



Symposium

Creating regional job training networks – developing existing training potential

The STARegio project NOBAN

Research Institute for Vocational Education and Training (f-bb)



Basic data 2008:

- **Staff:** 76 employees
- **Projects:** 46 ongoing projects → the f-bb is the largest private vocational training research institute in Germany
- **Clients:** companies, associations, foundations, federal and Länder ministries, the European Union



DAIMLER



Services offered



- Research projects



- Case studies and data collection, evaluation



- Educational management



Services offered

- Academic support
- Academic continuing training





Public relations work (2008)

- **Workshops:** 71 workshops with 4,100 participants
- **Conferences:** 10 conferences with 1,400 participants
- **Circulation of books published by wbv:** 12,200 copies
- **Homepage:** 25,000 hits

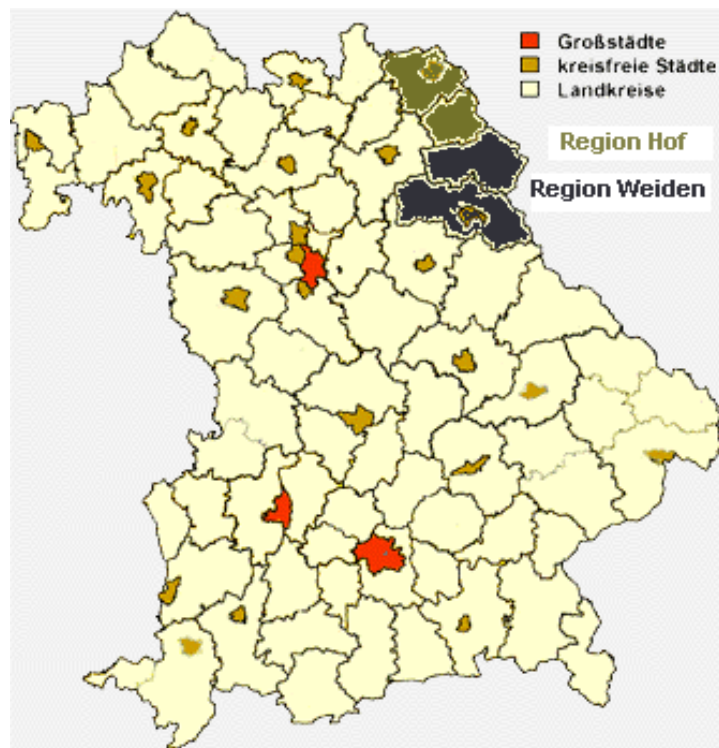
(As of: December 2008)

Northeast Bavarian job training network for the Hof-Weiden region - NOBAN



- STARegio restructuring programme
- Financed by the German Ministry of Education and Research and the EU
- Runtime: March 2004 – February 2007
- Project region: Hof-Weiden (Northeast Bavaria)

The Hof-Weiden project region: characteristics and industry problems



- Structural adjustment crises and image problems of traditional industries (ceramics, textiles)
- Rural areas and infrastructure problems
- Discontinuation of support for border regions
- Out-migration trends
- Vacant training places, yet surplus of applicants

Structure of “noban”-Network

vbw
The Bavarian Business
Association

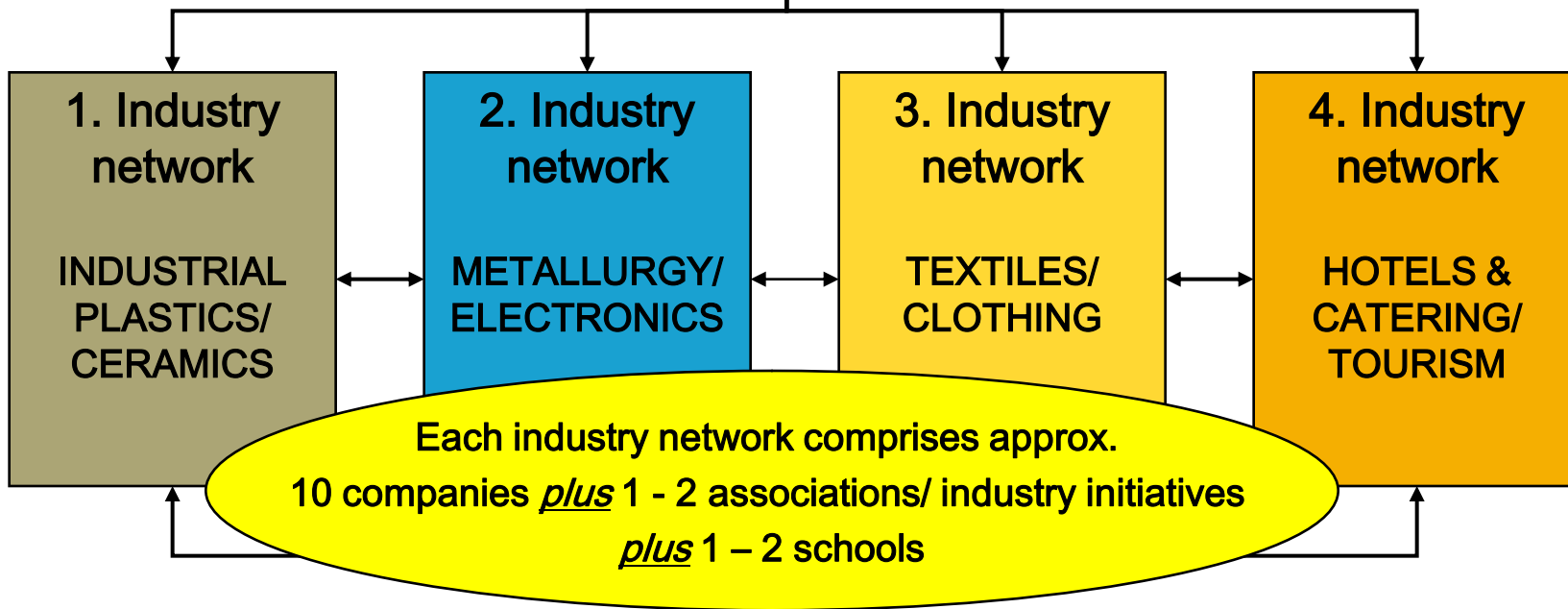
DGB Bavaria

Steering
committee



f-bb Research Institute for Vocational Education and Training

Network
coordinator



Lower- and intermediate secondary schools in the region, regional press and TV, municipalities, employment agencies, chambers of industry and commerce

Methods and strategies

1. Demand-oriented approach as central methodical basis:

- Exploratory, flexible approach
- Focus on companies (providing training)
- Geared towards the needs of the respective companies
- **Flexible** methods of implementation and variation of strategies

Methods and strategies

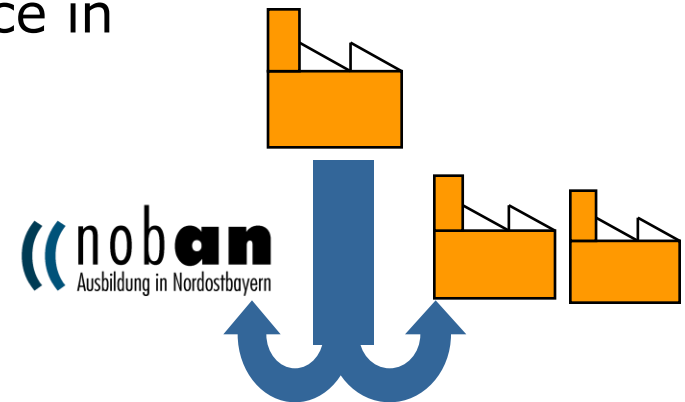
2. ***Preliminary contacts*** and "***door openers***":

- Basis: conduct research on the project region
- Recruit multipliers (including those unconnected to training): associations and industry initiatives, elected local government policy & regional marketing representatives, business developers...
- Aim: gain acceptance for the project, boost participation in the network, attract companies via recommendations

Methods and strategies

3. **Anchor companies** and **snowball system**:

- Companies with considerable experience in training
- Assess suitability as potential network partners
- Ascertain willingness to work together on conceptual issues
- Arrange contacts



Methods and strategies

4. ***(Re)consolidating*** existing initiatives
i.e. integrate the topic of “training” into
industry initiatives

to the *benefit of both parties*:

- extending the powers of industry initiatives
- making use of established structures within the scope of the project

Methods and strategies

5. ***Public relations work*** and ***impact on public profile***:

publicising the intentions, objectives and successes of the project:

positive impact on public profile of companies and partners involved

- increases acceptance of project
- increases willingness to participate



Example: "Regional Vocational and Training Information" (RBA) in the textiles industry

Overview of problem and action required:

- Potential applicants must be better informed about training in the textiles industry
- Need for information strategies which account for region-specific characteristics (e.g. infrastructure problems)
- Need to enhance the image of the textiles industry
- Companies must intensify marketing with regard to training



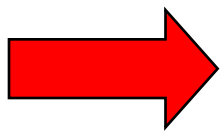
Concept of "Regional Vocational and Training Information" (RBA)

Key elements:

- Provision of first-hand information
- Step-by-step process
- Emphasis on target group comprising students with a serious interest
- Ongoing evaluation
- Regular reports in the regional press (!)
- Clear focus on local area

The results of the NOBAN project

- Additional traineeships: 56
- Elaborating a marketing concept with regard to training in the textiles industry
- Strengthening a training-related network structure
- Conducting and publishing an academic study concerning the region's capacity to generate new traineeships
- Project marketing: specialist articles and books, conferences and workshops, regular reports in the regional press, reports on regional TV



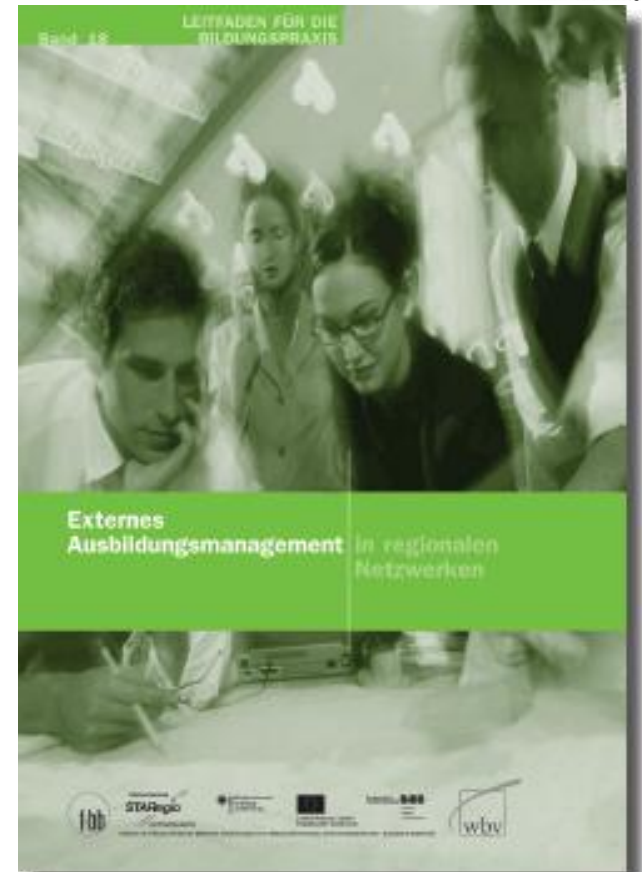
**boosting region's capacity to generate new traineeships/
contributing to regional economic development**

References

Leitfaden für die Bildungspraxis,
volume 18:

"Externes Ausbildungsmanagement
in regionalen Netzwerken"

W. Bertelsmann Verlag, Bielefeld 2007





**Thank you
for listening!**

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