



PRESS RELEASE

FOR IMMEDIATE RELEASE
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Adam Smith College Employability Project Secures £1.1 Million

An enterprise project led by Adam Smith College has been awarded £1.1million from the Scottish Funding Council's Learning to Work Strategy. The project will allow Higher Education students to develop their employability skills through hands-on work experience, and is aimed at developing graduate employability.

The 'Education into Enterprise' project comes at a time when graduates are finding it increasingly difficult to gain employment. Competition for jobs is fierce. This project will create over 800 relevant work placement opportunities for students over the next three years. These placements will be in a variety of areas, including business, development, project management, marketing, events management, multi-media design and computing, within all business sectors, and with a particular focus on life sciences, renewables, engineering, tourism and construction.

In addition to allowing students to gain practical employability skills, the project will provide participating businesses with a valuable additional team member. To maximise this potential, an online system will be developed to match students with the best employer.

Carol Humbert, Director of Community Development at Adam Smith College, will lead the Education into Enterprise partnership. Carol said: "At a time when employers may be finding it difficult to grow their businesses, Education into Enterprise will be a chance for them to use the best of our students' talent to develop their projects and ideas. It will also help them come out of the recession in a more competitive place.

"The initiative is also incredibly valuable for students. For Higher National Certificate / Diploma students and degree students, particularly on courses where a work placement isn't usually available, this is a great chance to build their CV by working with good employers on meaningful projects."

Dr Craig Thomson, Principal of Adam Smith College, added: "This project is designed to help young people to become more employable by developing their understanding of how business works. We look forward to watching our Education into Enterprise partnership grow over the next three years and I would like to take this opportunity to thank our partner institutions, including Dundee, Elmwood, James Watt, Forth Valley and West Lothian College, as well as the University of Abertay. We particularly look forward to working with the Scottish Chambers of Commerce and the Alliance of Sector Skills Councils, who will support us in establishing long lasting partnerships between business and education."

Funding for the Education into Enterprise project is part of the Scottish Funding Council's recent £4.7 million funding announcement, supporting a range of work experience led initiatives throughout Scotland. Other projects include an E-Skills Placement Programme aimed at IT

students, led by Edinburgh Napier University, and a Third Sector Internship Programme supporting placements in the voluntary sector, led by Queen Margaret University and other supporting partners.

For further information on Adam Smith College, please contact 01592 223 400 or visit www.adamsmithcollege.ac.uk

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Notes to Editors

Dr Craig Thomson is available for interview on the details and benefits of this new project.

For more information, contact:

Sarah Wright, Halogen Communications, (T) 0131 202 0120 (F) 0131 225 3757 (E) sarahw@halogencom.com