Embedding employability in Higher Education

Doug Cole
Head of Academic Practice

7 January 2016
Setting the scene - Recent news or old news?

>‘More than half of major employers (UK) say that the graduates they hire are not ‘work ready’ on leaving university’

>‘Communication skills, teamwork, resilience and punctuality are among the attributes employers want’

(Research conducted by YouGov with 635 employers) Times, 2013
Where do we start?

WHAT DOES THAT
EVEN MEAN?
Stage 1 - Defining employability
Do we have a shared view?

> Please select one programme. From that programme perspective what does ‘employability’ mean to you? What does it mean to your professional body or relevant industry sector? What does it currently mean to your students?

> Please break this down into its component parts, be creative and draw a model if you prefer on the flip charts provided

> Do you explain to the students what employability is and how they need to address it? If so when and how?

> Feedback
Using models in course and programme design

> Next steps (programme teams, students, industry, professional bodies)

> Underpinning rationale

> Basis for an audit / mapping tool
Stage 2 – Auditing and mapping
Stage 2 - how do you do it?

> In relation to your original ‘model’ how do you **currently** address employability at a programme level?

> Highlight 3 examples of current good practice

> Highlight 3 ‘gaps’ or areas for future development (not how, just what at this stage please)
Stage 3 – Prioritising actions
Stage 3 - sharing and areas for development

Activity

1. How could you share best practice more effectively across programmes, departments and faculties?

2. What could you do to address the ‘gaps’ you have identified and what support / resources would you need?
Stage 4 – Measuring impact
Stage 4

Activity

Using your definitions from stage 1 (on flipcharts) identify suitable KPIs and opportunities for measuring outcomes and impact

Can we consider using input measures too?
Additional metrics

> Increase in Industry links/collaborations/activity
> Number of placements/internships
> Percentage accessing these
> Percentage accessing careers support
> Survey results i.e. student career confidence, satisfaction etc.
> Stakeholder feedback
> Psychometric and EQ tests

> Reflective journals, logs, portfolios
> Alumni case studies
> Professional accreditations
> External awards/recognitions
> Awards
> Student retention
Next Steps

Areas to consider

➢ Consistency in language - Making the implicit explicit
➢ Involving stakeholders internally and externally
➢ Leadership / responsibilities
➢ An infrastructure to support employability – *joining up the dots*
➢ One university approach shaped by individual programme areas and embedded in existing university processes
➢ Processes and activities to enable sharing of best practice
➢ An opportunity to identify and subsequently resource strategic gaps

➢ The HEA can support you in embedding our framework at a range of levels
Thank you

Questions and answers