

## **Technical IT Qualification Aligned with Pernambuco Productive Sector: Labour Market Insertion Strategies Based on UK Colleges Practices**

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The expansion of federal technical education for metropolitan areas of large cities occurred at an accelerated pace, with no effective alignment between professionals training and their assimilation by the regional labour market. Inserting the qualified professionals is a major challenge of the units implanted in regions of recent industrial development, since the local enterprises do not have the proper understanding of their responsibilities and skills. In addition, the technical education is not popular in the local society. Igarassu Campus is inserted in this context, qualifying IT labour capable of developing technological solutions oriented to the local labour market. However the lack of integration constitutes an obstacle to the insertion of IT egress in this market.

The goal of this work is to develop integration plans of Igarassu Campus with the labour market adapted to the local reality. The living experience in a UK College will enable to know the teaching methodologies oriented for labour market, the insertion strategies for students in the local market, the Business and Colleges relations and also how the Apprenticeships program works. The visit is also an opportunity to participate in the WorldSkills and meet event models focusing in the dissemination of technical education.

This work plan includes, in the UK visit stage, the publication of a dissemination website to report the experience conveying to students and teachers in Brazil the content, images, streaming videos of the visits to Colleges and WorldSkills. Upon returning to Brazil it will be published on the website a document compiling the acquired knowledge about the Colleges activities and integration programs with the productive sector, which will provide guidance to interested institutions to develop similar practices.

For the experience dissemination events will be held on five campus of Pernambuco. The events will have the participation of students, teachers, representatives of local enterprises and society. Integration practices with the UK productive sector will be presented followed by a round-table discussion of approaches to the local context in order to develop proposals for partnerships and implementing integrative actions. Registration and outcome of the event will be posted on the website. Thus a wider spread will be obtained through the website enabling teachers of technical education network in Brazil can also have access to knowledge and experience provided by the program.

To improve Igarassu unit it will be developed a course of Initial and Continuing IT Training aligned with the productive sector based on the Colleges Apprenticeships program. This course will be proposed to be applied on Igarassu Campus.

Potential partners include CIEE (Centre for School and Enterprise Integration), FIEPE (Federation of Pernambuco Industries) and local enterprises such as Fiat Automobiles and Unilever.

The expected impacts are the students attraction by improving the employability, the creation of a link with the productive sector, image enhancement of the institution with the productive sector and society, dissemination of practices in other campus and establishment of network with UK Colleges.