



How can employers and universities work together to develop student employability?

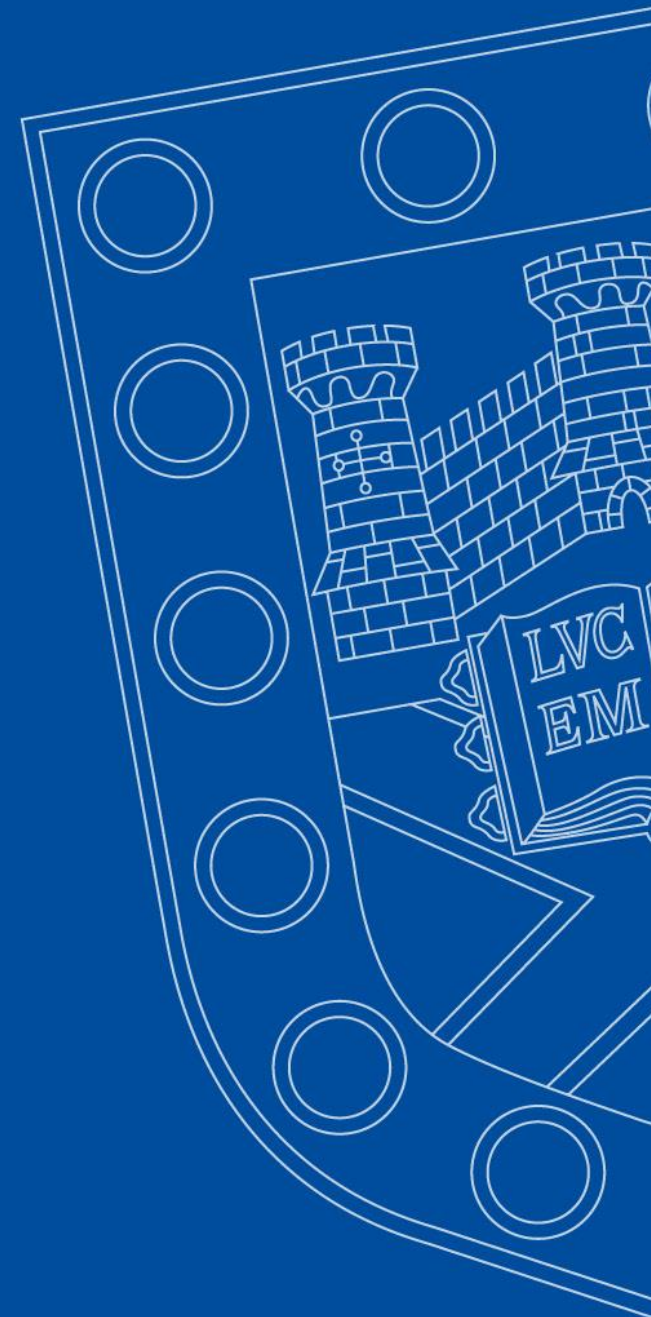
A UK/Exeter perspective

Paul Blackmore

Divisional Head,

Student Employability & Academic Success

Geneva, 10th September 2018



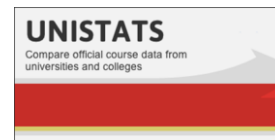
Agenda

- Political context and drivers
- Why, what, where, when, how and by whom?
- Informed by...?
- Engagement and impact
- Next steps



Why? Drivers and political context

- Students demanding +ROI for fees - £2.5K → £9,250K
- New Office for Students (OfS) regulator: Value for Money agenda and social mobility / success a priority
- 'Graduate Outcomes' survey – 6mths -> 15mths census date
- Brexit combined with UUKi 'outward mobility' pledge
- Increasing scrutiny: HEI council, Gov, league tables, employers, society...



What? The Exeter approach

Career Development Learning

Students

Graduate skills / career-mindedness

+

Career Management Skills

(CV/application writing, placement learning,
interview skills etc.)

+

Work-Related Learning / Work Experience

+

Enterprise skills, Commercial Awareness,
Self-efficacy & a global mind-set

=

Graduate employment



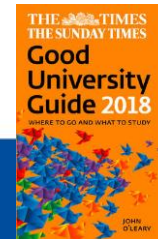
Access to various
opportunity providers



Exeter KPI: “Increase Graduate
Level Employment / Further
Study to Top”



**GRADUATE
OUTCOMES**



Aligned against labour
market-led timescales...



Where?

CAREER ZONE



Colleges / disciplines

Mandatory and optional provision for all students and other curriculum-based programmes



Single student portal
MY CAREER ZONE



Central face-to-face provision

Supported by enhanced curriculum, SEAS & localised College provision

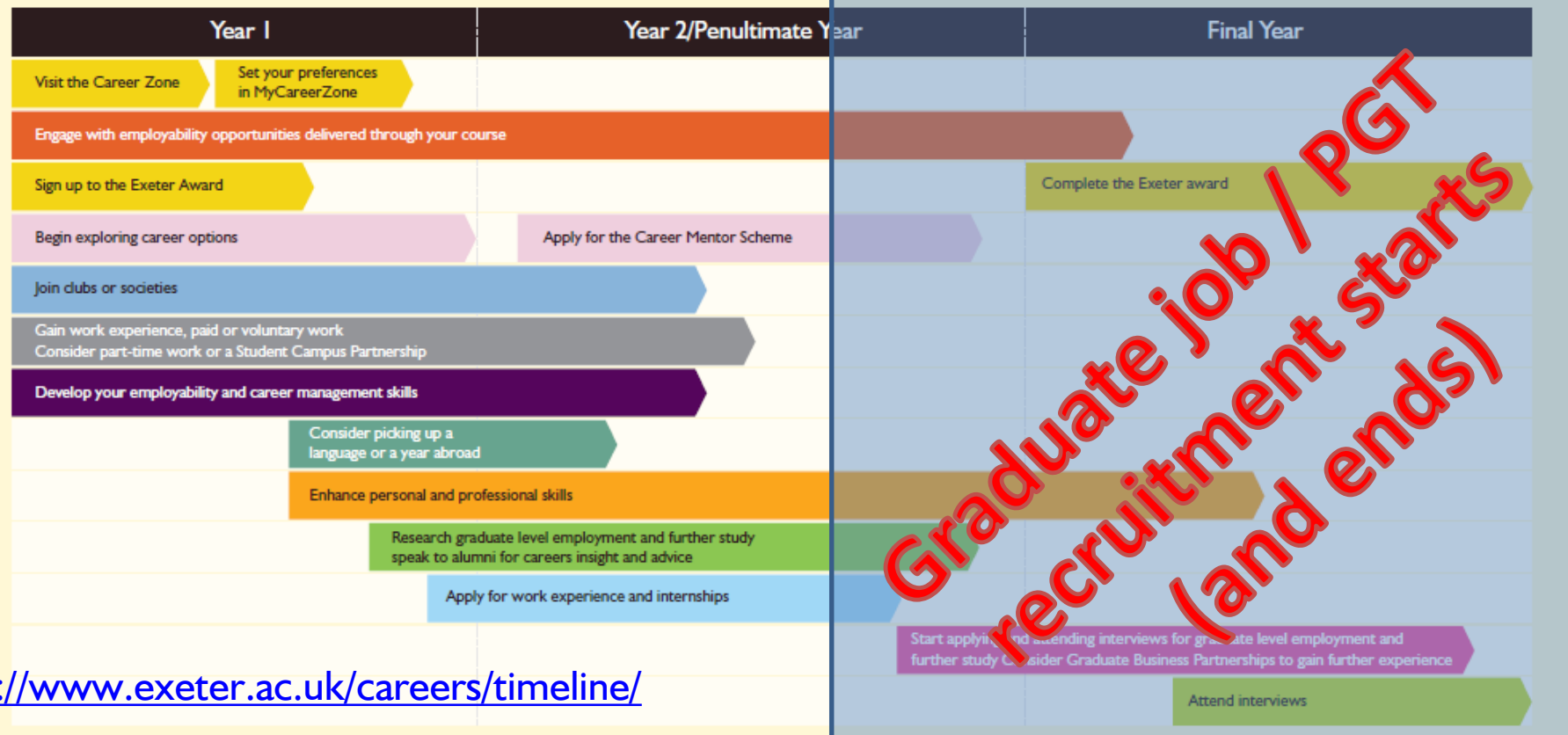
When? The Exeter approach – start early!

Begin planning your career during your time at university

What you should be doing and when

“

Don't leave it too late – most graduate positions for the big recruiters close around January at the latest and for internships it is often earlier.”



<http://www.exeter.ac.uk/careers/timeline/>

“The 1st year is the new final year”
Stephen Isherwood, CEO



How? Enabling self-reliance/efficacy



Self		Opportunity
Knowledge	⇒	Qualifications
Skills	⇒	Competencies
Attitude	⇒	Culture
Aspiration	⇒	Prospects/labour market



A full day 'employer-informed and alumni-led' experiential learning & professional development programme for all 1st year students

YOU

behaviour
self awareness motivation
emotional intelligence
values learning style

YOUR SKILLS

innovation
planning team working
communication organisation creativity
time management presentation
influencing leadership
enterprise

YOUR CAREER

planning
cultural awareness
transition learning
networking influence
opportunity awareness commercial awareness
salesmanship
marketing



“Observe, recognise, acquire & articulate employability skills”



How... is content / reached informed?



AGCAS



CAREER ZONE

UNIVERSITY OF EXETER

MEET YOUR FUTURE EMPLOYER

Meet employers. Ask questions.
Develop skills. Market yourself.

- Presentations
- Careers Fairs
- Drop Ins and Showcases
- Recruiter in Residence
- Skills Sessions
- Mock Interviews

www.exeter.ac.uk/employerevents



Sector-specific skills training

<p>DEVELOP students for professional life</p> <ul style="list-style-type: none"> Presentations Skills Sessions and eXtector Mock Interviews Career Mentor Scheme Widen Your Options talks 	<p>PROMOTE your brand on campus</p> <ul style="list-style-type: none"> Sponsorship and Endorsement Advertising Careers Fairs Recruitment Presentations Drop-ins Targeted Emails <p>Best student attendance out of all of the fairs we have been to this year! Aburrahman & Pritch</p>
<p>RECRUIT world class student and graduate talent</p> <ul style="list-style-type: none"> Advertise a vacancy (Graduate/Casual) Internships Global recruitment Recruitment Interviews Student products and services <p>This year's students were so organised, prepared and focused. A real credit to the careers service's hard work. Allen & Overy</p>	<p>INFLUENCE University strategy and share expertise</p> <ul style="list-style-type: none"> Employer Forum Sharing our expertise (resources) Business Leaders Forum Shaping the Future Lectures QS World Rankings



DEVELOP

students for professional life

- Presentations
- Skills Sessions and eXfact
- Mock Interviews
- Career Mentor Scheme
- Widen Your Options talks

RECRUIT

world class student and graduate talent

- Advertise a vacancy (Graduate/Casual)
- Internships
- Global recruitment
- Recruitment Interviews
- Student products and services

“ This year’s students were so organised, prepared and focused. A real credit to the careers service’s hard work. ” Allen & Overy



UNIVERSITY OF EXETER

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Employer/alumni & external contractor engagement runs through the portfolio of SEAS services

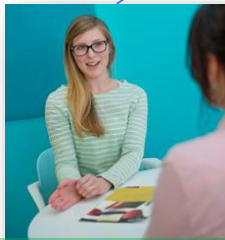
- Regional
- National
- Global...



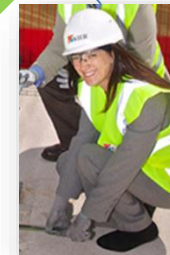
The Pathway model



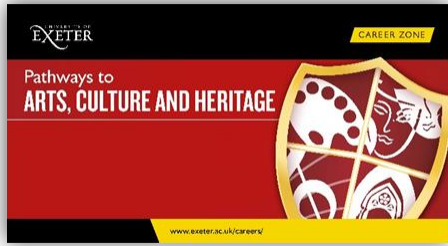
Department for
International Trade



Feedback for all



Skills training in competitive & popular sectors



Pathways go global... “Global Leaders”

- Global place-based learning & creative problem solving
- SMART cities focus, socio-economic challenges & social entrepreneurship



- Develops global citizenship
- Facilitates social mobility
- Combines interdisciplinary learning & employability



Develop as a leader
Lead beyond authority
Develop intercultural awareness
Clarify purpose and create impact

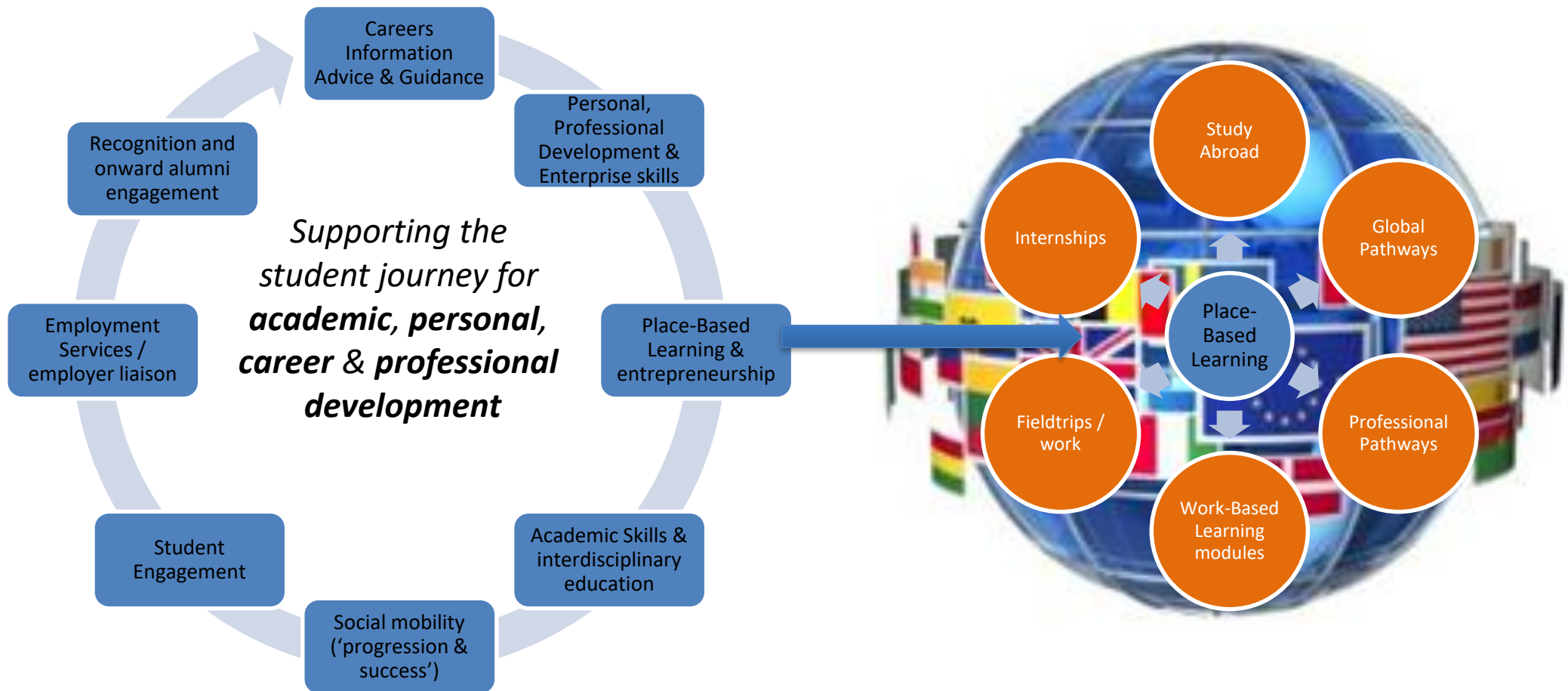
Expand networks
Make connections to achieve goals
Collaborate to tackle complexities
Build diverse and trusting relationships

Improve decision making
Deal with complexity
Make informed decisions
Recognise & address personal bias

Drive innovation
Apply new ideas to old problems
Innovate through leveraging diversity
Create sustainable solutions



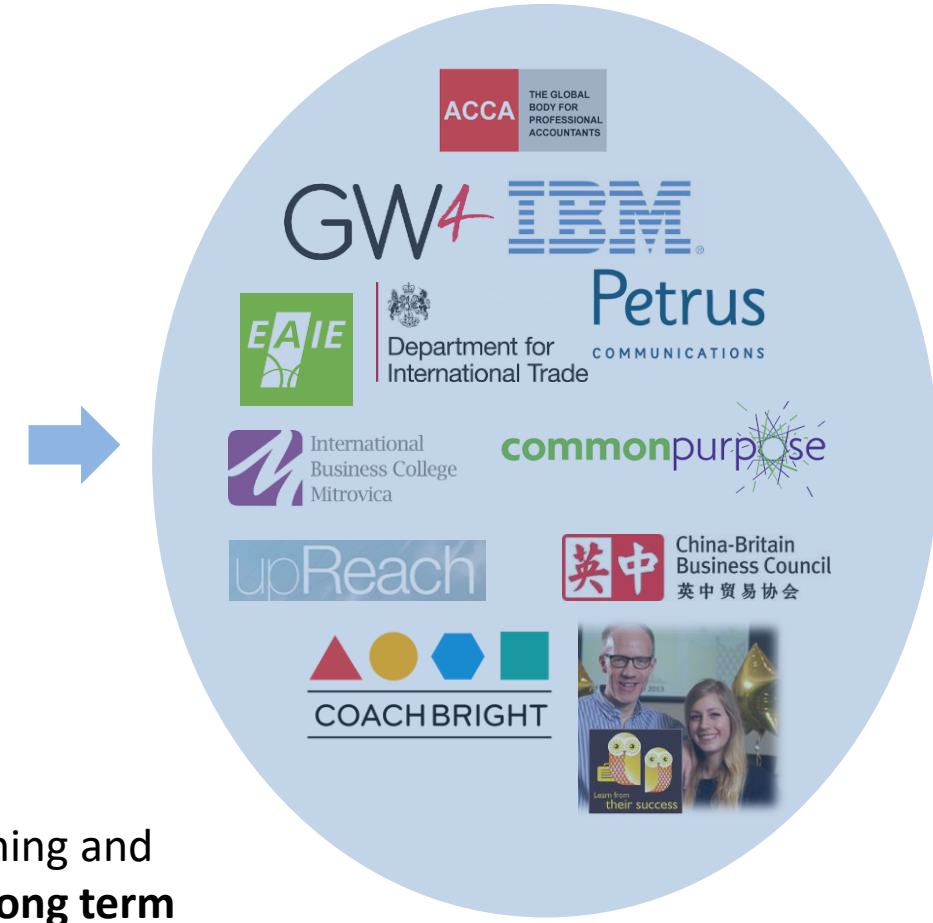
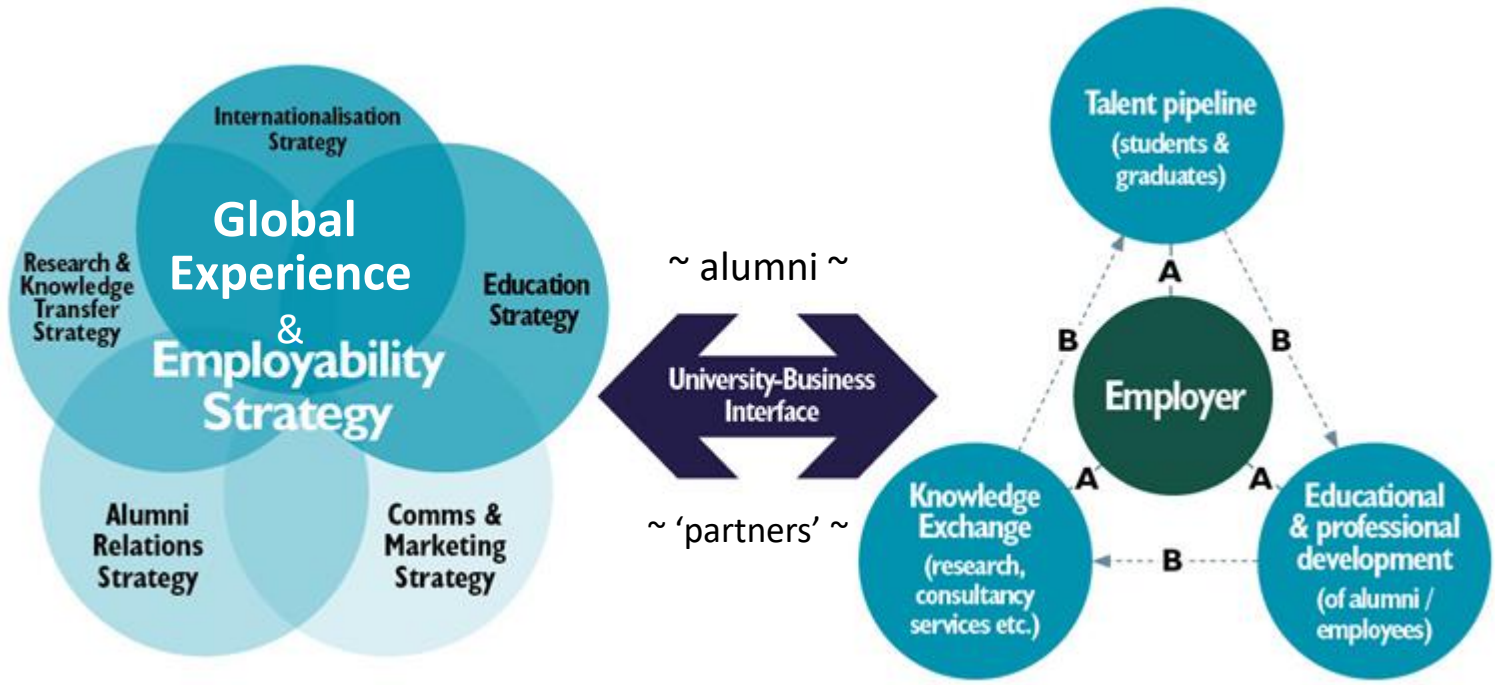
By Whom? i] SEAS (central & faculty aligned)



Note: focus = 'educational and transformative' not emergency response services



By Whom? ii] Other Prof. Services and external partners



“...where the various offerings of HE are integrated – informing and shaping one another – then they stand a greater chance of **long term success**”

(Bolden et al., 2009, p.45; see also Cole & Tibby, 2013; UKCES, 2009)



Engagement: performance against Top 10

University Careers Service

	Imperial	Cambridge	LSE	B'ham	Oxford	Bath	Lancs	Durham	Exeter	KCL	Median
Usage of University Careers Service											
Visited Careers Service	71	68	75	61	61	64	72	56	77	54	66
Used Careers Service website	58	78	76	66	75	62	65	53	82	52	67
Received emails from Careers Service	76	88	77	79	87	83	82	83	88	66	81
Followed Careers Service on social media	16	14	28	28	16	16	26	18	26	19	21
Attended careers sessions as part of degree	49	47	53	47	42	59	60	42	65	49	51
Total users of Careers Service	95	96	97	94	96	95	97	95	98	91	95
Number of Visits to University Careers Service											
1-2 visits	34	39	32	34	33	35	35	34	31	35	34
3-5 visits	26	22	23	19	21	18	23	15	26	15	21
6+ visits	11	7	20	8	7	11	14	7	20	4	11
Average number of visits made	3.6	3.1	4.3	3.3	3.2	3.5	3.8	3.1	4.3	2.8	3.5

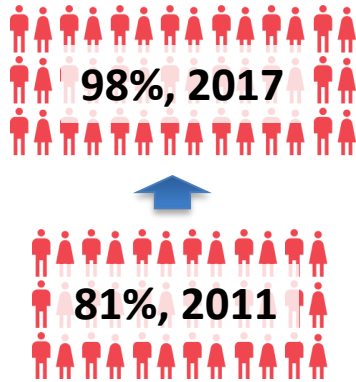
Key:	
Lowest score	
Highest score	
Exeter > Median	

34 Note: low score here is a +ve score

However, these stats will be less useful in near future as we deliver more in colleges and through the curriculum.



Student engagement



Peer & employer recognition



12th
(2018)
↑
N/A
(2010)



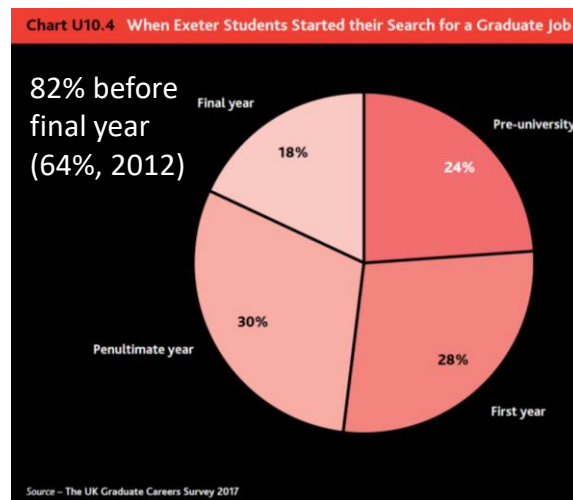
168th > 105th (2018)

Impact

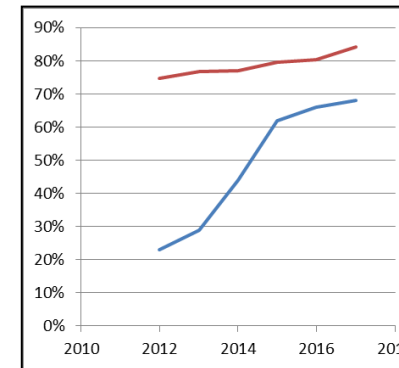
Student behaviour & learning gain

9% knew which graduate career they wanted before University;
85.6% acquire a graduate job 6m after Uni.

When do Exeter students start their job search...?



Graduate Prospects



— Graduate Prospects score
— Placements/internships



For more information:



- <http://www.exeter.ac.uk/careers>



- <https://uk.linkedin.com/in/blackmore1>



- @pblackmore67 @UoECareers
@uniofexeter @UoEStudyAbroad

References:

Blackmore, P., et al. (2016). Employability in higher education: A review of practice and strategies around the world. London: Pearson.

<http://tinyurl.com/strategiecosystems>

Blackmore, P. (2018). Building bridges between employability and international experiences in higher education *In* Facing Outward. Edited by Weimer, L. Netherlands: European Association for International Education.