

Swansea University – Working with Employers

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The Careers and Employability Service

Our team members who have the most direct contact with employers are our Employer Projects Coordinator and the GO Wales Advisers, although other members of the team attend things like employers' Careers Information events and keep up to date with information on labour market trends, notably through the discussion groups, research activities and conferences organised by the Association of Graduate Careers Advisory Services and other organisations in our professional networks. The GO Wales team works with employers to arrange and monitor placements directly. However, apart from the GO Wales services, the Careers and Employability Service does not get involved with recruitment and selection processes – we advertise vacancies and provide facilities for employers to give talks and run workshops, but we do not operate in the manner of a recruitment consultancy.

The Careers and Employability Team at Swansea University currently comprises the following staff:

- The Head of Careers and Employability
- Two Careers Advisers engaged in one to one careers guidance together with some workshops
- One Careers Adviser responsible for administering the Swansea Employability Award and supporting Personal Development Planning activities together with the Pebble Pad e-portfolio software
- One Information Manager responsible mainly for the website and other Internet based resources
- One Employer Projects Coordinator responsible for liaising with employers to maintain our vacancies database. She also works closely with employers in order to organise the Annual Careers Fair, the programme of employers' presentations and other events.
- Two GO Wales Guidance and Placement Advisers together with administrative support from two Project Assistants. They work closely with employers in order to provide a range of work experience placements and other services for students and graduates.

Key activities relating to employers

Online Vacancy Service

This is a major part of our service to employers and all opportunities that we advertise are published in the Jobs section of our website at www.swansea.ac.uk/careers/jobs/ - follow the "Jobs database" link near the top of the page. On this page you will also see links to a range of other sources of information on job vacancies.

We advertise vacancies for graduate jobs, industrial placements and vacation work worldwide. As many students want to work while they study, we also advertise temporary part-time and vacation jobs in the Swansea area.

We encourage employers to input vacancies themselves using a simple online system described below. The link to the recruiters section of our site is www.swan.ac.uk/careers/recruiters/

We now have the **Prospects Net online vacancy service** which provides a more centralised vacancy advertising system that allows recruiters to:

 create and display vacancy advertisements on Careers Services' websites following a simple step-bystep procedure

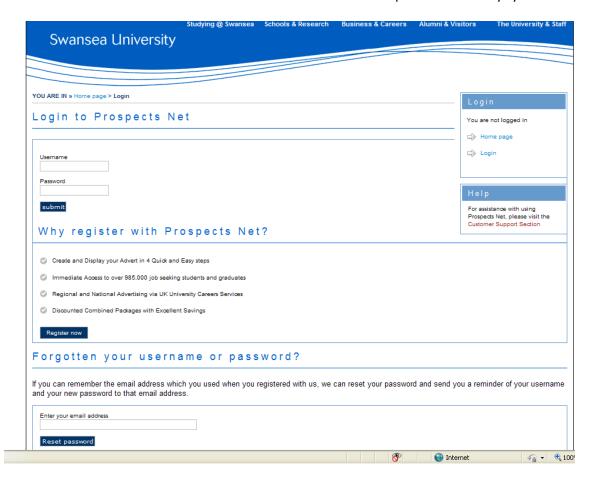
- monitor the success of online advertisements by seeing how many times they have been viewed
- create additional users, allowing several people to log in to Prospects Net and manage advertisements
- receive the latest labour market news, bulletins and reports
- keep up to date with the latest developments in graduate recruitment via Graduate Prospects' (<u>www.prospects.ac.uk</u>) online newsletter, *Brighter Prospects*.

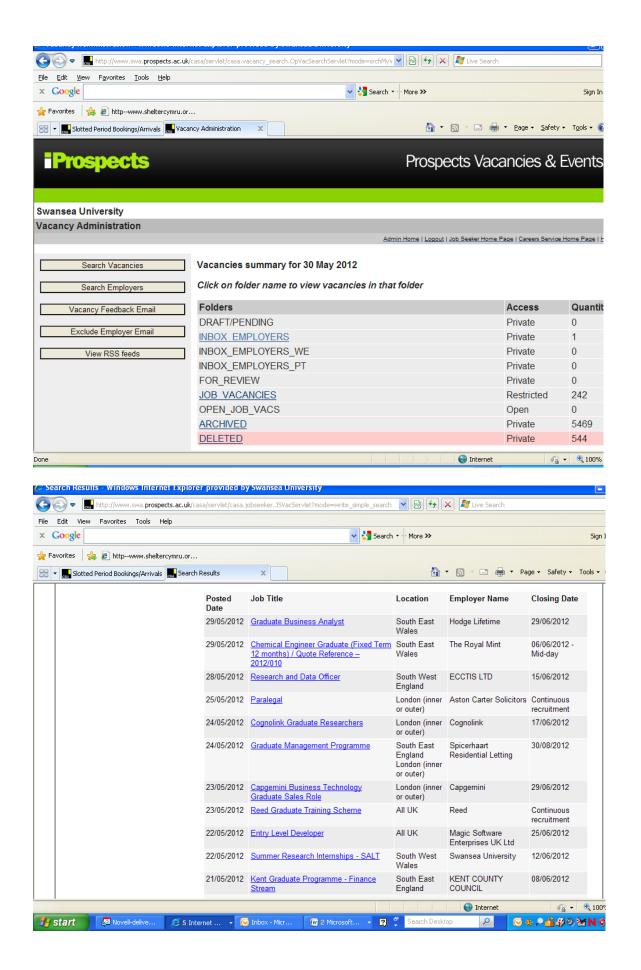
Once the employer has registered with Prospects Net, they are then able to input the vacancy. This vacancy then sits within a holding box for Careers and Employability staff to moderate. The reasons we moderate vacancies are as follows:

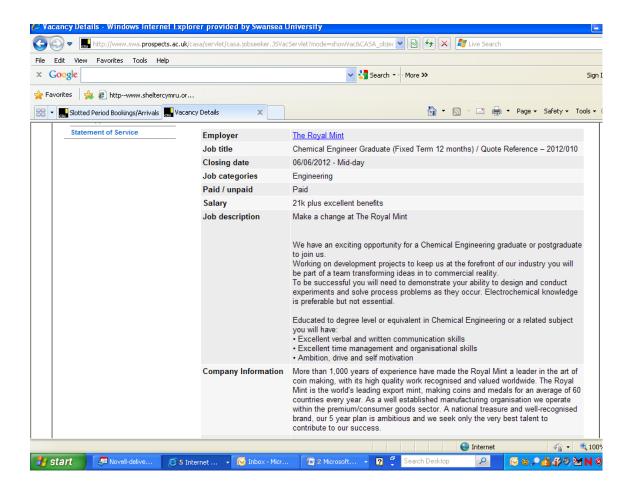
- We do not normally advertise opportunities that are unpaid or ...
- where students would only be paid expenses.
- Exceptions: We do recognise that in some situations/industries, e.g. media or the voluntary sector, it is expected that job seekers would be willing to undertake some unpaid work.
- We do not include general advertisements for recruitment consultancies/agencies on our website.
 Exceptions: If a recruitment consultancy/agency is representing a single company/organisation, we will advertise the vacancy provided the agency agrees to us including the name of the actual employer within the vacancy details.

Vacancies can be accessed by all Swansea University students who have registered with the Online Careers Management System. These vacancies are also distributed to relevant Colleges and Departments on a regular basis.

The follow are some screen-shots of online forms used in the Prospects Net vacancy system:







Annual Careers and Employability Fair

This is held every October at the start of the Academic year and is open to all students. Planning this event however starts around early summer. Emails are sent out to over 500 organisations inviting them to exhibit at our Careers Fair. A charge of £250 entitles them to exhibit and bring up to 4 people to attend a buffet lunch, together with free parking at the venue. Our venue last year and from 2012 will be a marquee and can hold approximately 50 organisations. The Fair is visited by approximately 2,000 students between 10am and 3pm and they have the opportunity to talk about the recruitment process in various roles such as finance, engineering, IT, sales, health, law and retail.

Workshops during the day also take place and students can sign up to these before and during the day. An evaluation form is completed by both students and employers at the end of the Careers Fair. You can view a list of exhibitors at last year's fair at www.swansea.ac.uk/careers/careerstalksevents/careersfair2011-programmeexhibitors/, and there is a link on this page to more information in the Careers Fair programme.

Careers Talks Programme

The Careers and Employability Service host talks/skills sessions and events throughout the academic year. The main programme is held twice a week at the end of the daily teaching schedule (from 5pm Tuesday and Thursday). Employers are invited free of charge to facilitate a skills or talk session for approximately 1 hour with a presentation and time for discussion.

Topics have included:

- The Pole to Pole: A presentation offering a fantastic insight into Antarctica, its wildlife, icebergs and the impact that Climate Change is having on the last true wilderness on earth.
- What Graduate Recruiters look for & surviving assessment centres: an interactive workshop taking students through the job application process, interviews and assessment centers.
- Summer in the States with BUNAC www.bunac.org/: With work, travel and volunteering opportunities around the world, travelling with BUNAC is one of the most fun, challenging and rewarding experiences you'll ever have! Established in 1962, BUNAC is now the UK's leading, work, volunteer and travel abroad company.

The Talks Programme is compiled well in advance and promoted to all students; however the promotion process takes place in different stages as follows:

7 days prior to an event

- Email sent to all students
- Email sent to contacts/Employability Champions in Academic Colleges
- In the Library and Information Centre
 - o Flyers
 - o Plasma Screen slides

3-4 days prior to an event, a second email is sent to all students.

Signs are put up at the venue on the day of an event.

Employers in the foyer

Employers have the opportunity to have a presence in the entrance of the Library and Information Centre. They are provided with a table and can display their exhibition stand and leaflets from the hours of 10am - 4pm Monday-Friday. This has been extremely useful for organisations such as BUNAC to market their organisation to prospective students in an open environment. Employer in the Foyer is also booked for the day when an organisation is facilitating a talk at Swansea University; this enables the organisation to also recruit further students to their evening programme in the evening. There is a minimal cost of £50 + VAT for the hire of the Employer in the Foyer facilities.

Gradintel partnership

Several years ago we established a partnership with Gradintel https://gradintel.com/index.php, an innovative online job-matching service. Members of the Gradintel team were responsible for developing the University's student records system some years ago, and so they were already familiar with our systems and staff. Working with our technical and Academic Registry staff, Gradintel set up secure protocols whereby a student's academic transcripts can be uploaded into their Gradintel profile (if the student chooses to do this) which assures potential employers that the information about their qualifications has been verified by the University.

Students' Gradintel profiles include highly detailed information about all their skills and experience and also incorporate psychometric tests. These profiles are, therefore, very finely tuned to ensure good matches with the job profiles that employers enter into the system. Therefore, this system is especially beneficial for students from "non-traditional" educational backgrounds who may not have the standard qualifications required by many graduate recruiters' initial selection criteria, and yet may have unique sets of skills that

would be an excellent fit for a particular employer's requirements. The matching process is anonymous up to the point where a student is "tagged" for a suitable job, and then it is up to the student as to whether they wish to contact the employer and make an application. This service is free of charge to students, and is a very useful addition to our resources.

The GO Wales Programme

GO Wales is a multi-strand graduate employability and skills programme. It is sponsored and managed by the Higher Education Funding Council for Wales (HEFCW) and delivered by Higher Education Institutions across Wales. GO Wales helps graduates to develop careers in the Welsh economy where they can use their higher level skills, knowledge and innovative potential. The objectives are twofold:

- To give businesses in Wales the opportunity to benefit from our students' and graduates' specialist knowledge and skills.
- To enable students and graduates to experience organisations, make contacts and gain a better
 understanding of the skills and knowledge required to forge a graduate career in their chosen
 area(s).

Following positive feedback from participants, further funding has been awarded to GO Wales which will allow them to continue their services for another three years. There is one change to their offering – they are now working with graduates and students in the last two years of their course rather than including first year students as well.

To take part in GO Wales's services candidates must have an address in Wales and either be studying at a higher education institution, or be a graduate wishing to develop a career in Wales.

GO Wales can help students and graduates get a head start in today's competitive job market through a wide range of <u>work experience</u> and training opportunities, <u>jobs</u> and <u>resources</u> to help them develop their career.

Work experience placements

GO Wales work placements are fixed-term periods of employment in business and other organisations in Wales. They last between 6 and 12 weeks and are normally full-time. Placees must be paid a minimum of £250 per week, and GO Wales pays a subsidy towards this of £95 per week. They work with companies in the private, public, and third sectors throughout all industry sectors.

All candidates are encouraged and expected to take part in the City & Guilds Professional Development Award which has an element of self reflection. This is a work-based learning qualification facilitated and funded by GO Wales.

Over 65% of employers offer their graduates a longer contract after the placement ends. Here are some examples:

• **Finance placement:** a graduate provided costing for the distribution of the product, developed and implement a new accounts system to monitor the checking of orders, create and administer the invoicing and credit control of payments for the product.

- **Finance Assistant**: 12 week placement within the Finance department of an international college. This included:
 - o General book-keeping duties bank reconciliation, processing accounts payable
 - Supporting the Financial Accountant generating reports, completing statutory returns
 - Supporting the Business Manager conducting analysis of business trends and providing general support as required.
- Auditing Placement: Bevan & Buckland, one of the leading Accountancy firms in South Wales. An
 undergraduate was engaged in an audit-based role. This involved assisting the audit department
 with the preparation and audit of financial statements for companies, charities and Housing
 Associations.
- **Driver and Vehicle Licensing Agency:** Corporate Assurance Services within the DVLA. The placee was an undergraduate who worked with other members of the CAS team to develop and agree the arrangements for calculating and reporting performance against targets. They formalised an approach assuring the accuracy of the progress reporting and performance validation processes. This involved facilitation of group and individual interviews to draw information, data analysis and report writing.
- Assistant Consultant (Actuary) a graduate placement supporting the investment team. The placee
 advised on the design, funding, administration and communication of pension schemes to help
 clients manage a variety of benefit related risk. This involved working as part of a team of more
 experienced consultants in all areas of pension consulting work for corporate and trustee clients.

Work Tasters

GO Wales Work Tasters are organised according to candidates' needs. They are bespoke periods of work experience designed to help students/graduates make informed career choices. Tasters are short, flexible and enable students and graduates to gain experience of working in a particular career, industry or business sector. Here are some examples:

- Four days shadowing a local journalist and researching stories
- Two weeks during the Easter vacation experiencing the work of a web design company
- One week observing lessons in a local school.

Graduate Jobs - free recruitment site

<u>Graduate Jobs</u> is Wales' leading free recruitment website advertising graduate jobs in Wales. Each month, GO Wales lists hundreds of vacancies which are viewed by thousands of graduates, all looking to start or develop their careers in Wales.

The GO Wales Graduate Academy

The Graduate Academy is a **free training programme** that aims to provide recent graduates with the **skills and support** needed to help **gain graduate employment**. Today's employers are looking for real evidence of skills, abilities and understanding of the world of work, underpinned by actual experience and accredited learning. Here is an outline of the key features:

- The programme is scheduled for February, May, July and August in 2012, and lasts for two weeks.
- It comprises a residential course in Lampeter, West Wales, plus practical work experience in a graduate's preferred location in Wales.

- There is a commercial focus, and participants gain basic leadership and management skills and knowledge related to real working environments.
- It equips candidates with the skills needed to fully market themselves to employers.
- A professional, business-like training environment.
- Support from advisers and tutors with extensive experience in industry.
- Upon successful completion, a qualification is awarded by the Institute of Leadership & Management (ILM) recognised by employers worldwide.
- Applications for the programme should be made online.

GO Wales is able to provide up to £1,500 towards the cost of training for graduates working in small to medium companies in Wales. Examples:

- MBA degree
- CIPD Chartered Institute of Personnel and Development, www.cipd.co.uk/
- Project management
- CIM Chartered Institute of Marketing, <u>www.cim.co.uk/home.aspx</u>
- CIPS Chartered Institute of Purchasing and Supply, <u>www.cips.org/</u>

The GO Wales Freelancer Academy

The Freelancer Academy is a free, six day training course designed to help interested graduates to develop the skills, knowledge and confidence needed to progress their business ideas.

Examples: Graduates have started as freelancers in the fields of animation, creative writing, translation, and web design.

The Careers and Employability Service's professional networks

The following is some background information on professional organisations which constitute key elements in the framework of our working relationships with employers:-

UK universities have had Careers Services since the 1960s, and the Association of Graduate Careers Advisory Services www.agcas.org.uk/ has been in existence since 1967. So we have been building our networks and working relationships with employers for a long time. All Careers Advisory Services in UK Higher Education Institutions are members of the Association of Graduate Careers Advisory Services (AGCAS). It provides us with discussion fora and a collective voice in many respects, particularly employer liaison, and has well established links with graduate recruiters in the UK and internationally; for example, see reports on the AGCAS visits to India www.agcas.org.uk/articles/324-India-visit-report-launched and China www.agcas.org.uk/articles/324-India-visit-report-launched and China www.agcas.org.uk/articles/324-India-visit-report-launched and China www.agcas.org.uk/, professional bodies and individual employers who regularly attend AGCAS events such as the Biennial Conference www.agcas.org.uk/, professional bodies and individual employers who regularly attend AGCAS events such as the Biennial Conference www.agcas.org.uk/ events such as the Careers Information and Employer-Liaison (CIEL) conference that takes place every two years, and the next one will be at the end of June 2012 – see more information at <a href="www.agcas.org.uk/even

You may be interested in Conference Membership of AGCAS that is available to individuals who are not working for an institution with AGCAS Service Membership – see www.agcas.org.uk/pages/conference-membership for more information.

Careers Advisory Services also subscribe to the Higher Education Careers Services Unit (HECSU): www.hecsu.ac.uk/about.htm. HECSU is a registered charity owned by two formal representative bodies for Higher Education in the UK:

- Universities UK <u>www.universitiesuk.ac.uk/AboutUs/</u>
- Guild HE www.guildhe.ac.uk/

Its mission is: "The advancement of education of students and graduates of any establishment of higher education ... by supporting and assisting the work of the careers advisory services ...". HECSU funds, commissions and undertakes major research projects for the HE careers sector into graduate labour market and career destination trends, and into trends in the way graduates make their career decisions – vital information for employers as well as for Careers professionals and students.

The commercial arm of HECSU is Graduate Prospects, www.prospects.ac.uk, and Graduate Prospects supports our working relationships with employers by providing:-

- Information resources to help our students find out about employers and the employment sectors they relate to.
- Internet-based systems with flexible options for employers to advertise their vacancies on the Graduate Prospects website or to individual Universities via the Prospects Net vacancy management system that Prospects provides to Careers Services and maintains on the Graduate Prospects servers. This service is free of charge to Careers Services.

The National Council for Work Experience www.work-experience.org/ is also part of HECSU, and is an important partner for us in working with employers to develop work experience opportunities for students.

Collaboration with employers and higher-level skills development in academic Colleges and the curricula

There is an increasing emphasis on embedding employability in the curricula across the University, and our Academic Colleges are well placed to deliver this thanks to their many links with potential employers for the purposes of research and innovation and input to curricula by practising professionals in many fields.

Many of the University's partnerships with employers are, of course, strongly influenced by the Welsh Government which is a key driver in supporting, funding and building our collaborative networks, bringing together partners from both the public and private sectors. As an example, the Welsh Government manages the National Health Service in Wales, and so its policies determine what is required in terms of levels of service, professional training and, hence, student numbers. Our Institute for Life Sciences (the research arm of our College of Medicine) was recently established through a partnership between the Welsh Government, Swansea University and IBM; it brings together specialists in medical research, nano-technology, technology transfer, business incubation and super-computing.

Another example of the collaborative inter-dependence of public and private sector organisations is WELMERC, the Welsh Economy Labour Market Research Centre (based in Our School of Business, Economics and Law) which provides reports on economic trends that are vital for policy makers and the business community alike.

The University responds to the Welsh Government in areas where there is likely to be growth, and a major result of this is the development of the new Science and Innovation Campus that will open in about four years' time. It will focus on the more vocational areas, capitalising on our growing research expertise and engagement with companies who are driving the growth of the Knowledge Economy both in the UK and abroad. See www.swan.ac.uk/campus-expansion/.

The Business section of the University's website at www.swan.ac.uk/business-and-industry/ includes a link to a document entitled Employability and High-level Skills outlining Swansea University's approach to developing skills for the knowledge-based economy at www.swan.ac.uk/media/media,40311,en.pdf. It provides an overview of the University's long established relationships with business, industry and commerce at local, national and global levels, supporting the Knowledge Economy through higher level skills development in line with employer demand. This document explains ways in which the University collaborates with a wide range of employers on research and development, sharing expertise and facilities, supporting learning and teaching and providing opportunities for students to develop their professional and career management skills. Here are some examples:

- Professionally accredited Engineering degree schemes
- Law courses where practising professionals have input not only to course design but also to the provision of opportunities for students to gain professional experience
- Language courses where translation companies and freelancers are involved in course delivery and offer work shadowing and work experience opportunities
- An Aquaculture Centre providing expertise for the Aquaculture industry in Wales and offering work experience to undergraduate and postgraduate students
- Links with companies in countries such as the USA, Canada, Finland, Sweden, Netherlands and Hungary which provide students on Business Management and Leadership courses with a range of opportunities to gain experience internationally
- Our College of Medicine and Our College of Human and Health sciences train doctors and
 professionals in other vocational disciplines relating to health, nursing, midwifery, social care, social
 policy and psychology. These students will mainly be employed by the National Health Service as
 well as local and national government bodies which, of course, comprise some of the largest
 employers in the UK.
- Our Institute of Life Sciences <u>www.swan.ac.uk/ils/home/</u> undertakes research and development projects with multi-national commercial companies such as GlaxoSmithKline <u>www.gsk.com/</u>, Alliance Boots <u>www.allianceboots.com/</u> and IBM <u>www.ibm.com</u>.
- Information Technology is, of course, a vital aspect of the economy, and our collaboration with a
 wide range of employers includes the ITWales Placement Scheme that helps companies develop
 their products and services by managing a placement scheme for highly skilled IT students. Visit
 www.itwales.com/.

You can read more about Swansea University's collaboration with industry here: www.swansea.ac.uk/business-and-industry/collaboration-with-industry/.

The Knowledge Transfer Partnerships Programme: This UK-wide programme is an important aspect of the way in which Higher Education Institutions, including Swansea University, work with business and industry. KTPs support the development of new products, processes and services by enabling UK businesses to access knowledge and expertise within universities and colleges. Recently qualified graduates and researchers employed by such partnerships gain valuable opportunities for career development, and you can find out more about the structure and benefits of KTPs here: http://www.ktponline.org.uk/ and at www.swansea.ac.uk/business-and-industry/ktp/. When we are notified of such opportunities we promote them through our vacancies database and other Internet channels.

Swansea Employability Academy

The University launched the Academy www.swan.ac.uk/employability-academy/ in March 2012 in order to extend the focus on Employability across all aspects of the Student Experience, promoting the development of talented graduates with the entrepreneurial skills and attitudes that employers look for in a global labour market. Key aims of the Academy are to enhance work experience opportunities and to increase the involvement of academic Colleges in generating such opportunities.

For many years the Careers and Employability Service has been aligned with learning and teaching - the Head of Careers and Employability is a member of the University's Learning and Teaching Committee. And so, in the light of this new Academy, we anticipate closer working with our academic colleagues and expansion of contact with employers who can provide more work experience opportunities.

International opportunities for current students

www.swansea.ac.uk/international/opportunities/

Swansea University has engaged strongly with initiatives like the Bologna Process, and was the first University in Wales to offer the Diploma Supplement to all of its students www.swan.ac.uk/undergraduate/careers-and-employability/diploma-supplements/. All our students are strongly encouraged to spend a few weeks on a study or work placement abroad, and the University's International Office works hard to build contacts with employers. Opportunities include:

- Erasmus Work Placements
- British Council Teaching Assistant posts
- Internships in China, India and the USA

See www.swansea.ac.uk/international/opportunities/work-abroad/ for more information.

Summary

The key features of our model of working with employers are as follows:

- Organising events that many clients can access at one time.
- Working in tandem with colleagues in Academic Colleges whose collaborative contacts with employers benefit our students' employability.
- Working in partnership with other services such as GO Wales and Gradintel in order to augment the services that we are able to offer.
- Making good use of our professional networks for information/discussion about current trends
- Using Internet based technology to support service operation and to provide information resources that users can access independently.

Our Careers and Employability Service is a small team, and the actual contact time that we have with employers is more limited that it might be in larger Careers Advisory Services. Therefore we find it beneficial to take an approach that enables us to optimise the benefits of partnerships, professional networks and Information Technology.