

ANSWERING THE RECRUITMENT CHALLENGE – GRADUATE RECRUITMENT

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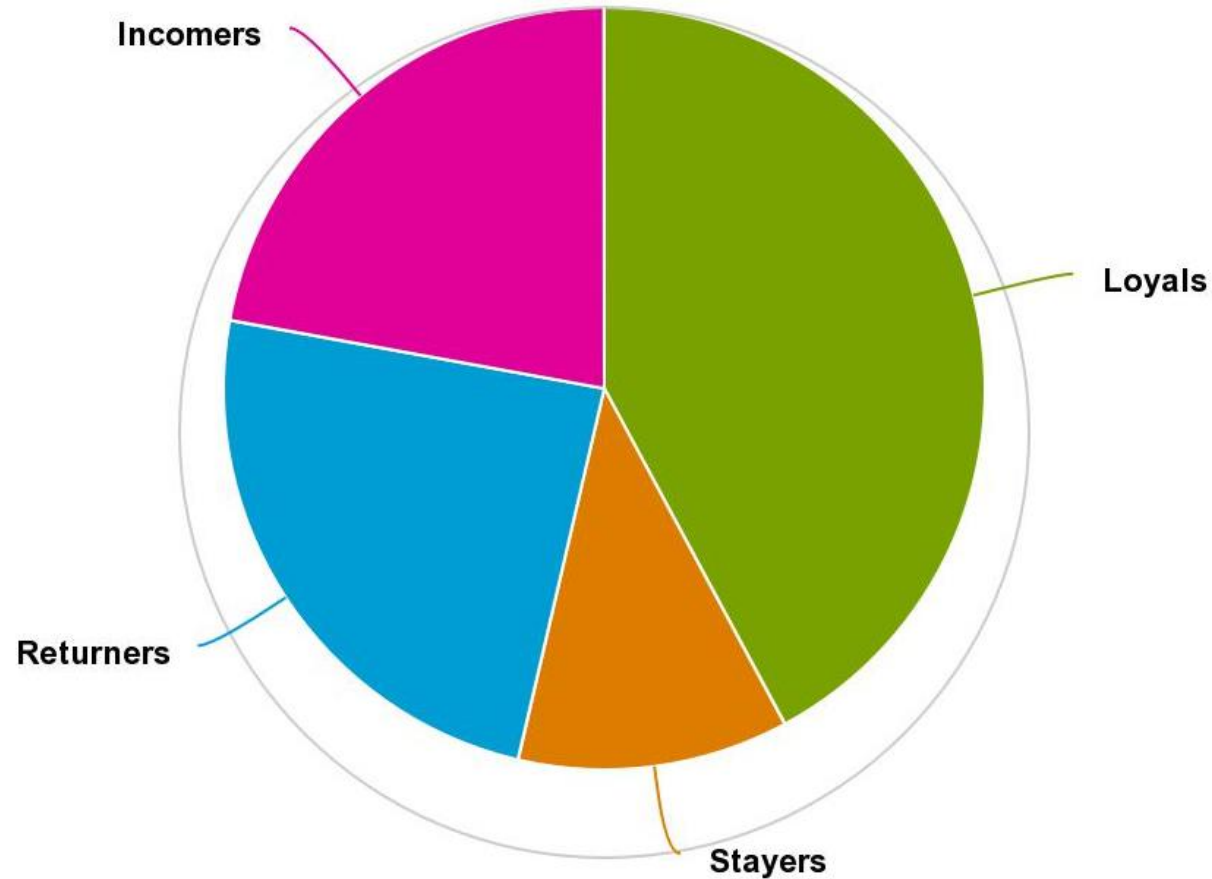
INTRODUCTION

- Where do graduates go?
- What has happened over recent years?
- What is the graduate recruitment cycle now?
- What are the opportunities

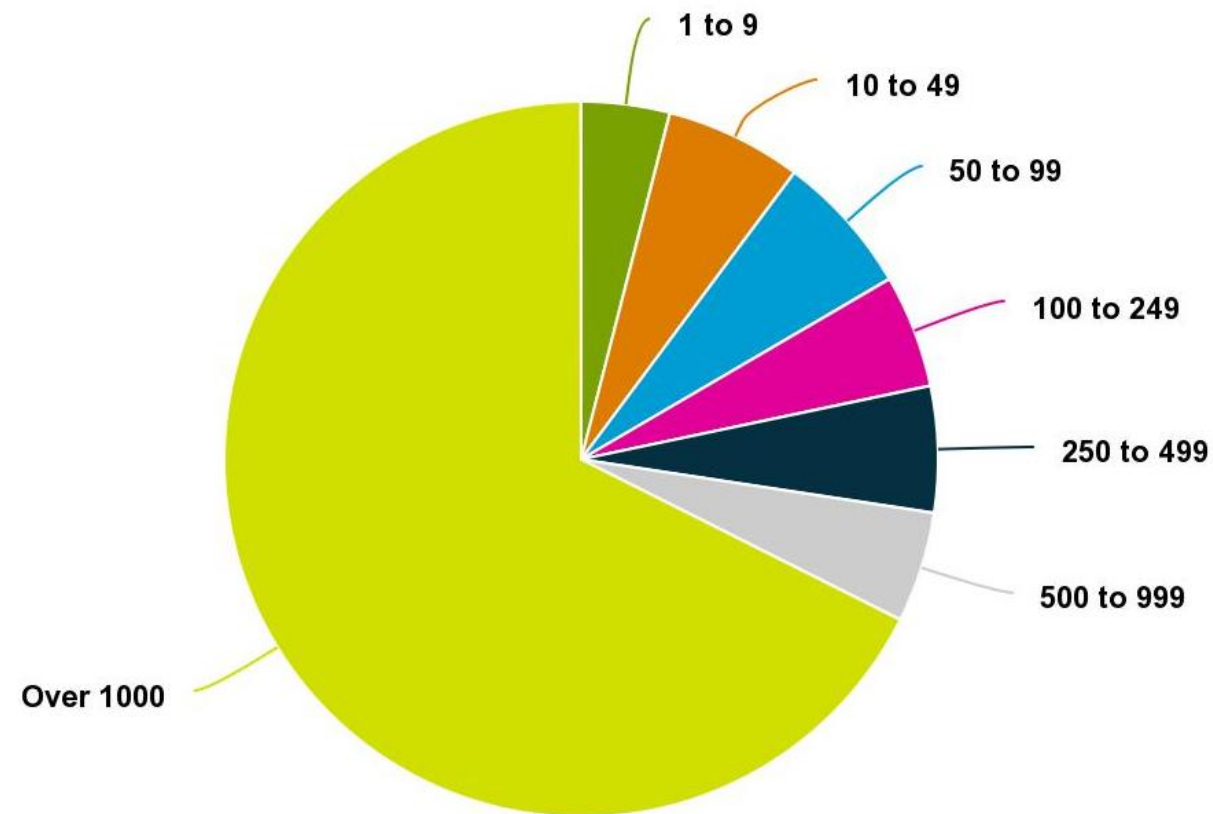
WHERE DO GRADUATES GO?

- 1.Regional locals** - these are graduates who are domiciled in a region, went to study in the region, and remained to work in that region.
- 2.Regional returners** - these are graduates domiciled in a region, who go elsewhere to study, and then return to their home region to work.
- 3.Regional stayers** - these are graduates who travel away from their home region to study, and then stay in that study region to work.
- 4.Regional incomers** - these are graduates who go to work in a region in which they neither studied nor were domiciled.

REGIONAL EMPLOYMENT AFTER 15 MONTHS (2017/18)



EMPLOYER SIZE FOR GRADUATES (2019) IN EMPLOYMENT 15 MONTHS AFTER GRADUATING



THINKING ABOUT STUDENTS

- 40-70% at the explore/decide stage
- 40%+ have undertaken work experience
- Students are delaying career decision making
- Student confidence is low
- Fewer opportunities in the pandemic means less to put on a CV
- Students need more experiences to be able to give examples – this helps with confidence
- Students are being bombarded with online events – employers want them, students are mixed.
- Online requires more prep from students than F2F and feels like an interview - students feel the pressure and may not attend. 'Will the session be recorded'

- Students are more interested in company values and the impact of the work than ever before
- You attract students with stories and examples – salary is becoming less important (for some) in attraction, but is a retention issue
- Flexibility in approaches to work is more desirable – or at least the concept. Space and digital poverty are an issue
- Diversity is important – experience, contacts, clothes, exposure
- Language and applicability is important.

THINKING ABOUT EMPLOYERS...

- Deadlines and recruitment timelines are being adjusted
- Vacancy numbers broadly at pre-pandemic levels (Law is lagging)
- 14% of businesses reported a shortage of workers
- Purposefully online, or a recording that's been uploaded – Netflix generation
- Online events are not engaged with in the same way – are activities to inform or attract
- Graduate recruiters are using LinkedIn as a 'keep warm' activity and to increase event attendance
- Where events shifted online, event attendance is down and applications are down 30%
- 'Top' students still hold multiple offers
- Move towards employers wanting to be in the curriculum or involved with mass impact activities.

DATA, NUMBERS, AND STATISTICS

- Graduate Outcomes
- National is not regional
- Salaries and competitiveness



WAYS TO WORK WITH THE UNIVERSITY OF KENT

- Our principle focus is to develop strategic relationships with local employers.
- Focus on developing awareness amongst the student population.
- Promoting and supporting the development and delivery of work opportunities.

CREATING STUDENT AWARENESS

- Workshops and talks.
- Themed Weeks, including Working in Kent and Medway week.
- Annual Employability Festival and Careers Fair.
- Social media campaigns and campus presence.



DEVELOPING WORK OPPORTUNITIES

- Part-time employment via our JobShop.
- Support our Widening Participation students via our Work Study Scheme.
- Volunteering projects and initiatives (NGOs only).
- Advertising graduate roles via our online jobs platform.



EMPLOYABILITY POINTS SCHEME

- An innovative approach to engage with the most motivated and work-ready students.
- Students are encouraged to engage with co-curricular activities and receive 'Employability Points'.
- Points can be cashed in to apply for prizes, including internships and work experience offered by local employers.
- Scheme engages with over 9,000 students and over 150 employers.



Two women are standing in front of a white wall. The woman on the left is wearing a blue and white striped button-down shirt and a black skirt. The woman on the right is wearing a white sleeveless top with a black pattern and a black skirt. Behind them, the letters 'TMLEP' are displayed in large, purple, sans-serif font.

TMLEP

CASE STUDY

TMLEP

- TMLEP looked to grow the company substantially via graduate recruitment.
- After initial challenges, TMLEP focused on developing student awareness (attended fairs, offered EP internships, delivered workshops).
- Since recruited a high volume of graduates.



QUESTIONS?

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