

Transferring professional knowledge to Knowledge Transfer professionals

Amanda Selvaratnam, The Training Gateway, UK

Amanda Selvaratnam, MInstKT outlines the role of The Training Gateway.

Across the HE sector there are several thousand staff whose role involves some aspect of knowledge transfer or commercialisation and engagement with commercial customers.

As well as people who have been employed specifically to undertake these roles, it is commonplace that many people within the sector have progressed into these roles but have received no formal training.

Furthermore, unlike other roles within the HE sector these roles do not necessarily have a transparent career development pathway. For these staff new skills are very often gained on the job, a common approach within many sectors, or by attending generic business skills courses provided by commercial organisations.

Organisations like AURIL and the Leadership Foundation for High Education have identified a range of skills gaps and have developed a portfolio of programmes for staff working in knowledge transfer and commercialisation roles. Such programmes not only address the specific skills needs but also put the activities into the context of the HE sector as a whole.

There are a wide range of roles within knowledge transfer and commercialisation units in the HE sector. This has led to strong interest in education and training programmes that are tailored for specific roles and responsibilities. To address one specific group of staff, The Training Gateway has developed a portfolio of one-day programmes designed to meet the needs of staff involved in the development and marketing of corporate and executive training courses to public and private sector organisations.

The portfolio, which has been developed over the past three years, was built on extensive consultation and feedback from members, many of whom felt that several of the generic business skills courses available did not sufficiently address their training needs as, often, the HE context was not factored into the course, or properly understood.

The courses, which are all endorsed by the IKT and contribute to the AURIL CPD framework, cover topics such as Developing International Markets for CPD, using Twitter and LinkedIn as Marketing Tools, Effective Bid Writing and Client Relationship Management. Over the past three years The Training Gateway has trained more than 350 CPD staff from around 70 institutions.

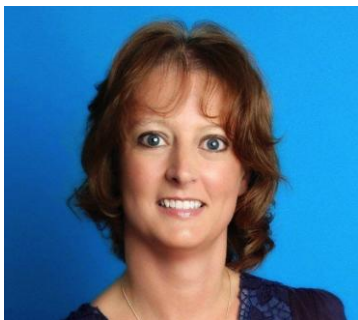
In recent months there has been an increased interest from universities to host many of the courses in-house. Through that route The Training Gateway is able to tailor the courses to address specifically the skills needs of staff within the environment of their own institution.

As the UK Higher Education sector changes and competition from private providers for both undergraduate and postgraduate students increase, universities will continue to be under pressure to diversify their income streams. There will therefore be a continuing need for the growth and development of commercial training units within universities. It is essential that the staff employed to develop these activities have the skills and competencies required.

Amanda Selvaratnam is the founder and director of The Training Gateway which aims to provide a single point of contact for external organisations to procure executive and corporate training and partnership opportunities from UK universities and colleges.

With more than 2500 members from every university and a growing number of colleges, The Training Gateway provides comprehensive access to university-level corporate, vocational and specialist training in the UK.

For further information about The Training Gateway and its portfolio of training courses please go to www.thetraininggateway.com



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