Improving Graduate Outcomes
Employment and Employability

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Improving graduate outcomes – employment and employability

Independent Higher Education Conference
26th November 2018
Agenda

- Introducing Emsi
- Framing the challenge
- The role of labour market data
- Further resources
Introducing Emsi

So you know where I’m coming from on this topic!

Gain the understanding of your local labour market that will help your organisation make better decisions relating to your local economy.
Become the Institute of the Future.

Get the insight that will help you align your portfolio with industry, engage students and employers, and lead to better employment outcomes.

Your Mission and Our Insight

The Government and industry leaders are throwing down the gauntlet to HE institutions, challenging them to make it their mission to teach the skills that are needed by employers and to achieve better employment outcomes. Our aim is to give you the insight you need to answer this challenge and ensure you are making great use of public funds.
Framing the challenge

The focus on graduate employment outcomes
Changing student priorities

Higher Expectations

HE Research Snippet 22 - Links with industry and placement opportunities are changing the game

HE Research Snippet #29: A degree is not enough: The universities that succeed and fail in ‘selling’ their story on future employability

Importance of future employability, 2007/08 to 2016/17

Future employability – Very important
Good placement opportunities - Very important
Strong links with industry - Very important
University reputation, overall – Very important

% Strongly agree
Forcing your hand
The challenge?

Evidence the connection between the education you offer and graduate employment opportunities to showcase return on investment to your customer.
What is LMI?

Data that describes jobs and employment, such as:

- Industries
- Occupations
- Skills
- Earnings
- Supply and demand
- Location
- Over time
How can LMI help?

Provide a robust evidence base to inform:

**Planning**

**Engagement**
Let’s start with planning

- How do our courses link to the labour market?
- How do we shape the content to meet real need and maximise employment potential?
- Who is our target audience?
- Can we link to demand that we’re not currently meeting by developing new courses?
And engagement?

Identify employers hiring for target roles and specific skills that we can help them source and develop.

Showcase the wider career potential of your courses for prospective students.
Making the connection

- Theoretical
- Observed (historic)

[Image of graduation cap, chain, and person holding a sign that says "JOBS"]
An example

Digital and technology solutions professional

- 2135 IT business analysts, architects and systems designers
- 2136 Programmers and software development professionals
- 2137 Web design and development professionals
An example

- Headline employment in Birmingham

4,870 Jobs in 2016

+3% Projected job change 2016-21

905 Projected openings 2016-21
An example

- Understand who employs these roles in Birmingham
An example

- Refine course content – skills from job postings in Birmingham

<table>
<thead>
<tr>
<th>Skill</th>
<th>Postings with Skill</th>
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<tbody>
<tr>
<td>JavaScript (Programming Language)</td>
<td>2,625</td>
</tr>
<tr>
<td>Cascading Style Sheets (CSS)</td>
<td>2,061</td>
</tr>
<tr>
<td>SQL (Programming Language)</td>
<td>1,986</td>
</tr>
<tr>
<td>C Sharp (Programming Language)</td>
<td>1,841</td>
</tr>
<tr>
<td>HyperText Markup Language (HTML)</td>
<td>1,785</td>
</tr>
<tr>
<td>Server (Computer Science)</td>
<td>1,724</td>
</tr>
<tr>
<td>Management</td>
<td>1,595</td>
</tr>
<tr>
<td>Agile Software Development</td>
<td>1,499</td>
</tr>
<tr>
<td>.NET Framework</td>
<td>1,357</td>
</tr>
<tr>
<td>Testing</td>
<td>1,312</td>
</tr>
</tbody>
</table>
An example

Target employers – Who is currently advertising roles?

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CV-Library Ltd</td>
<td>24</td>
<td>18 days</td>
<td></td>
</tr>
<tr>
<td>Jaguar Land Rover</td>
<td>13</td>
<td>12 days</td>
<td></td>
</tr>
<tr>
<td>SCC</td>
<td>9</td>
<td>11 days</td>
<td></td>
</tr>
<tr>
<td>Penna</td>
<td>6</td>
<td>4 days</td>
<td></td>
</tr>
<tr>
<td>Atkins</td>
<td>5</td>
<td>18 days</td>
<td></td>
</tr>
<tr>
<td>EMBL</td>
<td>4</td>
<td>21 days</td>
<td></td>
</tr>
<tr>
<td>Intouch Games Ltd</td>
<td>4</td>
<td>22 days</td>
<td></td>
</tr>
<tr>
<td>Reynolds and Reynolds</td>
<td>4</td>
<td>21 days</td>
<td></td>
</tr>
<tr>
<td>Bluetel</td>
<td>3</td>
<td>6 days</td>
<td></td>
</tr>
<tr>
<td>Capgemini</td>
<td>3</td>
<td>0 days</td>
<td></td>
</tr>
</tbody>
</table>
Summary applications

- Portfolio development
- Student recruitment
- Business engagement
- Careers advice
Further resources

How can you learn more?
Further resources

Free ‘How To’ guides and labour market overviews for your region available at:

https://www.economicmodelling.co.uk/higher-education/

Free webinar series:

https://www.economicmodelling.co.uk/webinars/
Thank you

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Employability and New College of the Humanities

Matthew Batstone

26th November, 2018
Using global mobile technology for faster, cheaper and better agronomic data
Speak App
Borrow My Brain

Email: ______________________

Password: __________________

Login

SIGN UP FOR FREE
THE DOOR
THE SLOANES' SQUARE
Login/Sign up
PENNIES
Enabling all women to have a comfortable and safe period each month.

PENNIES
A comfortable period should not be a luxury.

Our Charity helps raise funds through various programs and initiatives to enable women with low or no income to have a comfortable period, and we’d love for you to get involved with PENNIES. We depend on your support in order to improve lives and make the world a better place for generations to come. Join us today to learn all about volunteering and donating options. Our vision is to create free period pads for women who are on low income or simply cannot afford to buy period pads. As menstruation is a part of many women’s lives, the market for period pads will constantly thrive as long as women exist. With the dedication of our volunteers, staff members, and partners, we strive to improve the lives of women who need help within the community. Contact us to see what you can do to bring about positive change.
Preparing for graduate outcomes

Saad Qureshi
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Graduate Outcomes Survey

The Graduate Outcomes survey is the biggest UK annual social survey and captures the perspectives and current status of recent graduates.

All graduates who completed a higher education course in the UK after August 2017 will be asked to take part in the survey 15 months after they finish their studies. The survey aims to help current and future students gain an insight into career destinations and development.

What is being asked in the survey?
Who is eligible to complete the survey?
How are the results used?
Will responses be confidential?
How can graduates opt-out if they object to completing the survey?
How can staff contribute to the Graduate Outcomes survey?

449 providers represented
Whole of institution approach

- Curriculum
- Alumni engagement
- Careers strategy
- Employers Olympic Plan
Objectives

- Brand and reputation
- Higher satisfaction
- Improved skills
- Better destinations
Initial results from Alumni survey

Preferred way to keep in contact

- Alumni reunions: 10%
- Newsletter / magazine: 30%
- Online portal: 60%
Initial results from Alumni survey

Challenges faced in gaining employment

- Finding employers: 65%
- Financial difficulties: 49%
- Careers advice: 36%
- Meeting some requirements: 42%
Initial results from Alumni survey

Career support demand

<table>
<thead>
<tr>
<th>Type of support</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support to build portfolio</td>
<td></td>
</tr>
<tr>
<td>Job portal</td>
<td></td>
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<tr>
<td>Specialised workshops</td>
<td></td>
</tr>
<tr>
<td>Career fails with...</td>
<td></td>
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<tr>
<td>Career graduate mentor</td>
<td></td>
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<tr>
<td>Support from lecturer’s</td>
<td></td>
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<tr>
<td>Interview skills</td>
<td></td>
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<tr>
<td>SAE extra</td>
<td></td>
</tr>
<tr>
<td>Alumni Association</td>
<td></td>
</tr>
<tr>
<td>CMNS400 - Module</td>
<td></td>
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</tbody>
</table>
Institutional approach

**Careers strategy**
- improve destinations in Graduate Outcomes survey (now after 15 months)
- CV and interview tips. Jobs portal.
- Careers Prepped online tool
- Energy Groove/EGX, games production house

**Alumni**
- increase alumni engagement
- advice and mentoring for current students
- possible internships and opps for students
- alumni portal - Graduway

**Employer agreements/Olympic plan**
- clear benefits for employers / MoU
- internships and placements