

# Business: Talent

## Case Study: HERDA-SW



HERDA-SW is the regional higher education association for South West England. It provides a forum for the 14 Universities and Higher Education Colleges in the region to work together to make a significant contribution to the academic, economic, social and cultural development of the South West.

**Graduate:** Daniel Isaac

Philosophy, University of Nottingham

### Challenge

Supporting all aspects of sector development and marketing activity delivered and co-ordinated by the HERDA-SW central team. To assist with marketing, the organisation of the Annual Conference, website development and to carry out research with local Universities for HERDA-SW's 'Graduate for Business' and 'Knowledge Exploitation South West' projects. To assist with the administration of launching of a new 'Higher Level Skills Pathfinder' project.

### Project Impact

Impact was exactly as was hoped –

- Increased HERDA-SW's ability to carry out more activity
- Successful Annual Conference – due in part to organisational support from the graduate
- Graduate's work on 'Graduate for Business' and 'Knowledge Exploitation South West' projects has produced information and research on which future projects can be based

### Graduate Development

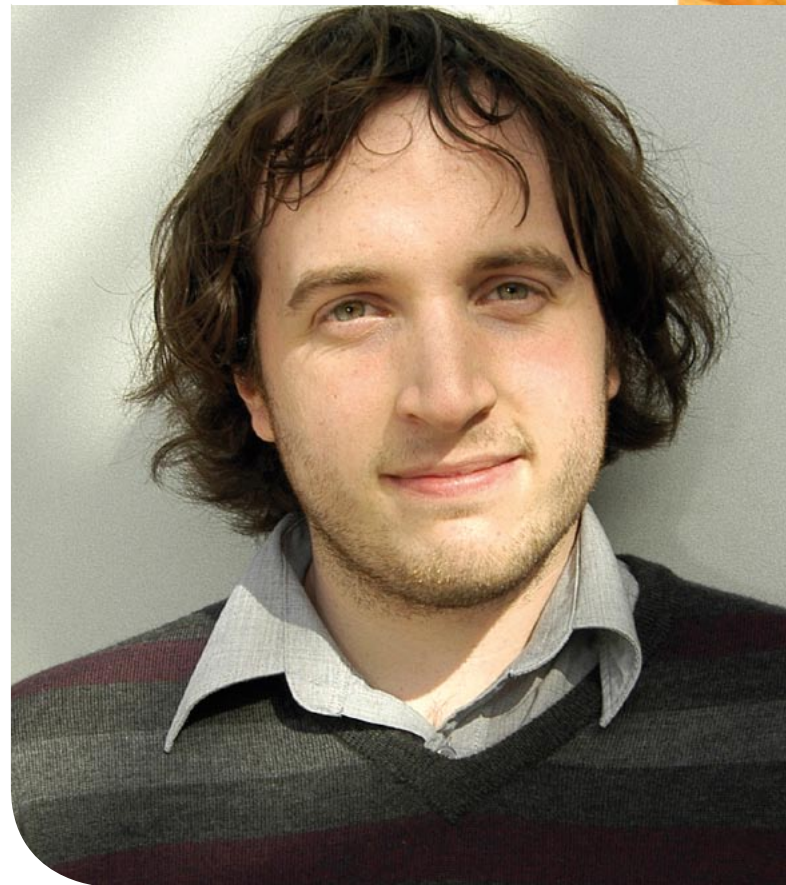
- Gained practical skills such as IT, event management and communication
- Enabled the graduate to gain experience in business practises i.e. networking
- Gained specialist knowledge of working within the higher education sector
- Gained business knowledge through the University's GBP Business Training Course

“ The support the GBP gave us over the period of the placement was invaluable and provided us with assistance on a wide range of projects - some of which would not have happened without the graduate's input. ”

Dr Deborah Watson  
Deputy Head of Secretariat

“ The training sessions at the University provided a great support in beginning my career. When I graduated, I didn't have a clue what I wanted to do but my experience of working in the higher education sector has shown me that it is something I would really enjoy - and it's an excellent addition to my CV. I'm continuing to work with HERDA-SW for another month, and when that contract ends I intend to apply for a full time position. ”

Daniel Isaac



## Graduate Business Partnership **GBP**

The Graduate Business Partnership is a project-based twenty week placement run by the University of Exeter. Companies have been benefiting from the graduate placements since 1997 and many will “test drive” a potential new employee using this scheme. Placements can be arranged throughout the year and graduates will attend the ten day Business Training Course one day a fortnight with cohorts starting at regular intervals throughout the year.

**If you are interested in taking part, please contact:** Jane Gill, Employer Liaison Officer, Careers and Employment Service, The University of Exeter, Kay Building, North Park Road, Exeter EX4 4DF. Telephone 01392 263844 Email [j.gill@exeter.ac.uk](mailto:j.gill@exeter.ac.uk)  
View current projects and placements at: [www.exeter.ac.uk/business](http://www.exeter.ac.uk/business)

### Contact us for further information

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