



5071/SC/PD

The Leading Business-Facing University
What people are saying about us...

University of
Hertfordshire



Third-Party Endorsement:

Public Affairs

Education & Skills Select Committee – March 2007

“...Does Leitch mean that more universities need to take a lead from the University of Hertfordshire and the approach it has taken to business?...”

Sainsbury Review – October 2007

“We should guard against a situation where all our universities aim for the same goals. What is required is a diversity of excellence, with research universities focusing on curiosity driven research, teaching and knowledge transfer, and business-facing universities focusing on the equally important economic mission of professional teaching, user-driven research, and problems solving with local and regional companies (see case study).”

“Both types of university should carry out all three activities – research, teaching and knowledge transfer – but the way they perform them will be very different. We should not waste time debating whether one type of economic mission is superior to the other, but should accept that both types of economic mission are equally important – and that some students will be attracted by one type of educational experience, and some students by the other.”

Sainsbury Review – October 2007 Case study

The University of Hertfordshire aims:

“ to be recognised as a new model of a university through far-reaching engagement with business, community and international partners, shaping the future success of their graduates operating in the global environment, and advancing the prosperity of their region ”

The university encourages a constant interchange between business, academics and students. Many university staff members spend a proportion of their time working in industry, running their own businesses, keeping their knowledge up to date and helping to develop students' business skills.

The university's business-facing activities include:

- **Business Link Merger**
- **Entrepreneurship**
- **Business experience for undergraduates**
- **World-class research facilities: BioPark Hertfordshire**



HM Treasury – October 2007

“The Government accepts Lord Sainsbury's recommendations and announces...”

“Improved knowledge transfer between the research base and business through an improved Higher Education Innovation Fund, building up support for business-facing universities, and a doubling of the number of Knowledge Transfer Partnerships to boost research-business links”

Bill Rammell, Minister of State (Lifelong learning, further and Higher Education), Department for Innovation, Universities and Skills, written answer to question by Oliver Heald, MP North East Hertfordshire – September 2007

“The experience of institutions like the University of Hertfordshire will both help to inform HEFCE's strategy for employer engagement, and provide valuable lessons for other HE institutions looking to collaborate with employers”.

Bill Rammell, addressing Department for Innovation, University and Skills Select Committee – December 2007

“ I know there are a number of universities who are doing tremendously good work engaging with businesses on higher-level skills, who are attempting to promote themselves with the business-facing label, and that's fine, but...I want all universities to be business-facing... ”

Bill Rammell, written answer to question by Oliver Heald, MP North East Hertfordshire – September 2007

“The university (of Hertfordshire) is receiving funding from the Higher Education Funding Council for England for its 'UHEvolution' project, which is engaging employers in a variety of ways and which may in due course result in improved employment outcomes for its graduates”.

Ian Pearson, Minister of State (Science and Innovation) Select Committee on Science and Technology – October 2007

“I think there is scope for universities right across the country to do more when it comes to working with business. You will see some that are, as Lord Sainsbury says in his report, extremely business facing. I went to the University of Hertfordshire recently and they own their local Business Link, for instance, which is really unique out of all the universities in the UK at the moment”

Rob Wilson, THES – September 2007

“There is an opportunity for a group of universities, which are neither research-intensive nor focused on widening participation, to develop a new model – that of a business university, with employer engagement and employability of students as the main mission.”

“The public line in the sector as a whole is that all degrees are the same, but business differentiates between degrees from different universities.”

What The Papers Say...

Media Relations

A business-facing university sees everything through a business lens

Skills are the new university challenge

Embrace, don't shun, ethos of business



Times Higher Education – October 2007

“Tim Wilson, Vice-Chancellor of Hertfordshire, calls for the creation of a new generation of commerce-friendly universities”

Financial Times – July 2007

“The University of Hertfordshire’s business support agency, Exemplas, plays an important part in keeping the university in touch with the local business community”

Creative courses that are relevant in the workplace

Financial Times – December 2007

Responded to an article on skills shortages in the creative industries
Tim Wilson again named in FT and all key messages submitted were published.

Every single course we teach is designed with the help of employers and professional bodies

Higher education has an important role to play in helping us to upskill to the highest level

Times Higher Education Supplement – July 2007

- The Vice-Chancellor, Professor Tim Wilson and Reza Sotudeh, Head of Electronic Communications and Electrical Engineering were interviewed about the University's business-facing activity.
- The article says 'Herts means business'
- It showcases a case study about the University developing degrees with Electronics giant Sony.

Times Higher Education Supplement – September 2007

- Interview with the Vice-Chancellor about comments made from Rob Wilson, the Conservative Shadow Minister for Higher Education.
- A new type of university is needed such as the University of Hertfordshire to meet industry needs.
- The article states that 'Hertfordshire university has already positioned itself strategically as a business-facing university'

Media Briefings and Events:

Media Relations

**Alastair Campbell Briefing
20 July 2007**

University representatives attended event with former No10 press chief at a Weber Shandwick seminar.

**Donald Macleod Briefing
15 November 2007**

The Vice-Chancellor met with Donald Macleod, online editor of Education and Society Guardian.

**Gerard Kelly Briefing
26 September 2007**

The Vice-Chancellor met with Gerard Kelly, editor of the HE sector publication THE(S). This has resulted in a number of requests for comment from the title.

**James Harding Lunch
23 November 2007**

University representatives met and discussed business-facing with James Harding, then business editor of The Times. He has since become editor.

