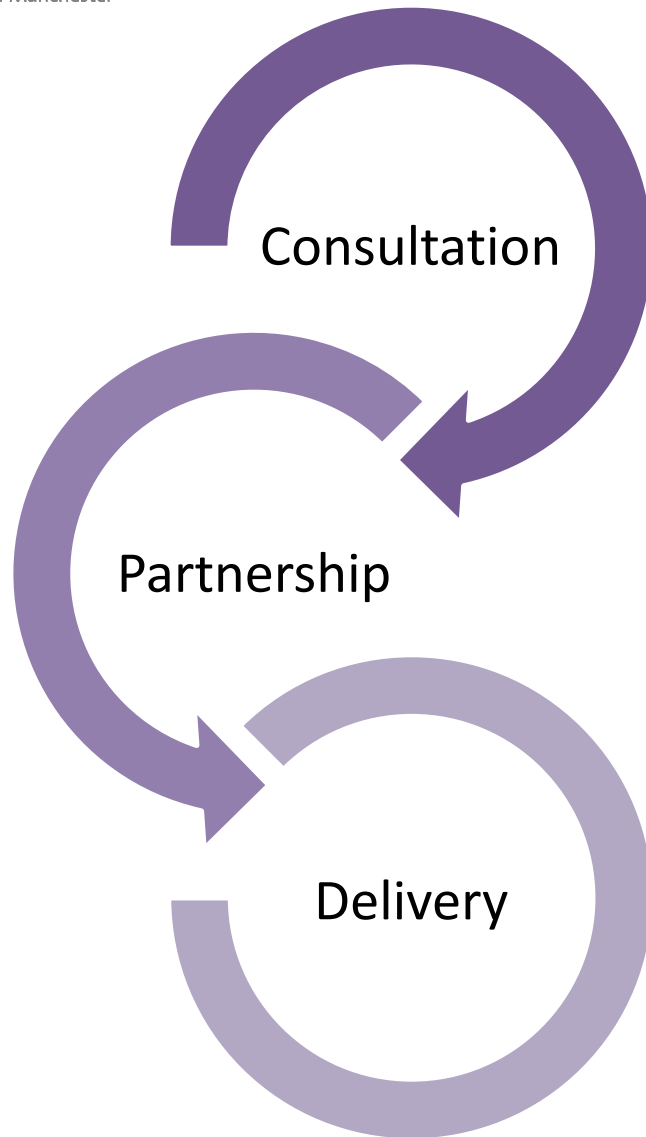


School Governors Signature Programme will *"contribute to the leadership and improvement of state schools by engaging staff and alumni in creating the largest growth of school governors of any employer in the UK by 2014/15."*

- Social needs
 - Greater Manchester context
 - Vacancies in state schools
 - Increasing importance of Governors
 - Skilled staff
- Organisational Case
 - HR skills
 - Widening Participation
 - Applied research
 - Teaching
 - Alumni relations



How



SGOSS
Governors for Schools



- Who are SGOSS?
- Our vision is for every school in England to have a diverse and effective governing body, driving school improvement.
- We provide a FREE brokerage (or dating) service between volunteers who wish to become governors and schools looking for new governors.
- We work with any school, college or local authority that has governor vacancies and any employer who wishes to support them.
- SGOSS is an independent charity funded by the DfE. Since 2000 we have helped to place over 18,000 governors.

- What does SGOSS do?
- We work with employers to embed school governor volunteering as part of their C(S)R or Sustainability programme.
- We then work with each employer to plan and deliver a bespoke recruitment strategy tailored to their ambition and capabilities.
- We are on hand to answer questions and guide volunteers through the application process.
- Once a volunteer completes our simple online application form, our local Area Managers use their 'preferences' to find the right school governor vacancy for them.

- How SGOSS works with University of Manchester?
- We actively support regular UoM staff and Alumni recruitment and networking events.
- We produce a variety of bespoke promotional recruitment materials including a specific UoM landing page for Alumni volunteers.
- Our local Area Manager team provide regular volunteer progress updates (from new volunteer applications to successfully placed candidates).
- And their Account Manager (me) provides more detailed impact data and other additional supporting statistics.

Staff & Alumni Recruitment



Interested in volunteering?

Become a school governor in your local area!

MANCHESTER
1824
The University of Manchester

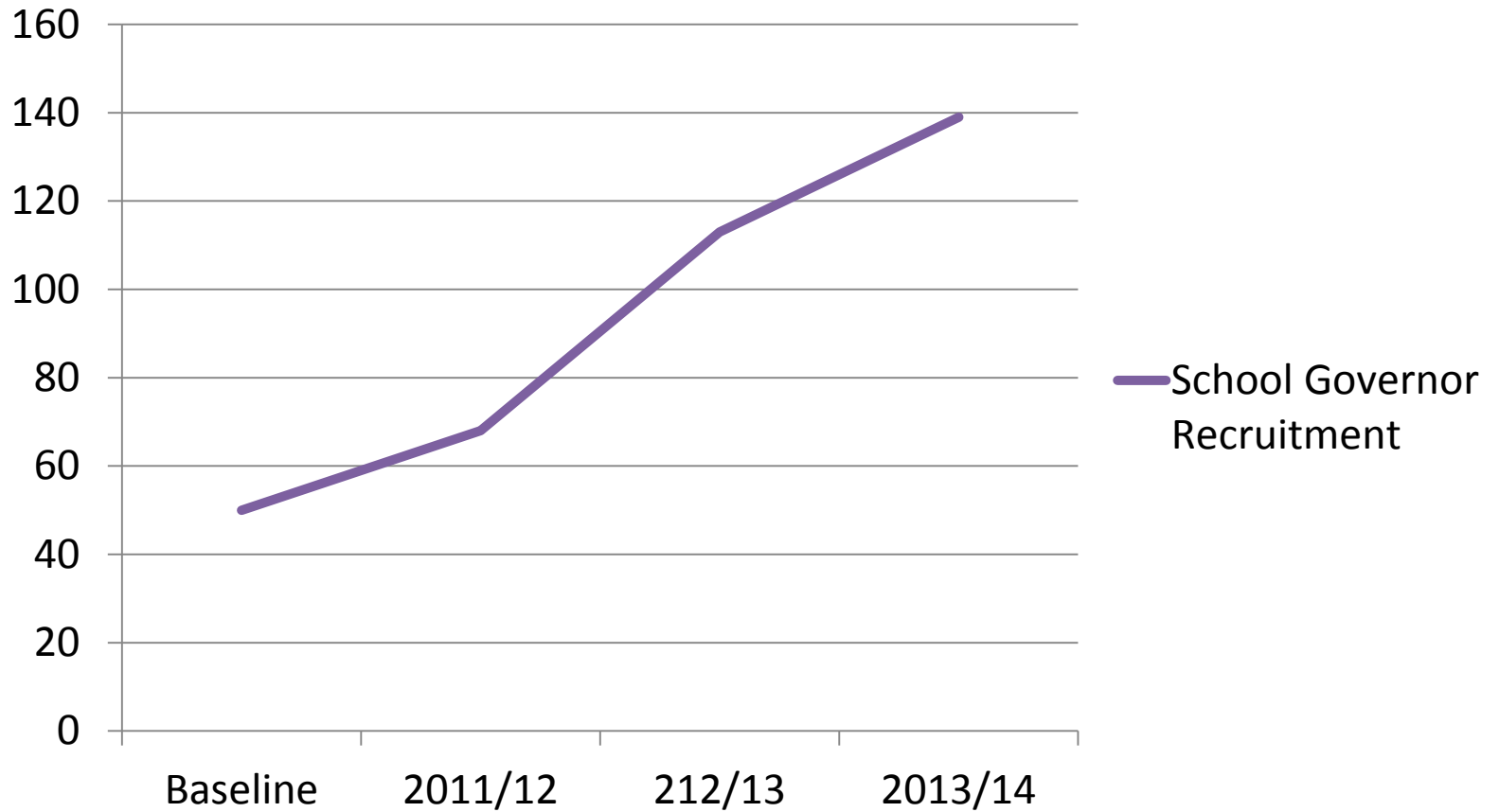
Recruiting Governors with management skills for Schools that need them most

Skills
Skills
Skills

- 90%** of volunteers have data analysis skills
- 79%** have strategy and planning skills
- 58%** have leadership and challenge skills



School Governor Recruitment



Unrivalled national impact



Rank	Company	Recruited
1	University of Manchester	173
2	NHS	75
3	Open University	56
4	Teach First	54
5	The Royal Bank of Scotland plc	53
6	Lloyds Group	51
7=	Santander	49
7=	Department for Education	49
9	BBC	47
10	Ministry of Defence	44

SGOSS completed registrations from 11205 companies between 01/04/13 - 31/03/14

Support for Governors

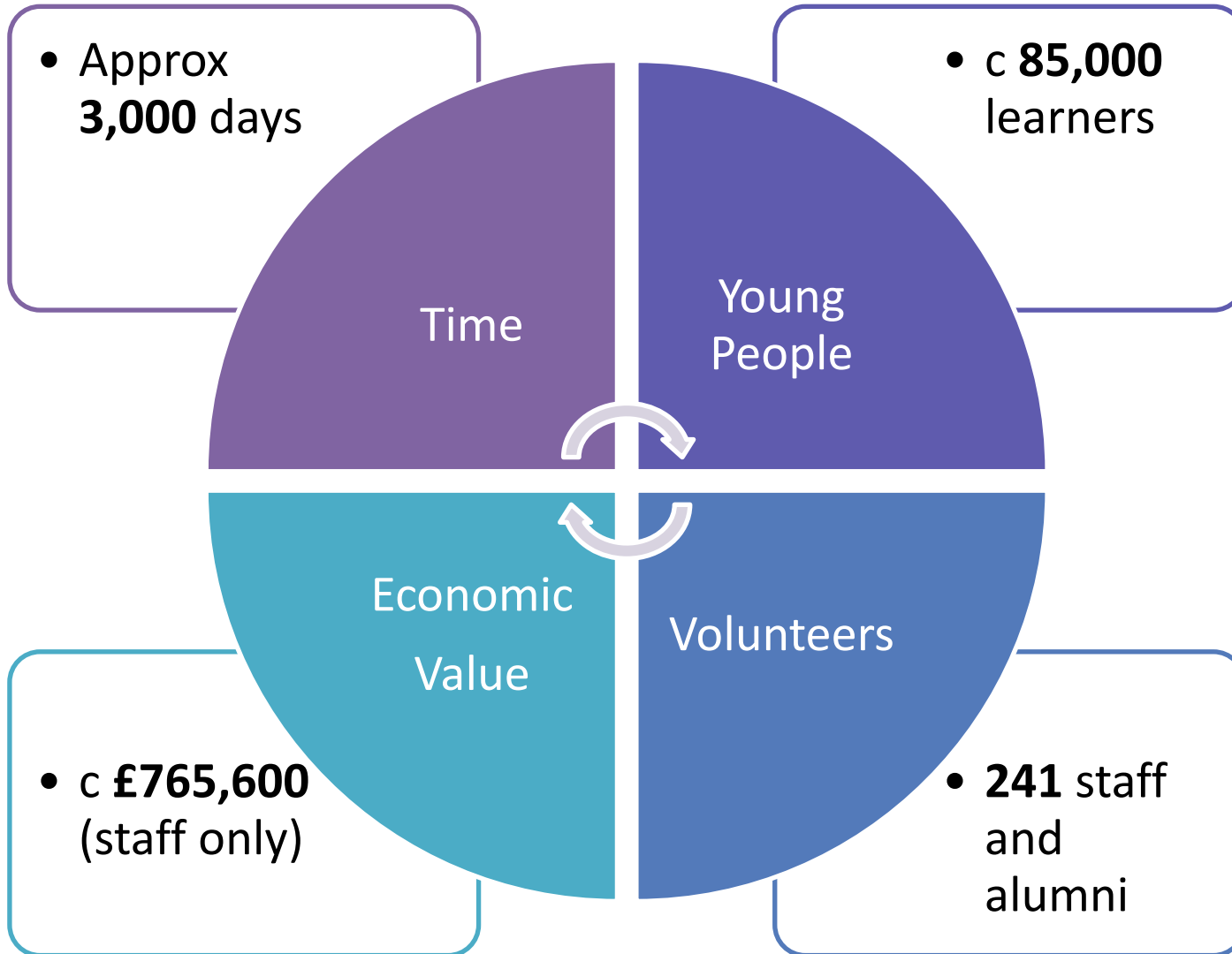
- Network meetings
- Annual Conference
- Social Media
- External organizations



- Peer support
- Specific training
- Sign-posting



Impact



- **175** Schools and Academies
- School Population **71, 381**
- **35% of pupils** eligible for free school meals
- **4th** most deprived authority in England (2010 Indices of Multiple Deprivation)



- **79%** of Manchester Schools judged good or better by Ofsted
- Educational attainment continues to improve

Chapel Street Primary

Rachel Brealey, Director



- Recently moved from Satisfactory to Good
- 'The governing body is better informed than in the past and has a greater understanding of the school's strengths and areas for development.'
- 'It is increasingly involved in school self-evaluation and holding school leadership to account.'



Chorlton High School

Aneez Esmail, Professor/GP



- Recently moved from Satisfactory to Good
- Governance actually was judged outstanding.
- 'The governing body provides a very high level of support and challenge. It is fortunate to have a good range of skilled and committed members. Structures for managing its business, such as the scrutiny committee, enable its functions to be carried out in a highly effective way.'



Burnage School

Ian Fenn, Headteacher



- Recently moved from Satisfactory to Good
- 'The governance of the school is effective because:
 - Governors provide a good level of support and challenge to the schools and its leaders and ask pertinent questions about the effectiveness of their work;
 - they know the school and its community very well and are determined that the well being and achievement of all students are at the heart of the decisions they make about the deployment of resources.'



Organisational impact

- HR benefits
- Widening Participation
- Research
- Teaching
- Alumni relations



HR benefits



“My school governor experience exposed me to new skills and knowledge which I am able to apply in my University role.”

100% agreed



Volunteering to be a School Governor: Guidance for Staff

1. Introduction

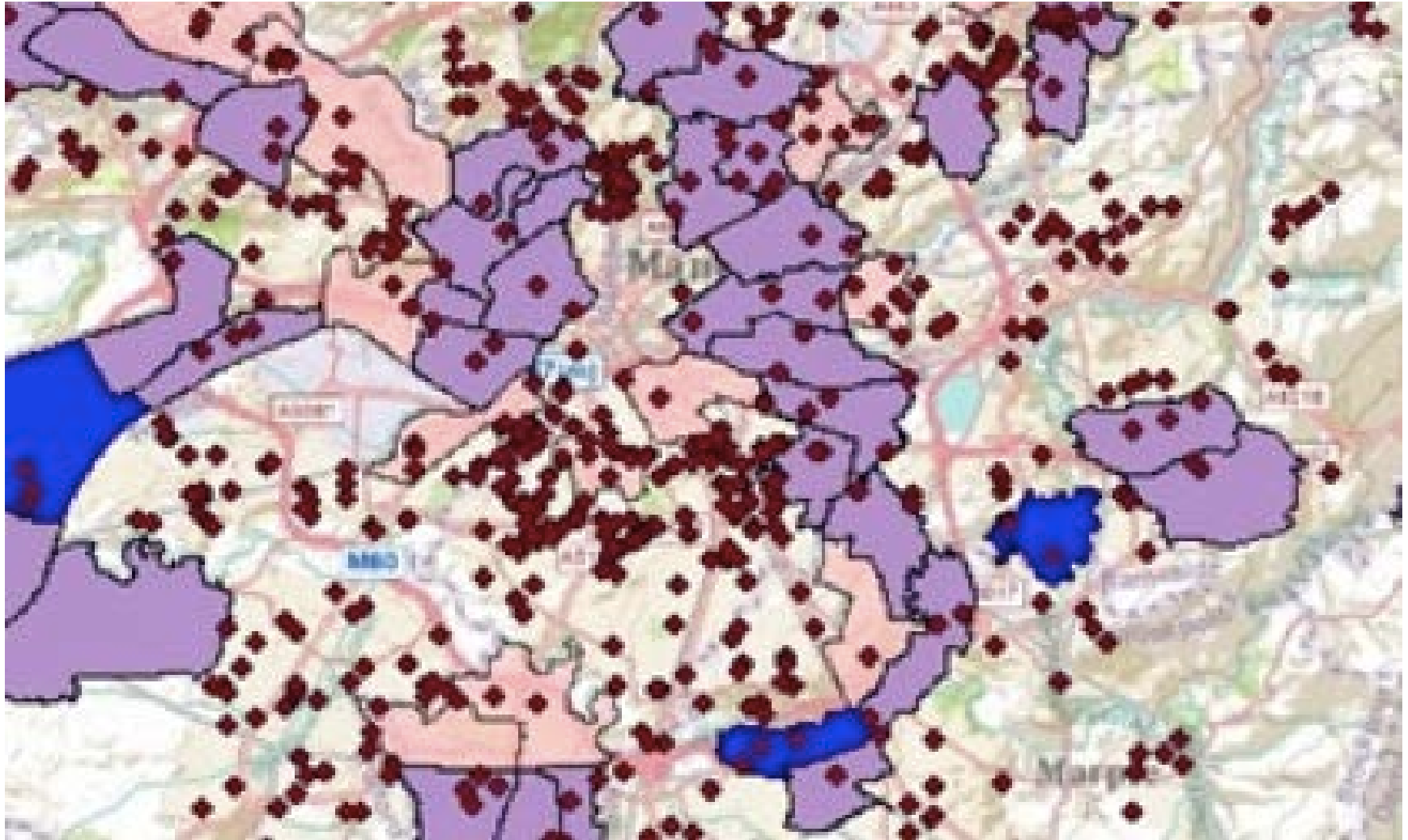
One of the three strategic goals of The University of Manchester is Social Responsibility, where we have set out to make a positive contribution to the social and economic success of our local, national and international communities. The University's Vision for 2020 is that social responsibility will be recognised as a distinguishing feature of the University; and a specific dimension is the priority we will give to making a real difference to the life chances of people in our immediate neighbourhoods and wider region. The University's staff are crucial to this and will be expected to be *"leading proponents of public engagement in all forms, valued for their knowledge and expertise in public discourse, for listening to the wider community, policy development and the formation of public attitudes, values and understanding"*¹.

Additionally, through the University's widening participation strategy, particular priority has been accorded to activities with young people, teachers, parents and local schools to raise aspirations towards higher forms of study within our local communities, where progression rates into higher education are among the lowest in the UK.

It is within this context that the University has established an initiative to encourage more staff to support the strategic development of local state schools in the University's local communities by volunteering as School Governors. This document sets out some background about the initiative, how to become involved and the support the University will provide to staff who are Governors. It should be read in conjunction with the University's:

- Public Service Leave policy (<http://documents.manchester.ac.uk/display.aspx?DocID=39>) and
- Policy on Outside Work and Consultancy (<http://documents.manchester.ac.uk/display.aspx?DocID=7929>) .

Widening Participation





Schools, governors and disadvantage

**Charlotte Dean, Alan Dyson, Frances Gallannaugh,
Andy Howes and Carlo Raffo**

PGCE Secondary

The University of Manchester Post Graduate Certificate of Education (PGCE) course is a long established and highly regarded provider of teacher training; the most recent Ofsted inspection report confirmed all areas of the course as 'Outstanding'.

The PGCE Secondary course at Manchester offers you:

- A programme leading to recommendation for Qualified Teacher Status (QTS)
- Comprehensive study of current challenging educational issues
- Guidance monitoring and support from high quality experienced tutors and mentors
- A quality teaching experience across your designated age range in our partner schools and colleges
- Educational research work
- Reflective practice
- Opportunities to plan your career entry and early professional development



Alumni Relations

MANCHESTER
1824
The University of Manchester

YOUR MANCHESTER IMPACT

NEWSLETTER FOR THE DONOR COMMUNITY 2013 EDITION

Paralympian receives scholarship created in memory of promising young graduate

READ MORE ON PAGE 7

PhD researcher joins forces with surgeons to improve outcomes for lung transplant patients
READ MORE ON PAGE 9

Professor Sir Andre Geim and Professor Brian Cox celebrate Science Manchester
READ MORE ON PAGE 15

Overseas generosity helps fill the airwaves through student radio stations
READ MORE ON PAGE 18

MANCHESTER
1824
The University of Manchester

YOUR MANCHESTER IMPACT

NEWSLETTER FOR THE DONOR COMMUNITY 2013 EDITION

Seeking cancer cures: Meet Becky, our alumni-funded PhD researcher

“ I feel privileged to be supported by the alumni of the University, and this gives me extra drive to achieve as much as I can during my time here. ”

Shaping the future of Manchester's brightest local students
READ MORE ON PAGE 5

Alumni launch Hong Kong Foundation for The University of Manchester
READ MORE ON PAGE 11

Celebrating your support
READ MORE ON PAGE 15

Sharing practice



INTERNATIONAL WINNER



SOCIAL RESPONSIBILITY

The University of Manchester

The University of Manchester School Governor Initiative (UMSGI)

One of the strategic goals of the University is Social Responsibility. Under this goal, it established an initiative to engage more staff to support the strategic development of state schools in its most local communities by volunteering as School Governors.

The initiative: helps staff find volunteering placements as governors in local schools through a unique HE partnership with the national SGOSS: Governors for Schools charity; provides a network for staff working as governors to share best practice, support

each other and act as positive ambassadors for the University's work with schools and colleges.

The University exceeded its five year plan to grow staff Governors by 50% in the first year alone. 125 staff are now making a difference to the strategic development of local state schools from an initial baseline of 52.

An independent assessment by Viewforth Consulting also demonstrated this was creating an economic value of £0.75 million per annum.



WHAT THE JUDGES SAY

Judges were greatly impressed with this initiative for its extremely good, strategic level approach, delivering an innovative community-facing programme. The University of Manchester has dynamically recognised its role in the community and taken the lead in developing an excellent model and sending a signal to the sector about the powerful contribution a university can make to local social and economic investment.

Partnering with sector organisations, the Government, alumni, staff, volunteers and the community, dissemination has been effective. It has also had a significant impact on not only the schools in the region but also the economic value it brings to the schools. Highly replicable, this initiative has a massive scope.



Sharing practice



**The University of Manchester and
SGOSS - Governors for Schools**

Working in partnership



