

# ensuring future proof graduates: the European perspective

survey insights & promising practices



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Expertise in Labour Mobility

# Expertise in Labour Mobility



enhancing  
international  
labour mobility

- higher education
- governments
- individuals
- businesses
- research
- writing
- presenting
- CareerProfessor.works
- Careers Made in ...
- i-graduate ISB in Europe

# session outline

- Setting the scene with interesting **SURVEY** insights
- Understanding **graduate mobility & EMPLOYABILITY**
- **Pragmatic SOLUTIONS** in enhancing employability

# we see a shift

- universities need to **'rank'** to keep recruiting
- students **'expect'** a job upon graduation
- employers **'anticipate'** job-market readiness
- education has become an investment decision

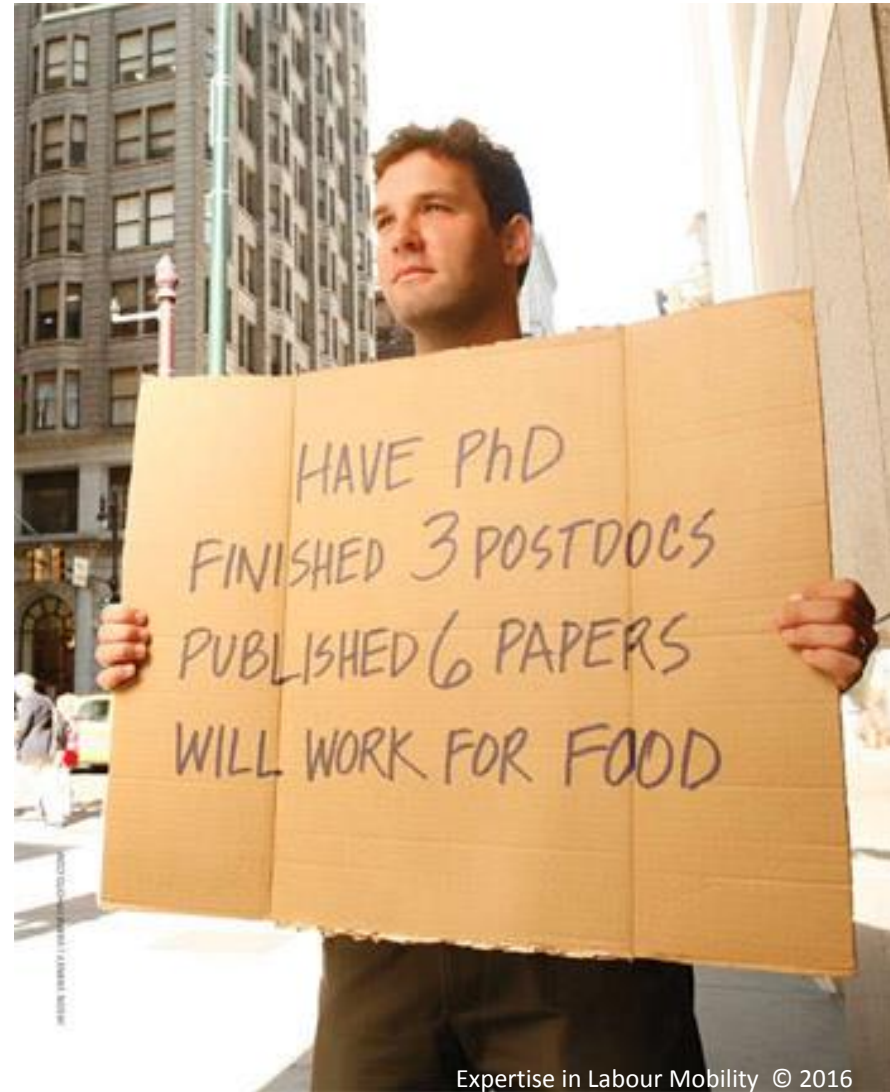


# SURVEY INSIGHT

# the importance of a job

**60% of MA applicants:  
prime motivation for further study  
is to progress current career,  
to improve employment prospects,  
or enter a particular profession**

**same among prospective PhDs,  
with not all aiming at careers  
within academia**



Source: QS [www.topuniversities.com](http://www.topuniversities.com)

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# factors *prospective students* consider:

Career prospects have reached **TOP 3** reasons for choosing a University abroad



Broadening my  
experience

**95%**



Improving my  
career prospects

**95%**



Improving my  
language skills

**93%**

Source: StudentPulse, 2014, i-graduate

# factors *current students* considered:

**Top 3** reasons to choose a specific University:

**#1** reputation 93%

**#2** quality of research 90%

**#3** earning potential of the chosen degree  
from this University 89%

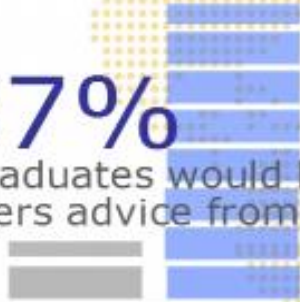
Source: ISB 2015, Global dataset, i-graduate



# Students, Graduates, & Employability

87%

of graduates would like more careers advice from their university.



79% of graduates need help in finding employment.



9 out of 10 graduates want to stay in touch with their fellow graduates.

students feel lost in their career path.

1/3



Almost 1/2 of graduates feel ill-prepared for the world of work.

39% of employers stated that difficulties exist in filling vacancies for skilled labour.



63%

of alumni state that their university could do better in communicating with them.

source:  
Expertise in Labour Mobility  
McKinsey report "The World at Work: Jobs, pay, and skills for 3.5 billion people."

# to summarize the effectiveness of current career support

74% of students globally say **work opportunities** factor into their decision to study overseas

Over half expect their university to provide them **job training**

61% in Europe expect **careers advice** from their institution

BUT ...Only 23% of students use the **careers service** and of those only 32% are very satisfied



# hence career support needs to change

## The Student of the Future



The Student of the Future



The PIE News @ThePIENews · Apr 5

Sara Custer and Nannette Ripmeester discuss the current trends in careers advice within #intled at #BbTLC16

Sara Custer and CareerProfessor



weeted

@labourmobilit  
ing it wrong  
News tomor



## HIGHER EDUCATION, YOU'RE FIRED



SARA CUSTER



NANNETTE RIPMEESTER

# as the world is changing ... fast

- 65% of children entering primary school today will ultimately end up working in **completely new job types** that don't yet exist
- 50% of subject knowledge acquired during the first year of a 4-year technical degree will be **outdated** by the time the student graduates
- 5.1 million **jobs will be lost** to disruptive labour market changes between 2015-2020
- By 2020 more than a third of the **desired core skill sets** of most occupations will be comprised of skills that are not yet considered crucial to the job today

# Top 10 skills

## in 2020

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1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

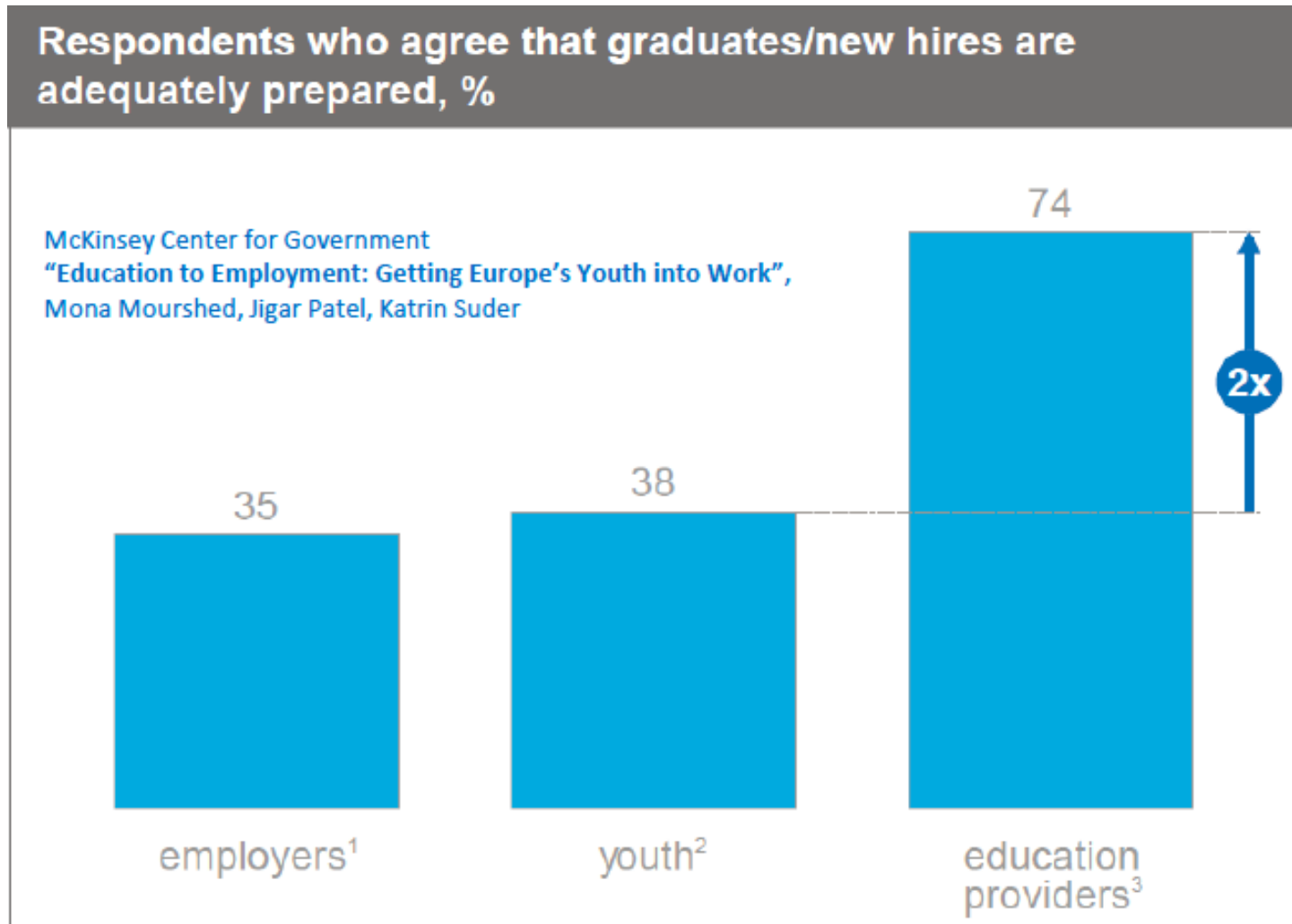
## in 2015

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1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



# and we already see a clear mismatch ...



Source: "Learning mobility and graduate employment: research findings unveiled", EAIE 2014, Prague

# EMPLOYABILITY

# employers' perspective on employability

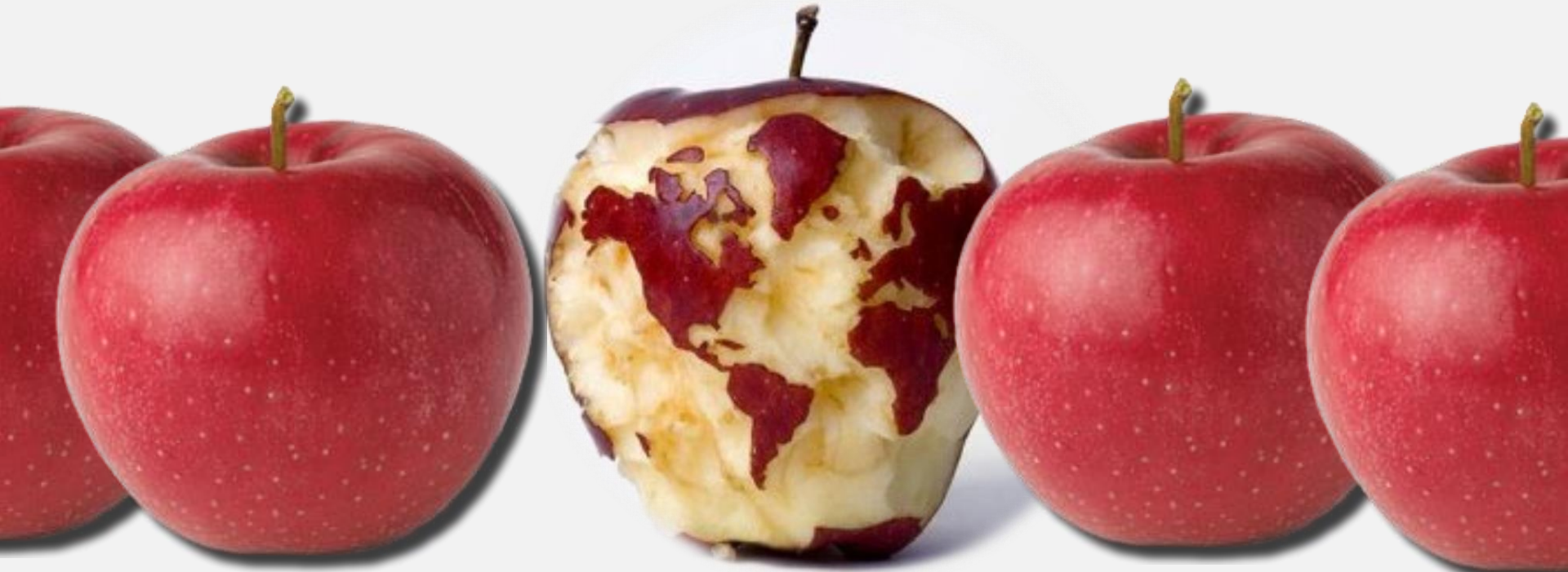


Source: McKinsey report "World at Work: Jobs, pay and skills for 3.5 billion people"



# IF YOU COMPARE **APPLES** TO **APPLES...**

employers go for the one with global experience



# students' perspective on employability

Nearly 30% of international students leave host country due to lack of info on labour market

# employability matters for students but graduates struggle...



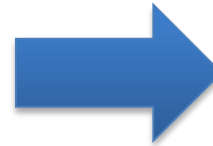
Almost ½ of graduates feel ill-prepared for the world of work



79% of graduates need help in finding employment



87% of graduates would like more careers advice from their university



Source: <http://www.labourmobility.com/student-employability-necessity-choice/>

# expectations are high

## Additional Information (Law firm)

Please provide information on your contributions and achievements towards the following:

- Positions of responsibility (education)
- Positions of responsibility (sporting)
- Academic awards
- Sporting awards
- Debating societies
- Clubs and societies (formed or chaired)
- Young Enterprise
- Organisations (chaired)
- Musical instruments (please indicate level of proficiency)
- Languages (please specify no's of languages spoken and levels of fluency)
- Theatre performances (give examples)
- Dance (include level of proficiency)
- Volunteering work
- Charity work
- Community engagement
- Travel experience (dates and locations visited)
- Other ...

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# employability

## what is it?

A set of skills & qualities that an employer is looking for in a potential employee.

**Feeling employable** is achieved when a person's talents are supported to the max.



### HARD SKILLS

- industry specific
- trained by experts/HEIs



### SOFT SKILLS

- universal
- acquired by experience / enhanced by study abroad



# the importance of employability

*the world is the playground of today's students*



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# formula for employability


$$E = (Q + WE + S) \times C$$

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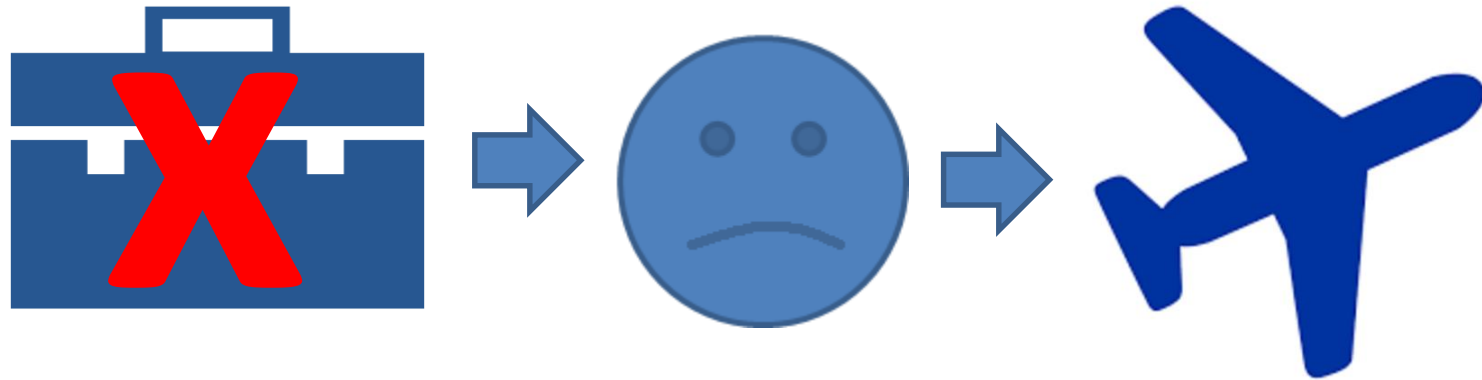
# formula for employability


$$E = (Q + FE + S) \times C$$

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# employability matters for students & HEIs



but how to leverage it for a University?

RECRUITMENT

**SOLUTIONS**

# what support do international students need to make it work?



CareerProfessor.works™

# the future of university career services



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- 👤 Speak the language of your students:
- 👤 Provide services in English
- 👤 Think about digital solutions
- 👤 Ensure international outlook (for workshops, etc)



©Expertise in Labour Mobility



Background image: Pixabay

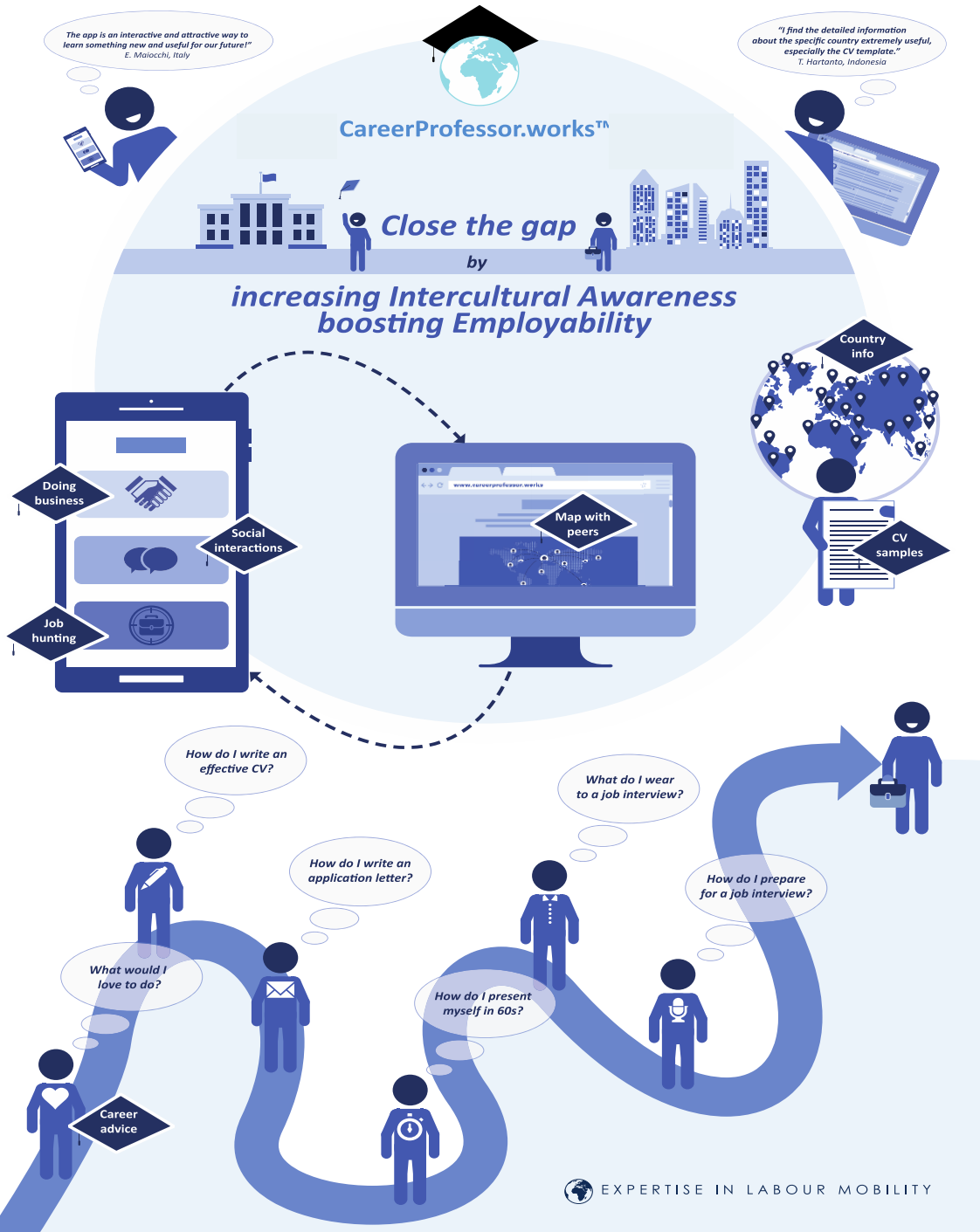
Student → Job → Brand Ambassador → Recruitment



*Let me show  
you what my  
UNI did for my  
career*

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Source: [International Student Expectations: Career Opportunities & Employability](#)



24/7

career info

digital

CV tips

app

skills to get hired

what's the pay

fun

global outlook

employability

easy


connecting

interactive

students, alumni, peers

# promising European practice

An advertisement for the University of the Sacred Heart (Università Cattolica del Sacro Cuore). It features a black and white photograph of a young woman sitting on a bench, looking towards the camera. In the background, other people are visible, including a man with glasses. On the left side of the image, there is a white box containing the university's logo and name. On the right side, there is a blue text box with white text.

  
UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

Our students and alumni feel fortunate to be part of a university with a recognized academic profile, one that is reflected by its academics, reputation, and global network. Cattolica puts you first. The professional academic staff believes in you and helps to connect your learning and desired career path.

Cattolica works continuously towards developing new and emerging programs. By offering you CareerProfessor.works, we hope to enhance your employability.

University admin

Student/Alumni



# promising European practice @UCSC

**CareerProfessor.works** is an online tool consisting of a website & an app:

- For students – interactive career info
- For HEI – management info



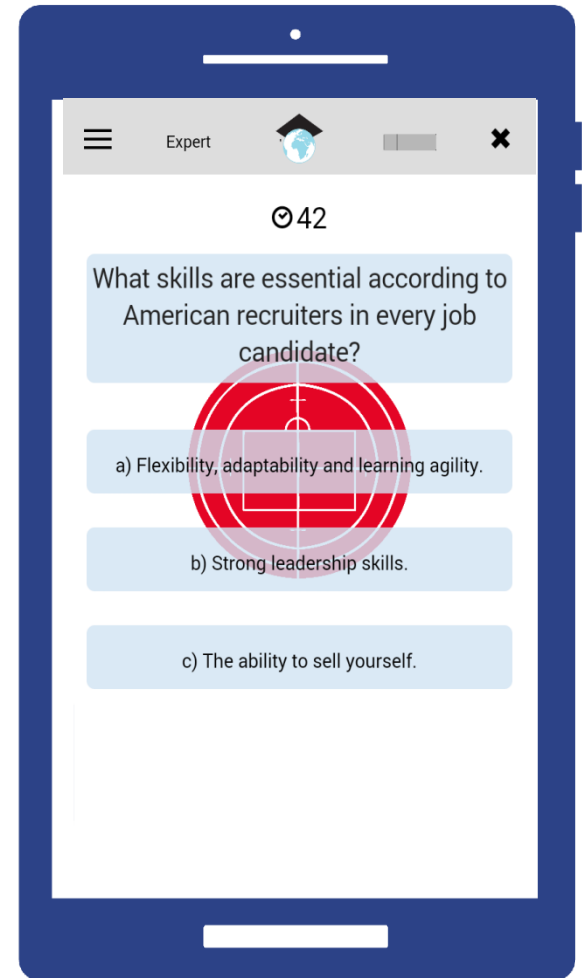
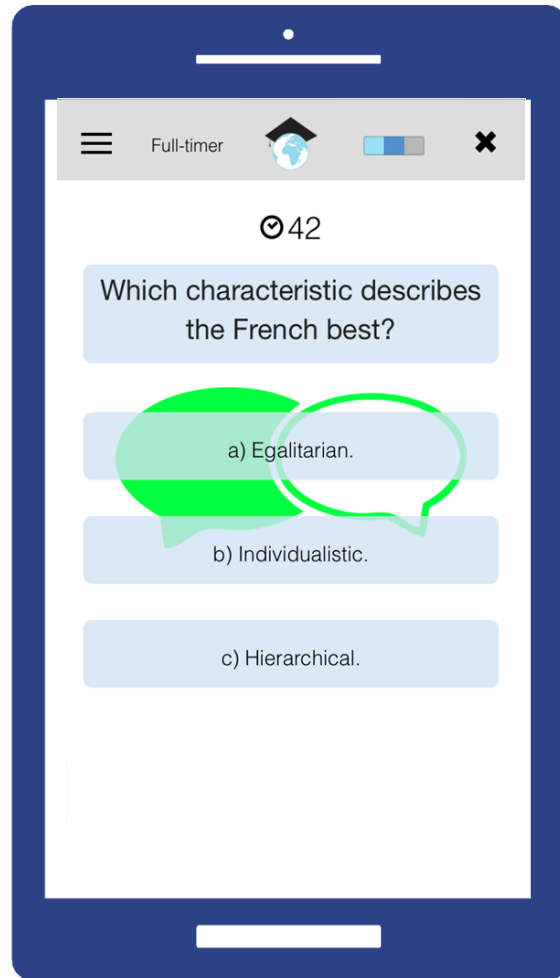
Career information,  
platform to connect with  
peers & alma mater

Continuous contact &  
information



CareerProfessor.works™

# gamification of cultural scenarios



# data reports - app

Did/Do you receive sufficient help from your university in finding employment?

Yes



32%

No



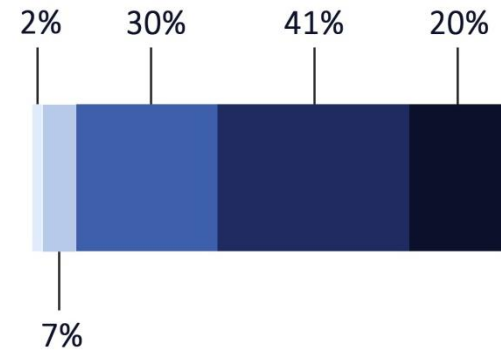
68%



# data reports - app

How well do you feel you understand the job requirements demanded by prospective employers?

## Understanding



Not at all



Somewhat



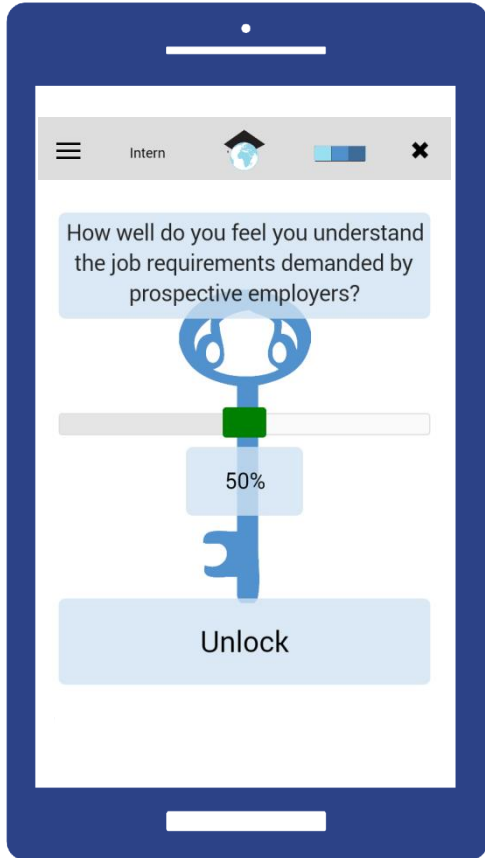
Partially



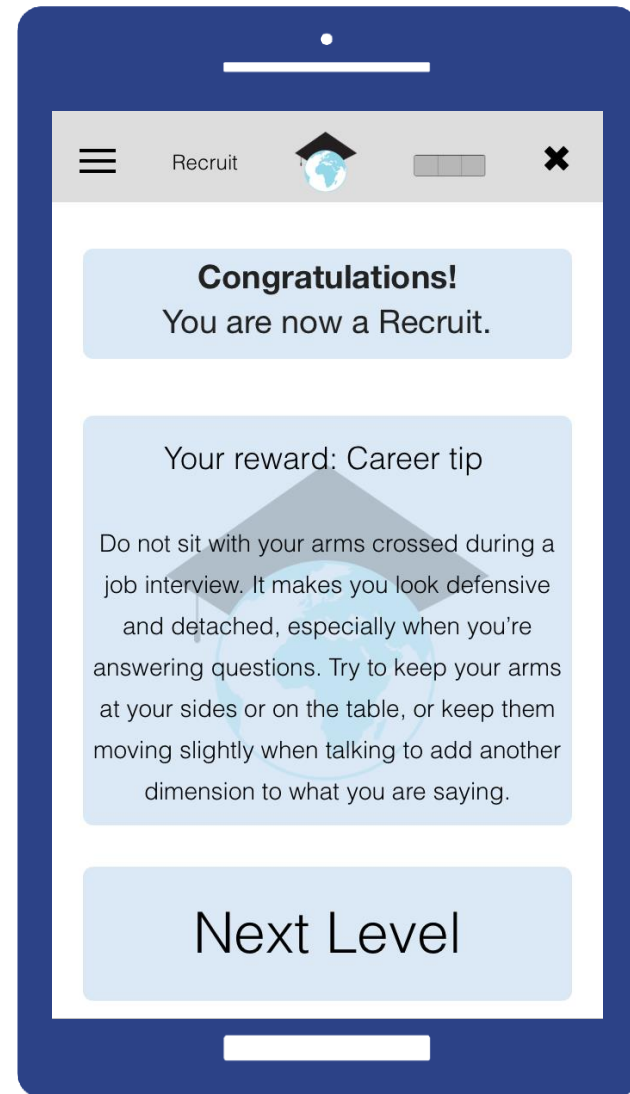
Good



Very good



# careers advice for student/alumni & management data for HEI



# CareerProfessor.works™

Website

+

App



# technology is a game changer in HigherEd

***I hear and I forget.  
I see and I remember.  
I do and I understand.***  
Confucius

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# “Careers Made in Rotterdam” cooperation between key players






# internationalisation



- 👤 International students are a resource
- 👤 To ensure an international classroom for domestic students
- 👤 To enrich your local job market
- 👤 To spread 'the word' about your higher education

A man in a dark suit and white shirt is holding a white sign. The sign has two lines of text. The first line says "No job will chase you!" and the second line says "You have to chase the job!". The man's right hand is holding the top left corner of the sign, and his left hand is pointing towards the sign. The background is a plain, light-colored wall.

No job will  
chase you!

You have to  
chase the job!

**EMPLOYABILITY: PREPARE STUDENTS  
FOR THE FUTURE WORLD OF WORK**

# THANK YOU

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close the gap