STRATEGY FOR ENHANCING STUDENT EMPLOYABILITY

2016 - 2020

Underpinning this Strategy are seven key objectives to be achieved within three years:

i. To maintain the University's status as a leading institution for graduate level employability; to be evidenced by the impact made on the Teaching Excellence Framework (TEF), Graduate Outcomes and LHU's position within the published League Tables.

ii. To ensure the Careers & Employability Team a) are highly responsive to the needs of students and Hope Graduates b) utilise the experience and contacts in the Careers and Employability Team and Business School; c) monitor and lead the implementation of the Employability Strategy; d) report on the above to Rectorate; e) identify and respond to the needs of local, national and international employers.

iii. To sustain the overall quality of graduates' first employment or further study 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 (up to 2018) and the Graduate Outcomes survey (2019).

iv. To increase the incorporation of Careers & Employability-related transferable skills training and education across all academic curriculum.

v. To increase the range and availability of employability skill development activities and opportunities via student and graduate work experience opportunities, including campus based Hope Works' vacancies, work shadowing, placements, internships, volunteering and paid part time employment.

vi. To maintain and increase high quality, fully co-ordinated links with leading local, national, international and graduate recruiters through the Careers and Employability Team, Business School and the wider university community.

vii. To 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 restricted geographical mobility and / or a protected characteristic such as a declared disability. Careers & Employability will further develop additional resources in developing work placements / internships within the local community and regional / national organisations.
Below is a summary of how these seven objectives will be achieved along with designated Key Performance Indicators (KPI).

1. CURRICULUM DEVELOPMENT

1.1 Working in liaison with Quality Assurance and Enhancement (QAE) procedures for all academic subjects, to be mapped on a regular basis for employability outcomes. A Careers & Employability Management Programme will continue to be enhanced with each Faculty within the curriculum using DLHE information for each subject to inform students of previous graduate destinations. In addition, a menu of integrated employer workshops and appropriate work experience placements will be sourced during the lifetime of the Strategy. Academic departments and Careers and Employability will share feedback annually on the ways in which employability and personal development learning is being integrated into the curriculum.

1.2 Careers & Employability will form an integral part of the Higher Education Achievement Report (HEAR), providing the opportunity for students to record their on-going development and achievements. HEAR will acknowledge fully the range of opportunities that Liverpool Hope University offer to their students, including their careers and increased employability status.

1.3 Careers & Employability to be promoted to Hope students in all locations and staff at all levels. All Hope Students (including Network of Hope Colleges) will have access to an online careers resource via My Careers Centre. The Careers and Employability Team members will attend Subject Team Meetings and Head of Service to attend Faculty Management & Planning Meetings where appropriate, to facilitate the process. Destination data will be shared with each subject Head of Department for information and for distribution to their teaching teams.

1.4 A strategic commitment will be made to encourage all students to embark on 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 SALA Focus Day will be held annually on Campus and volunteering workshops will be delivered by external organisations to encourage involvement.

1.5 Structured support to be provided through a comprehensive training programme, including Health & Safety; Cultural Awareness and Equality & Diversity, for students embarking on volunteer/work placements and projects outside of the SALA remit i.e. Chaplaincy projects.

1.6 To facilitate an increase in the number of students embarking on subject-related placements, volunteer projects, internships and student job opportunities. Students will be encouraged to maintain and record their achievements of individual activity and subject/careers-related learning to ensure their HEAR is kept updated and to record their reflections of their experiential learning in their online Portfolio in My Careers Centre.
KPI: 1. Each Subject will have a specific Careers & Employability Management Programme as part of the curriculum, reviewed annually.

2. Careers & Employability input into academic subjects will conform to QAA standards.

3. End of year review meetings will take place with Heads of Department to measure the impact of Careers & Employability curriculum delivery and its impact on the graduate outcomes and career destinations.

4. Ensure graduate employment statistics remain above the national average.

5. Student, graduate and employer feedback to be instrumental in the design and delivery of Careers & Employability events, workshops and curriculum programme.

2. EMPLOYER ENGAGEMENT

2.1 Maintain the University’s status as a leading producer of highly skilled and employable graduates. Strategic targets will be identified to develop and maintain high quality relationships with leading recruiters.

2.2 Careers & Employability to work closely with employer representative bodies, such as Learning Enterprise Partnership (LEP), the Council for Industry and Higher Education (CIHE) and the Chambers of Commerce, to inform the work of Careers & Employability and to advise on the implementation of the Employability Strategy.

2.3 To develop and promote the concept of ‘The Holistic Liverpool Hope Graduate’ with a specific focus on employment experience and the development of transferable skills; this will involve close liaison with the Faculties, Subject Leaders and the Learning and Teaching Committee.

2.4 To improve the service provided to employers and professional bodies, Careers & Employability will meet fortnightly and work in partnership with the Business School to enable a single, coordinated approach to promoting enterprise and employability.

2.5 Careers & Employability to be the focal point for the collection and dissemination of high quality graduate labour market intelligence (DLHE and Graduate Outcomes).

2.6 Employment market information gained from the DLHE Survey and collaboration with employers will be utilised in the design and delivery of the PGT Professional Development Programme.

2.7 Careers & Employability will monitor and review the Strategy annually, reporting outcomes to the Rectorate Team.
KPI: 1. Careers & Employability Management Programmes will be designed and revised with employer input across subject areas and monitored on a regular basis.

2. Careers & Employability will survey Hope Internship Programme (HIP) employers on their views of the Liverpool Hope Graduate, using the information gained to facilitate appropriate skills training.

3. Employer feedback will be utilised to enhance PGT Professional Development Programmes.

4. Strategic partnerships will be formed with Liverpool City Region employers from the growth sectors identified by LEP for HIP.

5. Careers & Employability will inform and encourage undergraduate students to engage with summer internships and work placements in line with their Careers & Employability Management Programme.

3. INTERNAL COLLABORATION WITH UNIVERSITY TEAMS

3.1 As part of its central Careers & Employability programme, Careers & Employability will run employer recruitment fairs, workshops, presentations and seminars in conjunction with the Faculties. These to include; SALA Focus Day; Work Experience & Summer Placement Fair; School Direct Information Day; Teaching & Education Recruitment Fair; Creative Careers Day; enhancing applications for Teacher Training; Post Graduate study; Graduate Scheme applications and relevant employer-led events to combine skills and experience in postgraduate and job applications.

3.2 Careers & Employability will promote and encourage students to access the learning resources provided by the Library and Writing Mentors.

3.3 Careers & Employability and the Alumni Relations Manager will work to exploit Alumni, employer and professional network links for input into the Careers & Employability Management Programme.

3.4 To maximise levels of intelligence gained from labour market surveys and the Destination of Leavers from Higher Education Survey (DLHE) by working in partnership with the wider university to produce reports on subject specific destinations and disseminating to Heads of Department.

3.5 Careers & Employability will work with the Recruitment Team to disseminate DLHE data to academic departments by providing subject specific destination statistics and career pathways for Open Day and Open House Day recruitment purposes.
KPI: 1. Each Faculty will have relevant employer-led events at an appropriate time throughout the academic year, to be reviewed annually.

2. Create and maintain an alumni professional network throughout the strategy.

3. Up to date DLHE statistics and relevant career pathway information specific to each subject area will be provided to all Faculties for recruitment purposes on an annual basis.

4. Increased understanding throughout the University of Graduate Destinations, specific to subject areas, will be disseminated through the Learning & Teaching Committee and other relevant departmental meetings.

4. MARKETING & EVALUATION OF THE CAREERS & EMPLOYABILITY SERVICES

4.1 Careers & Employability will continue to publish the successful weekly student, final year (Level H) and graduate Employability e-Bulletins to market and promote employer events; internships; work placement opportunities; part-time job vacancies; volunteering projects and graduate level employment opportunities to students and graduates. The e-Bulletin will be accessible to students and graduates alongside the Careers & Employability web site, My Careers Centre, Facebook, Twitter and LinkedIn.

4.2 Careers & Employability will keep each Faculty updated on current employment destination data relevant to each subject area.

4.3 Careers & Employability services and events will be directly marketed to targeted student and graduate cohorts via the Meercat Text Messaging Service, e-Bulletins, Facebook, LinkedIn, email and on-campus AV.

4.4 Work closely with the External Relations Team to ensure positive case studies, video and multimedia resources are fully utilised in order to publicise and promote relevant employability projects.

4.5 Regularly seek 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 To evaluate data effectively to enable Careers & Employability to assess whether its services provide a high quality experience for all its clients.

KPI: 1. A suite of Employability e-Bulletins will be sent out to all Liverpool Hope Students and Graduates weekly.

2. Employment destination data will be provided to all subject areas annually, on completion of the DLHE survey and consequent Graduate Outcomes Survey.
3. Direct marketing methods will be employed to target specific student and graduate cohorts.

4. Evaluation data will be gathered after completion of all curriculum delivery throughout each academic year to inform future delivery.

5. Quick Tap Survey will be used to gain student feedback regarding all services and events. Reports to be produced regularly 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 Careers & Employability Team.

Ginny Mair
Head of Student Development & Employability

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.