

# Improving employability at UNIGE

mercredi, 12 septembre 2018  
QS Graduate Employability Summit

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Career center

# Aims of this presentation

- To give you some insights on a workplace entry context different from your own.
  - Share practices that could potentially feed your thoughts on your own activities and services.
- × This presentation is based on trends and is not meant to be an exhaustive analysis of the job market, nor a complete description of our activities.

# The context of this presentation

- Most Swiss universities career centers were created only in the last 10 years, much later than in the US and in the UK.
- Career preparedness and employability are becoming more and more important for universities.
- Prospective students and accreditation bodies have high expectations with regards to employability, as it has become a key factor in rankings.

# The UNIGE & the swiss job market

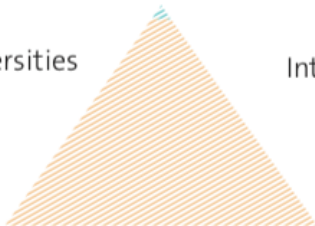
Our strategy

Our services

## KEY FIGURES

### Top 1%

20,000 universities



International Rankings

Shanghai **60<sup>th</sup>**

QS **98<sup>th</sup>**

Times HE **137<sup>th</sup>**

### 1559

Founding of the University of Geneva  
by Jean Calvin and Théodore de Bèze

### 765

Million CHF – financial resources

### 4,436

Graduates

### 16,935

Students

### 6,503

Employees

### 10,137

Continuing education students

### 587

Programmes offered

**135** Bachelors and Masters

**80** Ph.D. (Doctorates)

**29** MOOCs

**343** Continuing education programmes

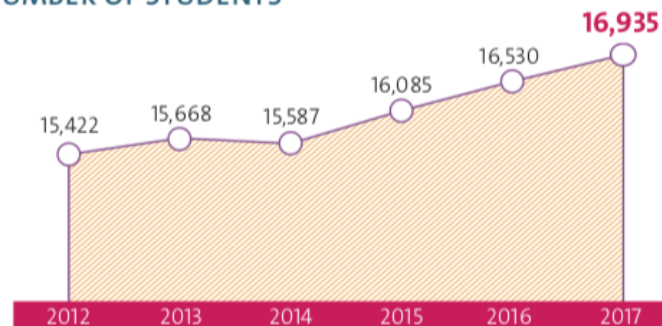


### Student exchanges

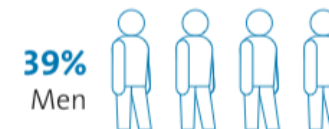
**832** students IN  
**570** students OUT

## STUDENTS

### NUMBER OF STUDENTS



**61%**  
Women



**39%**  
Men



**8,422** Bachelor's students

**4,577** Master's students

**2,299** Ph.D. students



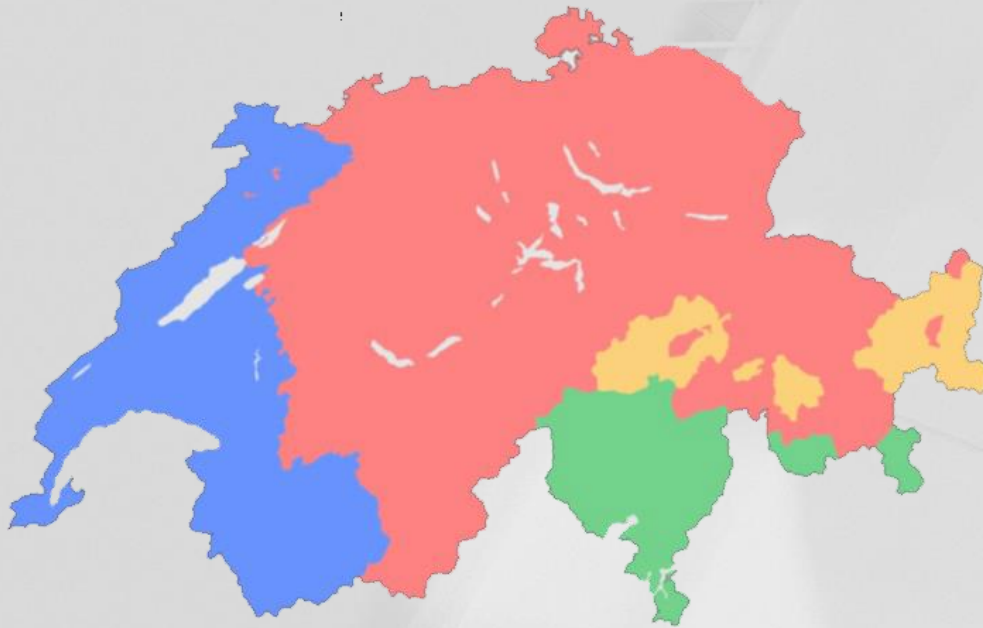
### Origins of students

**43%** Geneva

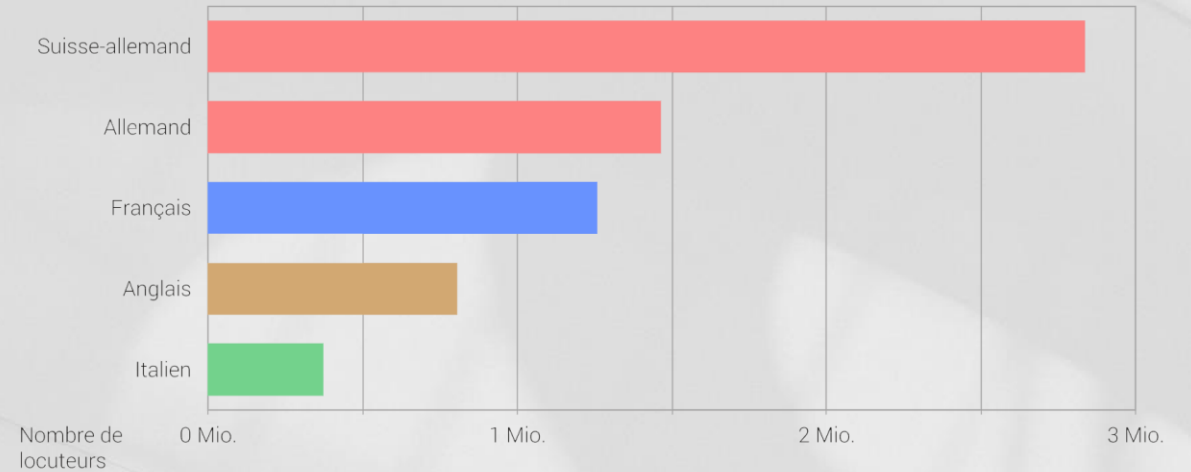
**20%** Other cantons

**37%** International, from 152 countries

# Switzerland is divided into three main language regions that define its job market

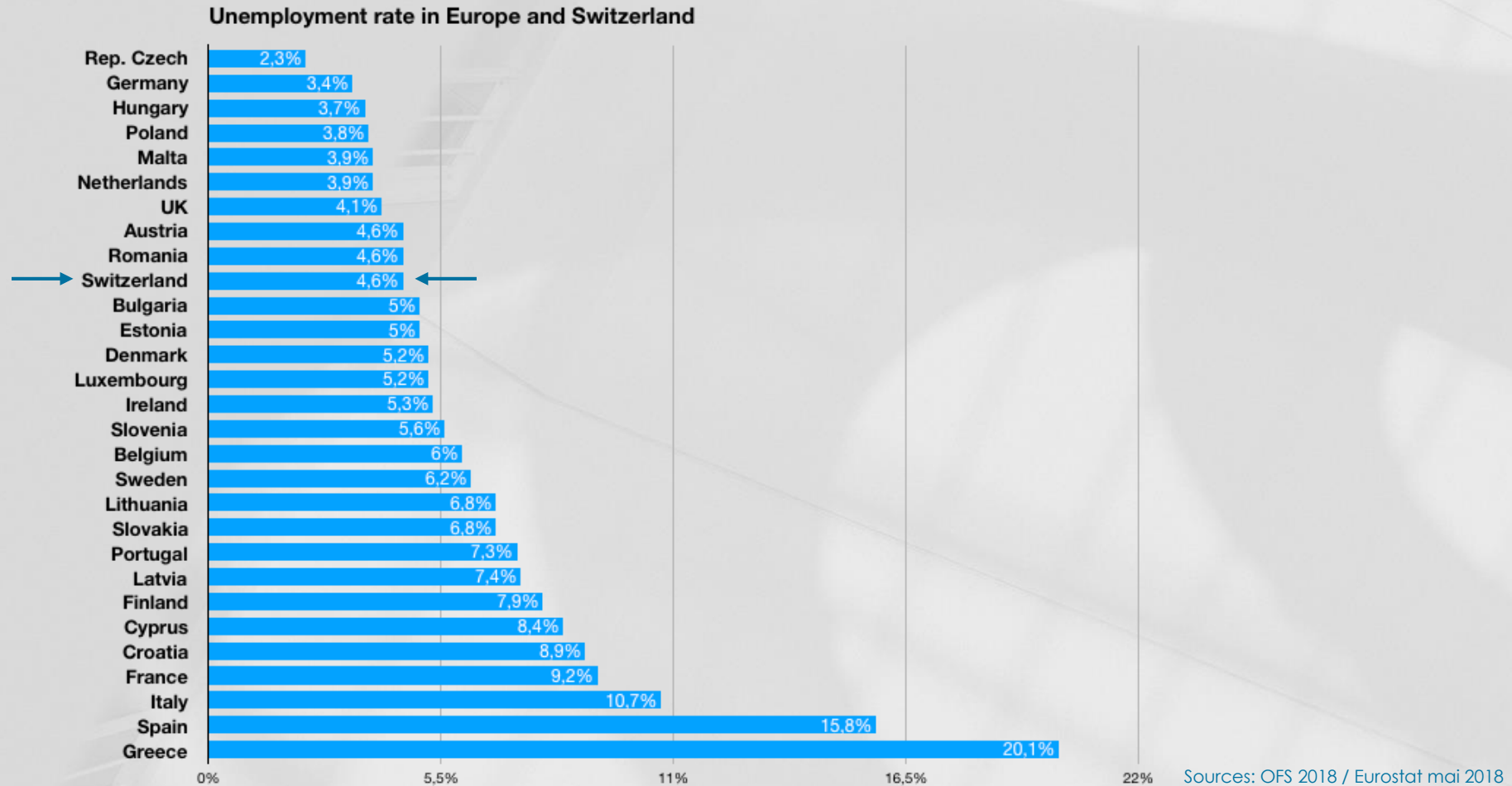


Langues parlées habituellement au travail, en 2013–2015



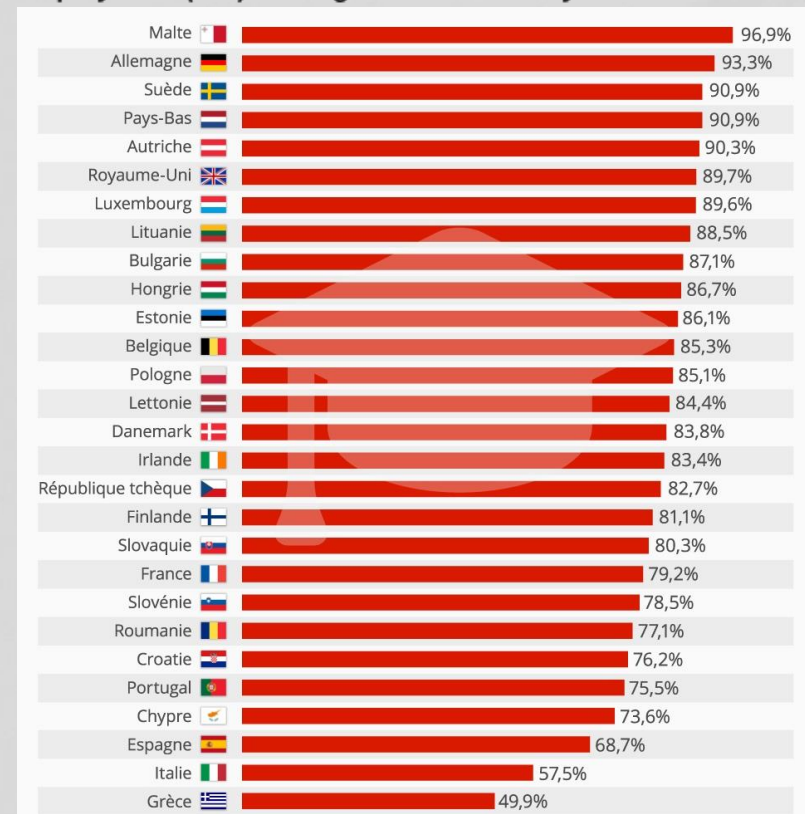
Source: OFS – Relevé structurel (RS)

# Unemployment in Switzerland is comparable to others European countries...



# ... but the Swiss job market seems to be easier to enter for young graduates...

Employment (ILO) of EU graduates after 3 years



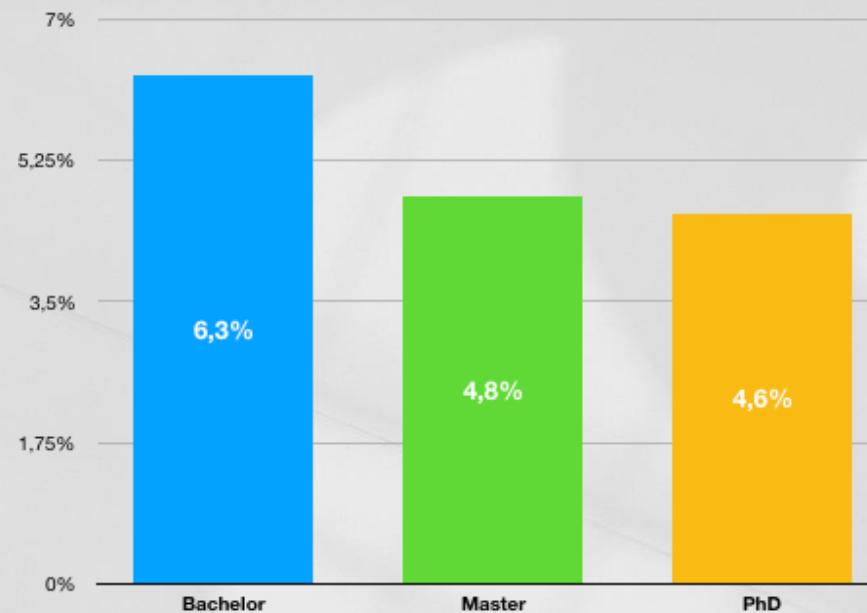
\* Diplômés de l'enseignement supérieur dans les trois années précédentes  
 @Statista\_FR Source : Eurostat Septembre 2016



Employment (ILO) of Swiss graduates after 1 year



Unemployment rate (ILO) for swiss graduates after 1 year

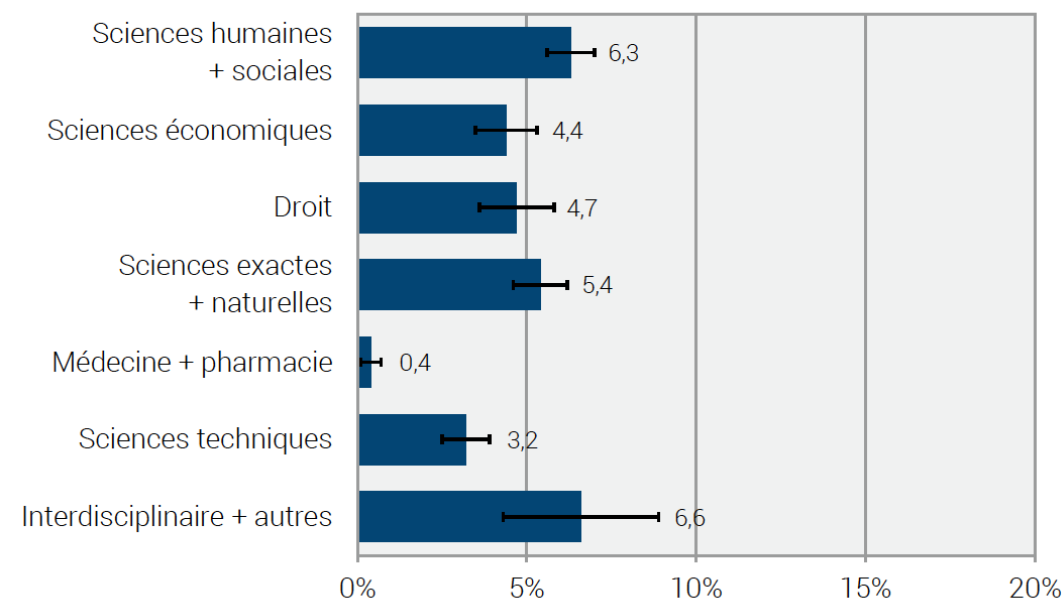


OFS 2016: personnes diplômées en 2014

# ... even if they do not all have the same maturity when it comes to employment.

## Taux de chômage au sens du BIT des diplômés HEU au niveau master selon le groupe de domaines d'études

Situation une année après l'obtention du diplôme, année de diplôme 2014



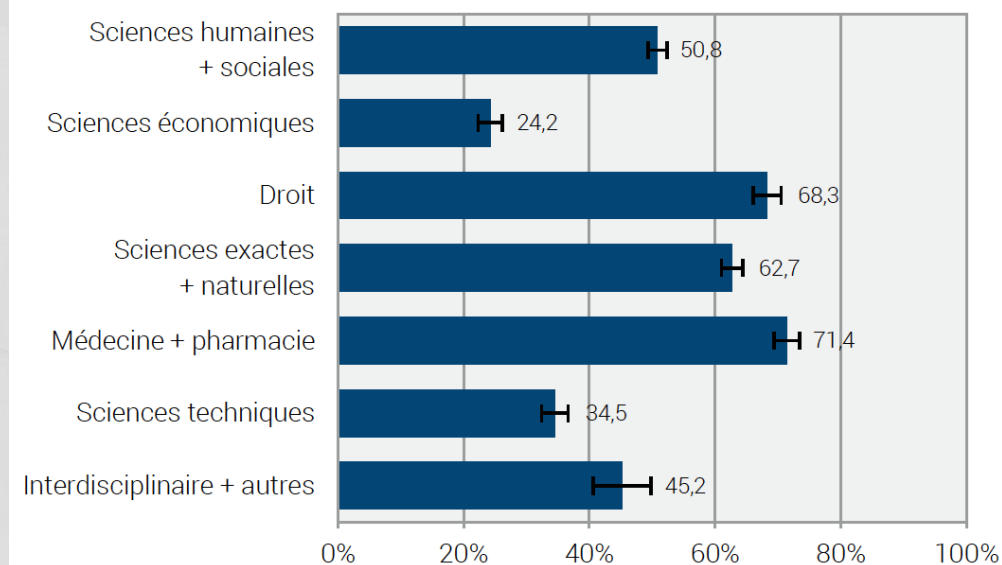
— 95% - Intervalle de confiance

Source : OFS – Enquête auprès des diplômés des hautes écoles

© OFS 2016

## Diplômés HEU au niveau master occupant un emploi à durée déterminée selon le groupe de domaines d'études

Situation une année après l'obtention du diplôme, année de diplôme 2014



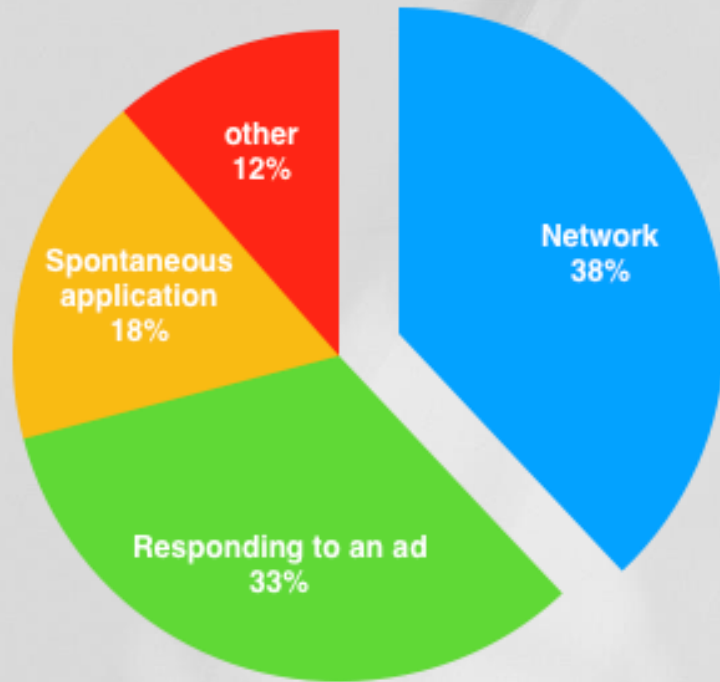
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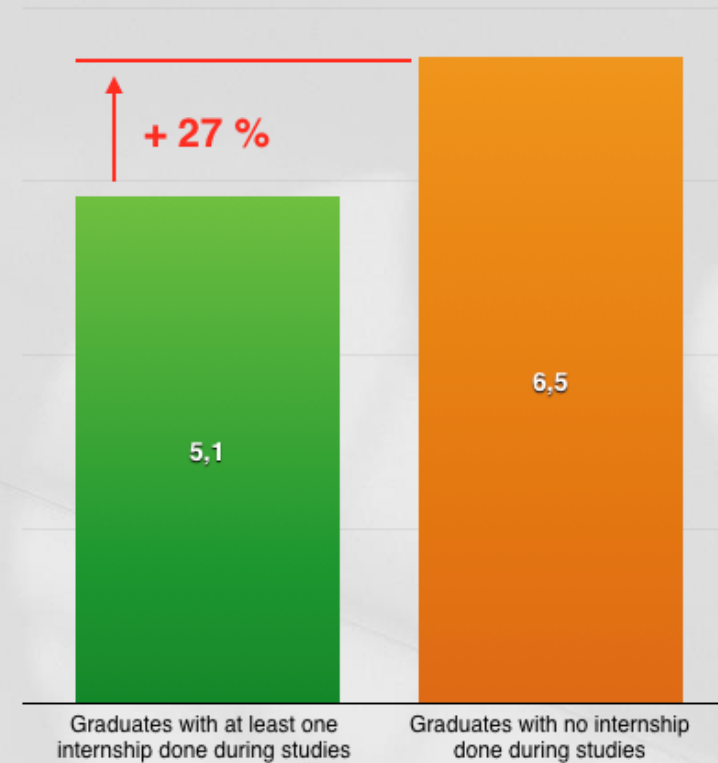
# Network built & experience gained during studies are key!

Initial successful strategies in finding the first job



Source: EPFL - Rapport d'enquête sur l'insertion professionnelle des diplômés EPFL de la promotion 2016

Average time (in months) for UNIGE graduates to find their first position



Source : OVE-OFS, 2014 (diplômés UNIGE 2012) / N = 573

# The UNIGE & the swiss job market

## Our strategy

## Our services

# We shifted from generic to specific

- Five years ago, we decided to stop organizing generic, all-encompassing events and to move to organizing specific, Faculty-related projects in partnership with concerned Deans, professors, and students associations.
- We launched our own Faculty-level graduate survey to explore the specific needs of each of them with regards to workplace entry.
- Our counselors are Faculty-dedicated, experts in their professional field and work as dedicated « business partners » for each Faculty.

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# We encourage pre-graduation industry contacts & experience

- We encourage and assist Faculties with developing their own mandatory or optional internship programs by providing industry contacts, students preparation and a job offers management platform.
- We actively promote extra-curricular internships and student jobs during studies, even for students with no such obligation in their curriculum.
- Alumni are asked to participate in our mentoring program and in our roundtables, or to be « field experts » to support students in building their first professional network.

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# Awareness before preparation

- We put less focus into helping recent graduates already looking for a job, and more effort in early market-awareness of students.
- We deliver in courses workshops during the first years to raise initial professional curiosity.
- We encourage students to take personal interests assessment tests and we help them develop their soft skills.

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# The UNIGE & the swiss job market

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# We are providing usual career services

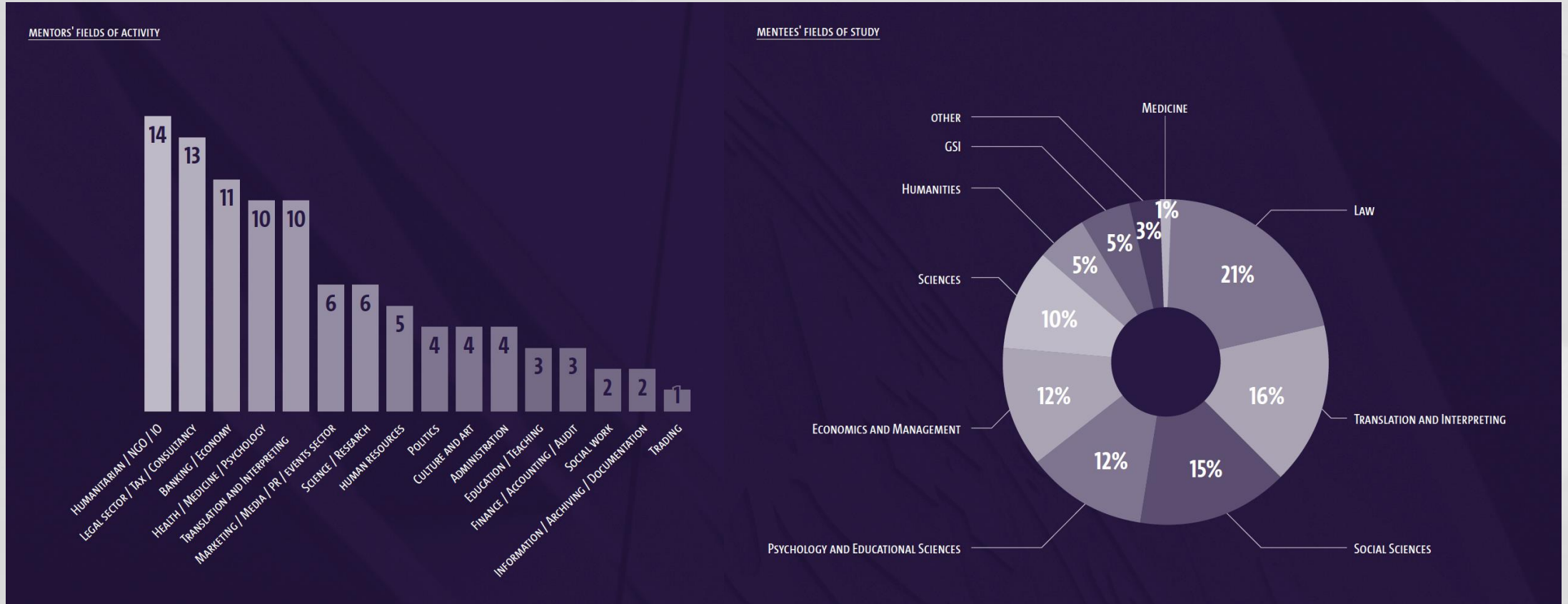
Collective	Individual	Online	Events
Business domain & sector presentations	CV check	Job board with: <ul style="list-style-type: none"> <li>• student jobs</li> <li>• Internships</li> <li>• Post-graduation positions</li> </ul>	Faculties job fairs (4 / year)
Companies presentations	Professional project assessment	Moodle tutorial on how to build a first LinkedIn profile	The long night of the careers
Workshop on crafting an effective application	Moke interview	Video tutorial on rules & examples of job interviews	Rounds tables with employers and alumni
Workshop on job interview	Review of LinkedIn profile	Workplace entry annual survey	
Workshop on optimizing job application	Job search strategy & market		
Workshop on elevator pitch & networking	Working permit advice		
	One to one exploratory interview with domain expert		

# The UNIGE alumni mentoring program

- Mentees (students/graduates) and mentors (alumni) share a relation for 9 months.
- The mentor helps to clarify the professional project and open her/his network.
- For participants to enjoy all the benefits, the program also includes both workshops and individual sessions on networking, CV, and more.

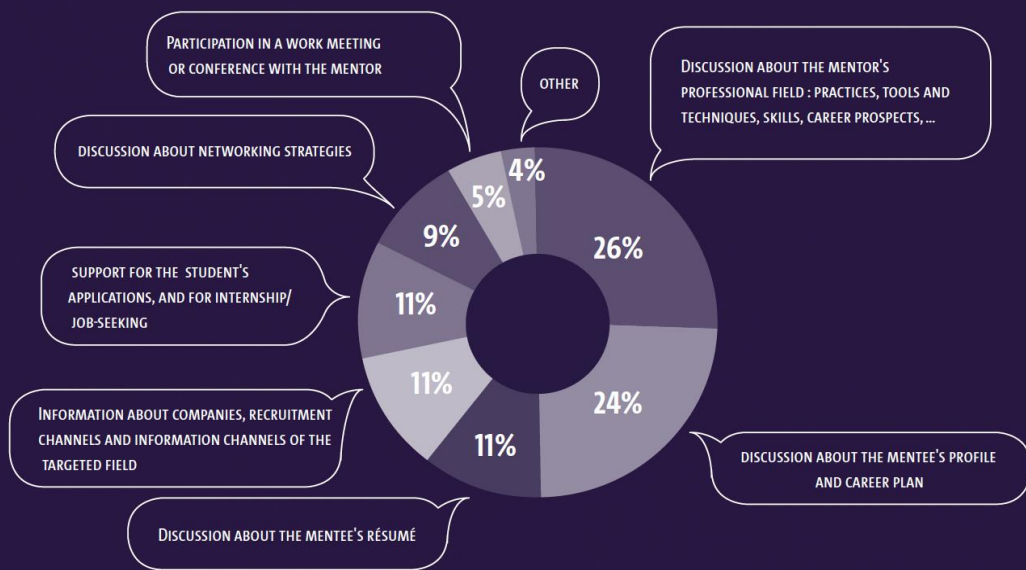


# The matching takes time but is the key to success

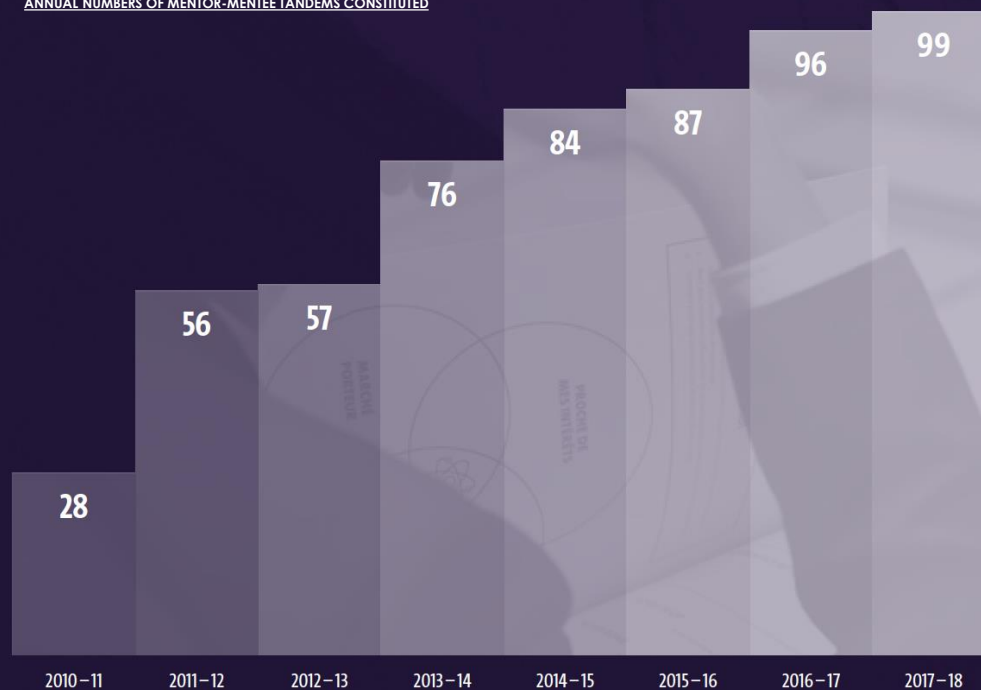


# Interest and satisfaction are high on both sides

TOPICS PURSUED DURING THE MENTOR – MENTEE DISCUSSION :



ANNUAL NUMBERS OF MENTOR-MENTEE TANDEMS CONSTITUTED



# We arrange informal networking opportunities

- LNoC offers a casual contact opportunity between employers and students that is much less formal than traditional career fairs.
- It is an opportunity to call our students' attention on career-related matters and on career center services through games, challenges, and entertainment.
- LNoC is organized jointly by all Swiss universities and takes place at all of them on the same night. It is a truly nationwide event.



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Zürich

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Hochschule  
für Angewandte Wissenschaften

Lucerne University of  
Applied Sciences and Arts  
**HOCHSCHULE  
LUZERN**  
Für Zentralschweiz

HSR  
HOCHSCHULE FÜR TECHNISCHE  
KRAFTWERKE  
FHO Fachhochschule Ostschweiz

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Basel

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