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EMPLOYABILITY – WHAT DO GRADUATES DO ?

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Session outline



- Quiz
- Challenges – understanding the graduate labour market
- The number and types of graduate jobs available – are there any jobs?
- How much do graduates earn?
- Options with your degree – does degree discipline make any difference?
- Employment and recruitment strategies
- Where could you work?
- What employers look for

University Challenge



1. What % of the current membership of The House of Commons have degrees?
2. What is the average graduate starting salary?
3. Name the top five largest UK employer organisations
4. According to the Leitch Report what % of jobs will be graduate level by 2020?
5. By what % do graduates earn more than non-graduates (ONS 2012)

University Challenge



6. In the 2011 publication *What do graduates do?* which degree course had the highest employment rate?
 - Sports Science
 - Civil Engineering
 - Marketing
 - Physics
7. How long do new graduates expect to be with their first employer (in years and months)?
8. How many finalists used their university careers service in 2012?
9. What % of final years thought that there wouldn't be enough jobs in 2012

Challenges - Understanding the graduate labour market

- Key Information Sets (KIS)
- Destination data (DLHE)– what this does and doesn't tell us
- League tables
- Media “hype”

Key Information Set (KIS)

- Standardised
- Published from Sept 2012
 - Uni websites (via widget)
 - UCAS course finder
- Containing:
 - student satisfaction
 - course information
 - employment and salary data
 - accommodation costs
 - financial information, such as fees
 - students' union information.



BSc Health Studies (B900)



[Guidelines for interpreting this data](#)
 Due to a small number of students, some data presented here have been aggregated with similar courses. These are indicated by a A

STUDENT SATISFACTION

69%

Overall student satisfaction

A Aggregated data: data are for all Health courses at Newtown University

Statement	% agreeing
Satisfied with quality of course ¹	69%
Able to access IT resources ²	87%
Library resources are satisfactory ³	83%
Feedback on work has been helpful ⁴	67%
Feedback on work has been prompt ⁵	78%
Staff are good at explaining things ⁶	81%
Received sufficient advice and support ⁸	83%
Received sufficient advice and support ⁸	71%

56 Source: National Student Survey

Sections

- ▶ Student Satisfaction
- ▶ Graduate Employment
- ▶ Financial
- ▶ Learning & Assessment

Print

Download

- ▶ PDF (212kb)
- ▶ Raw data (.csv 78kb)

Share

Widget

Add a KIS widget for this course to your site

Choose a layout

```

      <script type="text/javascript"
      src="http://www.hefce.org.uk/resources/kis/js/embed8courseid=BATHW300"></script>
    
```

copy to clipboard



Accredited by the National Health Studies Body
www.nhsb.org.uk/accreditation

GRADUATE EMPLOYMENT

£21,000

Average annual salary after 6 months

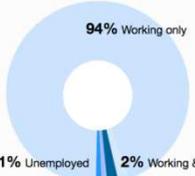
(interquartile range: £20,000 - £21,000)

Average for all Health Studies courses in England & Northern Ireland:
 £20,500 after 6 months (interquartile range: £20,000 - £24,000)
 £25,000 after 40 months (interquartile range: £24,027 - £26,074)

Source: DLHE Survey

97%

go on to work and/or study



Destinations from this course 6 months after graduating 92% of those who work are in a graduate level job

Data from 31 students

31 Source: DLHE Survey

DLHE: The Destinations of Leavers from Higher Education survey



- A statutory return required by government
- Represents what a graduate is doing on a specific day approx. 6 months after graduation
- UK and EU only
- The largest survey of its type in the world with data going back 60 years
- It can be benchmarked
- Source of all league table data
- Manchester the largest data set

Destination data in league tables



League tables for destinations: many issues/debate

Important to understand that newspapers:

- define graduate level jobs
- they then add this data to postgraduate study to give a “positive destination”

Destination data in league tables



- Ranking can be affected by:
 - Make up of courses?
 - More vocational courses mean higher levels of grad employment
 - Socio-economic backgrounds?
 - Aspirations of students?
 - What do they want to do?
 - Where do they want to work?
 - When do they want to start a career?
 - Amount of formal work experience
 - Geographical location
 - London factor means more opportunities and better salaries

Are there any jobs? What the papers say....



theguardian

Many graduates facing a first job stacking shelves

SARAH CASSIDY | WEDNESDAY 07 MARCH 2012

Mail Online

What's the point of a degree?
Over a third of graduates forced into low skilled jobs

By PETER LEGGATT
UPDATED: 15:31, 8 March 2012

Graduate employment: by skill, subject and graduation



6 Mar 2012: More than one in three recent graduates are employed in a lower skilled job compared to one in four in 2001. Who is earning the highest wage

and where does the unemployment rate stand by graduation year?

3 comments

THE TIMES

More graduates now employed in lower-skilled jobs

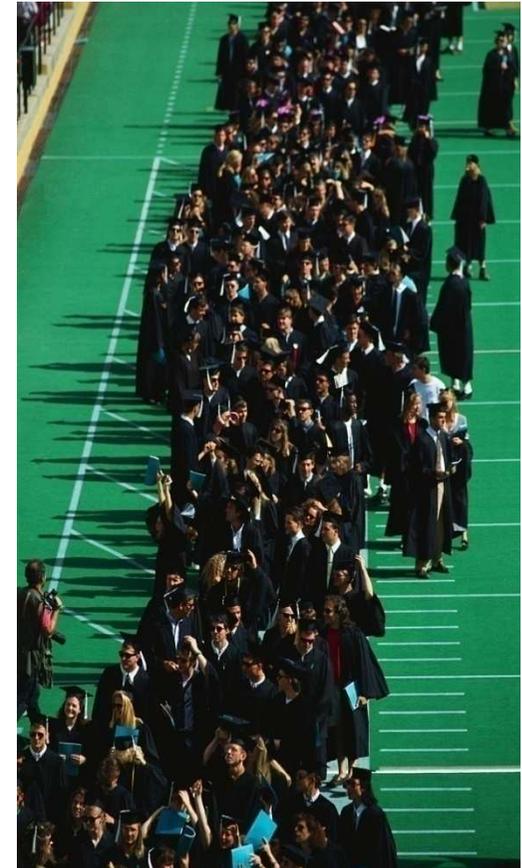
According to a new report from the Office for National Statistics, the proportion of recent graduates working in lower-skilled jobs has risen from just over a quarter to more than a third over the last decade.

The statistics show that the percentage of recent graduates (those completing a degree or other HE qualification within the past six years) working in lower-skilled roles had increased from 26.7% back in 2001 to 35.9% by the end of last year.

That said, graduates still enjoy better employment prospects than non-graduates, with 86% of all graduates in employment at the end of 2011 compared to just 72.3% of non-graduates.

Facts and Figures

- 335,000 finalists are due to graduate in the summer of 2012
- **Nationally, an estimated 6,000 employers plan to recruit graduates this year** *Times Top 100*
- 21,325 graduate vacancies will be available in 2012 *Association of Graduate Recruiters (AGR)*
- In 1968, there were only 250,000 University students in the UK ... today the figure is 2.4 million



Facts and Figures



- Traditional “Graduate” vacancies advertised by the big blue chip companies represent a small percentage of the opportunities on offer
- Many more people working for smaller companies (99.2% of businesses in UK are Small/Medium Enterprises)
- The graduate job market has become even more competitive
- Recruiters can still struggle to fill vacancies

How much can I earn?

- Salaries vary by occupation, location, type of company and skills and experience of the applicant...NOT DEGREE!
- Average **graduate** starting salary in 2010* was £19,794 (DLHE), £25,000(AGR)
- AGR members predict an increase of 4% for the 2011/12 recruitment season to £26,000.
- People with degrees earned £12,000 a year (on average) more than non-graduates over the past decade.**
** *Office for National Statistics*
- According to *the Labour Force Survey*, for the period July to Sept 2011, the **median** salary for adults with a degree or equivalent qualification was £30,524

What can I do with my degree?

- Two-thirds (66%) of vacancies advertised are open to graduates from any degree discipline.
- Graduates from vocational degrees are not tied to a specific job area
- Many arts/humanities graduates take longer to discover what they want to do or wish to enter competitive career areas
- Not all graduates aspire to “graduate level” careers within six months of graduation
- Some career fields require significant work experience prior to embarking on “professional route”
- For many employers academic discipline is irrelevant - personal qualities and transferable skills are more important

What can I do with my degree?

Your job prospects or likelihood of getting your desired job will depend on:

- Where you are in the decision making process
- What your aspirations are
- How the job market is for the sector you are interested in
- What steps you have taken to increase your employability
- How effectively you demonstrate your employability to employers

Employment and recruitment: strategies for success

- Finding out about different sectors and industries can help in finding work
- For traditional “graduate schemes” check out surveys such as *High Fliers* and *AGR* and graduate directories/websites
- For other roles (creative/alternative careers or working in a particular region) check sector-specific websites, local business news etc..

Employment and recruitment: strategies for success



- **There is no “one size fits all”**
- Professional organisations can be invaluable in giving accurate overview
- Increasing emphasis on work experience and networking
- Understanding of sector/commercial awareness is key

Where could you work?



- Big graduate recruiters are not the only type of companies that graduates can work for
- SMEs make up the majority of the first destinations of graduates
- Students should search for jobs using a **variety** of strategies

What do employers look for?



A third of AGR members do not insist on a 2:1. Meeting their other requirements is more difficult than obtaining the necessary grades. Recruiters expect candidates to prove they possess transferable skills such as communication and teamworking to a high level.

Prospects Directory

What do employers look for?

- Imagination and enthusiasm
- Customer focus
- 'Can do' attitude
- Ability to work in teams
- Ability to adapt
- Initiative
- Drive
- Analytical skills
- Self-management
- Cultural sensitivity
- Ability to use IT
- Managing learning and career
- Higher level problem solving skills
- Creativity
- Leadership
- Communication skills
- Commercial awareness
- Passion
- Project management

Help your students to ...

Stand out from the crowd!

Encourage students to develop the skills employers look for.....

- Communication skills.
- Team working.
- Leadership.....motivating others!
- Problem solving.
- Handling responsibility.



Through.....

- Work experience and voluntary work.
- Hobbies/interests/sport(running clubs and societies).
- Travel...

Careers support at Manchester



We involve employers in a range of support activities offered to students, including:

- Manchester Leadership Programme
- Volunteering Opportunities
- Manchester Gold Mentoring Programme
- Career Management Skills modules
- Manchester Graduate Internship Programme (MGIP)

SUPPORT AT MANCHESTER, Employer recruitment activities



- Autumn 2011 – 224 talks and workshops
 - 5 careers fairs
- Plus sector specific talks/events (e.g. the Language Careers Event)
- We have advertised 5695 job opportunities since September 2011 (currently have 1152 “live” vacancies)
- 190+ organisations supporting our mentoring programmes (target for 2012 to match 250 students)
- Events programme also includes employer presentations, talks, and Insight courses

Careers support at Manchester



One-to-one support:

- Student interviews
- Job seeking advice
- Application form/CV advice and feedback
- Mock interviews
- Video mock interviews
- Assessment centre advice

Employers' views



The co-operative



Graduate Careers

Shona McKenzie – Graduate Recruitment Officer The Co-operative

The Co-operative Group

The **co-operative** good for everyone

Did you know that The Co-operative:

- is the UK's largest mutual retailer owned by five million consumers
- has an annual turnover of £13 billion
- employs 104,000 people
- has over 5,000 high street branches
- serves more than 20 million customers per week

The **co-operative** food

The **co-operative** travel

The **co-operative** pharmacy

The **co-operative** funeralcare

The **co-operative** farms

The **co-operative** legal services

The **co-operative** bank

The **co-operative** insurance

The **co-operative**



The Co-operative Graduate Programme

Induction	Business Programme – 20 Months	Finance Programme - 3 Years	HR- 20 months	Retail Ops – 20 months
<ul style="list-style-type: none"> • 2 Week Induction • 4 Week Customer Insight Project 	<ul style="list-style-type: none"> • 2 months in store • Three 4-month placements • 6-month business role • Across all business areas 	<ul style="list-style-type: none"> • Three 6-month placements • A number of 4-month specialist placements • Across all business areas • CIMA Accredited 	<ul style="list-style-type: none"> • 2 months in store • Two 4-month projects across different functions • 5 months People Services • 3 months corporate HR • 4 months in an HR function 	<ul style="list-style-type: none"> • 2 4-month projects in Head Office • 12 weeks Co-operative Way training • Store management experience for

CSR

Supporting the graduate programme

The **co-operative**

The Co-operative Graduate Programme



Store time

- 8 weeks in store
- 7 weeks in food store
- 1 week in other business branches
- Work on projects and work shadowing

Development

- Buddy
- Development programmes
- Coaching
- Mentoring
- Professional sponsorship
- Development budget

Review

- Interim Reviews
- End of Project Reviews
- Yearly Reviews

CSR

Supporting the graduate programme

The **co-operative**

Co-operative Group requirements

- What are we looking for?
 - Any degree discipline
 - Business/finance degree is advantageous
 - Minimum 2:2
 - No UCAS points restrictions
 - People who are passionate about both business and ethics
 - Grade C in Maths and English GCSEs

Our process

Recruitment process

- Pre-selection minimum criteria
- SJT
- Online application form
- Online Psychometric Tests
- First interview
- Assessment Centre
- Offers
- Alternative Offers
- Feedback

Our behaviours



What do you have to offer?

There are different ways for graduates to get/demonstrate that they have the experience required

- Education
- Work experience
- Activities and interests



To conclude...what are we looking for?

what are we looking for?

- 'People as unique as we are'
- Any degree discipline –
- Minimum 2:2
- No UCAS points restrictions
- Any age
- Management behaviours
- Passionate about both business & ethics
- Commercially aware
- Potential to reach leadership positions





An employer view - Centrica plc

Eva Malecki - Graduate and MBA Recruitment Manager

centrica

Centrica plc – what do we do?



Future talent portfolio

- Graduate programmes
- Summer Placement work experience programme
- MBA Summer internship programme
- British Gas Engineer Apprentice Programme
- British Gas IS Apprentice Programme
- Social Mobility foundation
- EDT (Go4SET, Headstart, YINI)
- Qatar Attachment Development Programme



Programmes available

- **Analyst**
- **Customer Operations**
- **Human Resources**
- **Marketing**
- **Finance**
- **Information Systems**
- **Subsurface**
- **Engineering**
- **Health, Safety and Environment**

What qualifications do you need?

- **Graduates**

- All degree disciplines – a programme for everyone!
- No UCAS points minimum benchmark

- **Undergraduates**

- At least penultimate year students
- Same applies as above

More information

www.centrica.com/graduates

www.twitter.com/centricagrads

www.facebook.com/centricagraduaterecruitment