Creating a sticky online community for SME engagement

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## Size of UK private enterprises (BIS Statistical Release)

<table>
<thead>
<tr>
<th>Size of Enterprises</th>
<th>Enterprises</th>
<th>Employment (thousands)</th>
<th>Turnover (£ millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All enterprises</td>
<td>4,542,765</td>
<td>23,391</td>
<td>3,052,558</td>
</tr>
<tr>
<td>All SMEs (0-249 employees)</td>
<td>99.86%</td>
<td>59%</td>
<td>49%</td>
</tr>
<tr>
<td>With no employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(self-employed owner-managers)</td>
<td>74%</td>
<td>15% (employee directors)</td>
<td>7%</td>
</tr>
<tr>
<td>1-9</td>
<td>21%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>10-49</td>
<td>3.8%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>50-249</td>
<td>0.6%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>250 or more</td>
<td>0.1%</td>
<td>41%</td>
<td>51%</td>
</tr>
</tbody>
</table>
Most graduates will be employed by SMEs

‘Large companies represent only a fraction of the opportunities available for graduate employment, yet are disproportionately popular in terms of graduate application. Universities should reflect on how students’ perceptions of employment with small and medium-sized companies could be improved.’

Wilson Review: Reflective recommendation 21, paragraph 6.4
In an ideal world, what would SMEs like?

• a single 'touchpoint' with the university
• Bite-sized pieces of information, easily accessible via the web, mobile app or email digest
• events information in one place and filterable
• find students for discrete pieces of work
• research and innovation headline information (filtered by interest)
• social media for easier networking and identifying key contacts
• an online community for students, academics and employers
Ingenuity – the University of Nottingham’s local business network

In A Fishbowl East Midlands

‘Fishbowl is a conversational process that fosters understanding of an issue, proposal or problem facing an organization’
http://en.wikipedia.org/wiki/Fishbowl

People

‘Fishbowl’ participants, expert commentators, readers (lurkers), networks and communities
Semantic Analysis – DISYS, University of Derby

Website content, events, news, blogs, ‘fishbowl’ content...

PERSONALISED CONTENT & RECOMMENDATIONS

User-created information: tags, profiles, discussions...

Research, events, news, CPD, kit – whatever we want to surface...
Issues and challenges – using technology to

• Make regional university/SME engagement easier and more agile
• Raise awareness of wider university ‘offer’ (research/people/technology)
• Raise university awareness of SME activity
• Promote work placements
• Improve communication: students/universities/employers
Thank you for listening. Any questions?

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