STRATEGY FOR ENHANCING STUDENT EMPLOYABILITY

2014 – 2016

Underpinning this Strategy are the following key University objectives:

i. Establish Liverpool Hope University as a leading institution for student employability.

ii. Improve the quality of graduates' first employment destinations, including an increase in the number of 'Traditional, Modern, New or Niche Graduate Jobs' – as evidenced through analysis of Destination of Leavers from Higher Education (DLHE) data.

iii. Incorporate Careers & Employability-related transferable skills training and education across all academic curricula.

iv. Increase the range and availability of employability skill development activities and opportunities through student and graduate work experience, including campus based Hope Works' vacancies, work shadowing, internships, volunteering and paid part time employment.

v. Maintain and increase high quality, fully co-ordinated links with leading local, national, international and graduate recruiters supported and co-ordinated through the Employability Hub, Business Gateway and the wider university community.

vi. Ensure that employability initiatives do not discriminate against sub-groups of students – particularly those from non-traditional social, ethnic and cultural backgrounds, International Students, students with a declared disability and those with restricted geographical mobility.

vii. Develop robust data related to extra-curricular activities, particularly related to employment, aimed specifically at tracking students' progress and their development after entering the University.

The key objectives will be achieved through four focussed areas:

- Curriculum Development
- Employer Engagement
- Internal Collaboration with University Teams
- Marketing and Evaluation of the Careers & Employability Services
Below is a summary of how the University will achieve these objectives with clear outlines of responsibility, along with measurable designated Key Performance Indicators (KPIs).

1. **CURRICULUM DEVELOPMENT**

The Careers & Employability Team will be responsible for:

1.1 Developing a career and employability skills programme which will be agreed with each Head of Department for delivery within the curriculum. This will include a menu of workshop ideas for all teaching levels during 2013/14.

1.2 Supporting the Faculties in developing subject related work placements / internships within the local community and local Social Enterprises.

1.3 Working with the Registrar to ensure that the Liverpool Hope University Higher Education Achievement Report (HEAR) which is currently in development, provides the opportunity for all students to record their on-going development and achievements, particularly those relating to increased employability status.

1.4 The promotion of Careers & Employability services to Hope students in all locations, and staff at all levels; Team members will attend Subject Team Meetings and Faculty Management & Planning Meetings as appropriate to facilitate the process.

1.5 Promoting the Service and Leadership Award and subject related volunteering placements. Increased opportunities will be promoted to students on a local, national and international (e.g. Global Hope) basis, providing opportunities to develop values, ethics and citizenship alongside workplace skills. A Volunteering & Work Experience Fair will be held annually on Campus and volunteering workshops, delivered by external organisations, will be held in the Hub on a regular basis.

1.6 Providing structured support to be provided through a comprehensive training programme, for all students embarking on volunteer/work placements including Health & Safety; Cultural Awareness and Equality & Diversity.

1.7 Facilitating an increase in the number of students embarking on subject-related placements, volunteer projects, internships and student job opportunities through extensive marketing of opportunities within the Faculties.

1.8 Developing processes to assess each student's subject related employability skills; this will support students in the acquisition and development of academic related employability skills.
The University Faculties will be responsible for:

1.9 Validating curricula which include employability skills and ensuring they are delivered on a regular basis.

1.10 Encouraging students to access the volunteering and work experience opportunities available to them.

1.11 Actively promoting the opportunities and benefits of the study abroad programme /international exchange as a positive option within their subject area.

Students will be responsible for:

1.12 Taking up development opportunities offered to them by the University.

1.13 Maintaining a record of their achievements of individual activity and subject/careers-related learning, ideally through the HEAR once this is fully implemented.

KPI:

1. Each Subject will have a Careers & Employability programme as part of the undergraduate curriculum by September 2014.

2. 50% of Hope students will be engaged with work experience, studying abroad/international exchange, volunteering or paid work opportunities each academic year.

3. Curriculum delivery of Careers and Employability will be reviewed as part of the Annual Monitoring process in each Department.

4. Increase and maintain graduate employment statistics to 94% over the lifetime of this plan.

5. Student, graduate and employer feedback to be used to inform future careers related events, workshops and the curriculum programme.

2. EMPLOYER ENGAGEMENT

The Careers & Employability Team will be responsible for:

2.1 Establishing the University as a leading producer of highly skilled and employable graduates. Targets will be identified to develop and maintain high quality relationships with leading recruiters.

2.2 Developing employer contacts relevant to subject areas and working closely with the Faculties to incorporate employer input within the curriculum. Professional partnerships, such as Association of Chartered Certified Accountants (ACCA), BPP, Association of Graduate Recruiters (AGR), the
Council for Industry and Higher Education (CIHE) and the Chambers of Commerce, will inform the work of Careers & Employability.

2.3 Developing and promoting the concept of ‘The Liverpool Hope Graduate’ with a specific focus on employability and career management, in collaboration with the Faculties. The Learning and Teaching Committee will be kept informed of key developments.

2.4 Improving the service provided to employers and professional bodies, working in partnership with the Business Gateway to enable a single, coordinated approach to promoting enterprise and employability.

2.5 The collection and dissemination of high quality graduate labour market intelligence.

2.6 Utilising the employment market information gained from DLHE and the collaboration with employers in the design and delivery of the PGT Professional Development Programme within the curriculum.

2.7 Monitoring and reviewing the Strategy’s impact annually in partnership with Faculties, reporting outcomes to the Rectorate Team.

The University Faculties will be responsible for:

2.8 Working closely with Careers & Employability to incorporate employer input within the curriculum.

2.9 Nominating a department representative whose responsibility will be to liaise with Careers & Employability.

2.10 Monitoring and reviewing the Strategy’s impact annually in partnership with Careers & Employability.

Students will be responsible for:

2.11 Engaging with the employer led activities within the curriculum and providing constructive feedback to Academic Staff and the Careers & Employability Team to facilitate improvement and development.

KPI:

1. Careers & Employability Programmes will be designed and revised with employer and Faculty input across subject areas and monitored on a regular basis.

2. Careers & Employability will survey employers on their views of the Liverpool Hope Graduate, using the information gained to facilitate appropriate skills training.
3. Employer, student and academic feedback will be utilised to enhance PGT Professional Development Programmes.

4. Strategic partnerships with local, national and international employers will be increased by 40% within two years.

5. The Employability Steering Group will be set up by Easter 2014.

3. INTERNAL COLLaborATION WITH UNIVERSITY TEAMS

The Careers & Employability Team will be responsible for:

3.1 Organising employer recruitment fairs, workshops, presentations and seminars in conjunction with the Faculties. These will include; Volunteering & Work Experience Fair; Teaching & Education Recruitment Fair; Creative Careers Fair; enhancing applications for Teacher Training; Post Graduate study; Graduate Scheme applications and subject relevant Ask the Recruiter events.

3.2 Supporting the University in promoting and encouraging students to access the learning resources provided by the Library and Writing Mentors.

3.3 Working in partnership with the Development Office in producing a range of graduate case studies from Hope Alumni, to be collated, analysed and made available to current students. They will disseminate this information to Faculties for use on Open/Applicant Day.

3.4 Expanding the Hope Buddies Mentoring Scheme to include on-line Alumni mentoring and to source potential work experience / internship opportunities.

3.5 Maximising levels of intelligence gained from labour market surveys and the DLHE by working in partnership with the wider university to produce reports and Power Point Slides on subject specific destinations and disseminating to Heads of Department.

The University Faculties will be responsible for:

3.7 Including graduate destination data and case studies from Hope Alumni on Open/Applicant Days in subject presentations.

3.8 Encouraging students to become involved in the Hope Buddies Peer Mentoring scheme and promoting the opportunity for current students to engage with a Hope Alumni Mentor.

Students will be responsible for:

3.9 Engaging in mentoring opportunities with Hope Alumni to engage in work experience and development opportunities in subject related employment areas.
3.10 Engaging with Hope Buddies to support new students to the university in line with the Mission and Values of Hope University.

**KPI:**

1. Each Faculty will have a relevant Employer Recruitment Fair held annually by 2014/15 academic year.

2. Expansion of the Hope Buddies Mentoring Programme to include Alumni will be in place by 2014/15 academic year.

3. Up to date DLHE statistics and relevant career pathway information specific to each subject area will be provided to all Faculties for use in Open Day & Applicant Day presentations by February 2014.

4. Increased understanding throughout the University of Graduate Destinations, specific to subject areas, will be disseminated through the Employability Steering Group from Easter 2014.

4. **MARKETING & EVALUATION OF THE CAREERS & EMPLOYABILITY SERVICES**

The Careers & Employability Team will be responsible for:

4.1 Utilising the weekly Employability e-Bulletin to market and promote careers events; employer workshops; part-time job vacancies; volunteering projects and graduate level employment opportunities to students. The e-Bulletin will be accessible to students alongside the Careers and Employability web site, Facebook page, Twitter and current effective marketing methods.

4.2 Keeping Faculties updated on current employment destination data relevant to each subject area. Information will have a specific focus relevant for each level of study, including Post Graduate.

4.3 Marketing events and employer workshops directly to targeted student groups via the Meercat Text Messaging Service, Facebook and email.

4.4 Working closely with the Marketing and Communication Teams to ensure positive case studies, video and multimedia resources are fully utilised in order to publicise and promote relevant employability projects.

4.5 Regularly seeking student feedback to evaluate the effectiveness of Careers & Employability provision and to ascertain if increased usage of services has been achieved. This will be done using a variety of methods including, iPad surveys, on-line questionnaires and paper based feedback forms.

4.6 Evaluating robust data effectively to enable the University to assess whether its Careers & Employability services provide a high quality experience for all its clients.
The University Faculties will be responsible for:

4.7 Promoting and encouraging students to; attend the careers programme within the curriculum; attend careers and employability events such as recruitment fairs; attend employer led workshops and engage with relevant subject related opportunities in work experience/volunteering.

4.8 Regularly seeking student feedback to evaluate the effectiveness of Careers & Employability provision within the curriculum to ascertain if subject specific support and development opportunities have been achieved.

KPI: 1. A weekly Employability e-Bulletin will be sent out to all Liverpool Hope Students.

2. Employment destination data will be provided to all subject areas annually, on completion of the DLHE survey.

3. Direct marketing methods will be employed to target specific student groups with immediate effect.

4. Event/session evaluation forms will be gathered after completion of all curriculum programmes throughout 2013/14 academic year to inform future delivery.

5. Quick Tap Survey, using an iPad in the Employability Hub, will be used to gain student feedback regarding all Drop In services, employer led events and training. Reports to be produced monthly indicating student satisfaction levels for Dean of Students and Student Services Group.

6. Success of marketing techniques to be evaluated by increase of student usage of services offered through the Employability Hub. A target of 24% increase in footfall has been set, to be achieved by the summer of 2014.

A. Traditional Graduate Occupations
These are the established professions for which a degree has historically been required. Solicitors, research scientists, architects and medical practitioners are all examples. They typically require the post holder to be an expert in a very specific area.

B. Modern Graduate Occupations
The expansion of higher education in the 1960’s and the development of new professional fields in areas such as IT, resulted in professional development of existing occupations and the development of a range of newer professions requiring graduate level qualifications. Software designers, journalists, primary school teachers and social workers are all examples of modern graduate occupations. They require the post holders to be ‘experts’, but also often to have more strategic or interactive responsibility than a traditional graduate job.

C. New Graduate Occupations
These are areas of employment that are often rapidly expanding in today’s labour market, reflecting changes in technology and organisational structures and priorities. Some are relatively new occupations whereas the nature of others has changed so that an increasingly common route into them is via a graduate-level qualification. Marketing manager, environmental health officer, press officer, disability manager, management accountant are examples. They typically require ‘hybrid
skills’, including strategic responsibility or ability to interact effectively with others and ability to access and use specialist information.

**D. Niche Graduate Occupations**
This area is expanding. Most occupations in this category do not generally require graduate-level qualifications, but contain within them specialist niches that do require degrees to enter. Nursing, retail managers, specialist electrical engineers and graphic designers all fall into this category. Often they require a combination of skills, such as managerial expertise, but equally often the need is for an ‘all rounder’ with a range of abilities.

**Employability Skills**

**Communication** - ability to communicate orally, in writing or via electronic means in a manner appropriate to the audience;

**Teamwork** - being a constructive team member, contributing practically to the success of the team;

**Leadership** - being able to motivate and encourage others, whilst taking the lead;

**Initiative** - ability to see opportunities and to set and achieve goals;

**Problem solving** - thinking things through in a logical way in order to determine key issues. Creative thinking is also useful;

**Flexibility/adaptability** - ability to handle change and adapt to new situations;

**Self-awareness** - knowing your strengths and skills and having the confidence to put these across;

**Commitment/motivation** - having energy and enthusiasm in pursuing projects;

**Interpersonal skills** - ability to relate well to others and to establish good working relationships;

**Numeracy** - competence and understanding of numerical data, statistics and graphs.

**Version Control**

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<td>3rd July 2014</td>
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**Document Owner**  Dean of Students