Presents

EMPLOYABILITY POINTS SCHEME

STUDENT PACK
2015/16

Get involved
Get rewarded

MAKE YOUR MARK
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**Get in touch**

[www.kent.ac.uk/employabilitypoints](http://www.kent.ac.uk/employabilitypoints)
[@EmPoints](http://twitter.com/EmPoints)
[Employability Points](http://facebook.com/EmployabilityPoints)
[Employability Points](http://linkedin.com/EmployabilityPoints)
FOREWORD

The Employability Points Scheme
by Professor Dame Julia Goodfellow, Vice-Chancellor

Now more than ever, the global economy needs people who not only have been educated but also know how to apply their knowledge.

The University of Kent is not only one of the top universities in the country for research-led teaching, we are also proud of our commitment to enhancing the employability of all our students, undergraduate and postgraduate, in order to enable them to compete and flourish. We back this commitment with a wide breadth of student opportunities across all our campuses. We have an employability strategy that includes the acquisition of discipline-specific and transferable skills through the curriculum; support for Personal Development Planning; high quality careers guidance; vocationally relevant curricula; opportunities for volunteering and placement experience overseas; and support for Innovation and Enterprise initiatives and activities.

We have in particular, our Employability Points Scheme that rewards the commitment of our many students who are determined to stand out to prospective employers. I know the huge value placed on practical hands-on experience with employers and I hope this event highlights the benefits of collaboration between local and national employers with our students, and is a testament to the high value employers place on University of Kent graduates.

Employability Points are just a part of the wider preparation that the University can help to provide for the world of work. We continue to enhance opportunities for our students, through study at our Paris and Brussels campuses as part of the Summer School Scholarships programme, an ever increasing portfolio of workshops and events with graduate employers and working in partnership with Kent Union to support and recognise the contribution made by students to volunteering and student societies.

Our alumni range from senior business people, academics, writers and diplomats. I hope that whatever your future aspirations and wherever life may take you, our graduates and those students rewarded via the Employability Points Scheme are able to support the aspirations of future University of Kent students.

Professor Dame Julia Goodfellow,
Vice-Chancellor, University of Kent
SCHEME OVERVIEW

The Employability Points Scheme (EP Scheme) rewards students for undertaking extra-curricular activities. Through taking part in volunteering, part-time work, student mentoring and much more, students are making themselves more attractive to future employers.

Through engaging with extra-curricular activities, students can claim Employability Points and towards the end of each academic year, these points can be redeemed for the chance to apply for rewards such as internships, work experience, training sessions, vouchers and much more.

In 2014-15, over 5,000 students engaged with the EP Scheme, with 130 sponsoring companies and organisations providing more than 550 rewards!

The scheme has offered a diverse range of prizes, including marketing, computer programming, talent acquisition, journalism and archivist work placements.

For more information, visit: www.kent.ac.uk/employabilitypoints

THE EP TEAM HAVE NOW MOVED!

You can now find us at the Canterbury Innovation Centre, just down the hill from the main bus stop on University Road.
WHY GET INVOLVED WITH THE EMPLOYABILITY POINTS SCHEME?

On average, it is reported that 83 graduates are competing for each graduate job vacancy. With that in mind, graduates need to demonstrate more than academic success when applying for competitive opportunities. Having engaged with extra-curricular activities, graduates are able to develop valued ‘soft’ skills and consequently stand out from the crowd.

The benefits of engaging with the Employability Points Scheme are numerous and include:

• The chance to meet the employer’s demand for both relevant work experience and ‘real life’ skills.
• The opportunity to engage in a competitive scheme, which mirrors the world of work, encouraging students to push harder and achieve more.
• The Scheme can enrich a student’s University of Kent experience by undertaking new activities and meeting new people.
• Gain the chance to network and develop relationships with both local and national companies and organisations.

“It gives you confidence, it boosts your CV, and it enables you to talk more about what you have done and what you have achieved during your time at university”

Second year Kent Law School student
THE PROGRESSION OF THE EMPLOYABILITY POINTS SCHEME

Employability Points Scheme highlights

In November 2012, the Employability Points scheme was shortlisted in the prestigious ‘Times Higher Education Awards’ under the category of ‘Outstanding Support to Students’. The competition receives hundreds of entries each year and only six applicants are shortlisted under each category.

The Employability Points scheme was featured in the official government response to the Wilson Review and highlighted as a best practice example of a university-industry collaboration.

Engagement in the Employability Points Scheme

Since the Employability Points Scheme’s inception in 2010, the scheme has rapidly grown, increasing in both students and participating companies.

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<thead>
<tr>
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<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of students:</td>
<td>987</td>
<td>1,939</td>
<td>2,408</td>
<td>3,713</td>
<td>5,126</td>
</tr>
<tr>
<td>Number of businesses involved:</td>
<td>31</td>
<td>89</td>
<td>111</td>
<td>110</td>
<td>130</td>
</tr>
<tr>
<td>Number of prizes:</td>
<td>70</td>
<td>284</td>
<td>374</td>
<td>410</td>
<td>567</td>
</tr>
</tbody>
</table>

“(Employability Points) provides an excellent example of a University taking an innovative approach to increasing graduate employability”

Jack Brown
Department for Business, Innovation and Skills
WHAT’S INVOLVED

How does the Employability Points Scheme work?
The EP Scheme works on a simple premise:
1. Students engage with extra-curricular activities whilst studying at the University of Kent.
2. Students claim Employability Points for completing extra-curricular activities.
3. Towards the end of each academic year, the EP Team release the Rewards Pack and students can cash-in their points for the chance to apply for rewards.
4. If successful, students complete rewards over the summer months.

How to log points
To start logging Employability Points, students must first be already undertaking extra-curricular activities. This could be anything ranging from attending optional workshops, working part-time, volunteering, setting-up a LinkedIn account, and much more.

To start claiming points, students must log into the University of Kent’s MyFolio system (this is done with the student’s University username and password). After signing into MyFolio, students must navigate over to the Employability Points Dashboard and update the students activities.

Shortly afterwards, points will appear on their profile (this can take up to 48 hours).

For more information on how to use MyFolio to log your points, see: https://www.kent.ac.uk/employabilitypoints/signupnow.html

How to apply for rewards
All qualifying students have the chance to apply for EP rewards towards the end of the Second Term (March 2016). Accordingly, students will receive a copy of the EP Rewards Pack via email and based on the number of points you have acquired, you can apply for a selection of rewards.

All rewards are confirmed in May and all students who have applied for a work-based reward, ie an internship or work experience placement, may be invited to attend a brief interview to check your suitability.

From June onwards, students complete their rewards, which can range from half-a-day training to a 3-month paid internship.

TIP
When logging points, try to provide as much detail as possible to ensure you receive the maximum number of points available!
How to get Employability Points

Through completing extra-curricular activities, students can claim Employability Points. The EP Team awards points for hundreds of different activities and a full listing can be found on the website.

Here is an example of the 2015-16 points classification and for instances where the number of points awarded varies, we consider both the level of engagement and the relevance of the activity. Through adhering to these principles, the number of points students earn truly reflects their overall employability.

<table>
<thead>
<tr>
<th>Type of activity</th>
<th>Points value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Normal</td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
</tr>
<tr>
<td>Contribute to/present at conference</td>
<td>20</td>
</tr>
<tr>
<td>Organise University event</td>
<td>20</td>
</tr>
<tr>
<td><strong>Work experience</strong></td>
<td></td>
</tr>
<tr>
<td>Part time work (on-going for more than 1 month)</td>
<td>30</td>
</tr>
<tr>
<td>Assessment centre</td>
<td>10</td>
</tr>
<tr>
<td>Interview/presentation</td>
<td>5</td>
</tr>
<tr>
<td><strong>Mentoring and achievements</strong></td>
<td></td>
</tr>
<tr>
<td>Student Mentoring</td>
<td>30</td>
</tr>
<tr>
<td>University prize (Chancellor’s Prize, Entrepreneur of the Year)</td>
<td>15</td>
</tr>
<tr>
<td><strong>Volunteering</strong></td>
<td></td>
</tr>
<tr>
<td>Volunteering</td>
<td>15</td>
</tr>
<tr>
<td><strong>Languages and international opportunities</strong></td>
<td></td>
</tr>
<tr>
<td>Study, work or volunteer abroad (not as part of degree)</td>
<td>50</td>
</tr>
<tr>
<td>Completion of a World language module</td>
<td>45</td>
</tr>
<tr>
<td>Completion of a Language Express course</td>
<td>30</td>
</tr>
<tr>
<td><strong>Training and workshops</strong></td>
<td></td>
</tr>
<tr>
<td>Accredited course (1st Aid, Health/Hygiene, ECDL)</td>
<td>15</td>
</tr>
<tr>
<td>Kent Union Stand Out training</td>
<td>15</td>
</tr>
<tr>
<td>Skills Workshops</td>
<td>10</td>
</tr>
</tbody>
</table>

**TIP**

Remember whatever you do outside of your studies, it is worth considering whether you can claim Employability Points!
If you are unsure whether you can claim these points, contact us via employabilitypoints@kent.ac.uk
WHAT CAN I DO TO GET MY POINTS?

There are literally hundreds of ways for you to get points, some of which are on the previous page.

At the University of Kent, we provide you with a diverse range of things to get involved with to improve your skill-set as well as to meet new people and have some fun outside of your course. Remember you can claim points for activities undertaken off campus, such as part-time work, volunteering, attending interviews, and much more!

Here are just some of the things you might want to try:

Your Student’s Union offers plenty of opportunities to develop your skills, meet new people and have fun outside your course.

Stand out training – all sessions are free, last about an hour and cover topics such as leadership skills, communication and even British Sign Language!

Volunteering – opportunities on and off campus. You can log any volunteering hours towards the Kent Student Certificate in Volunteering (KSCV).

Part-time work – Kent Union directly employs nearly 400 student staff. Additional and off-campus roles can be found through Jobshop: www.kentunion.co.uk/employability

Remember you can claim points for all these activities!

The Careers and Employability Service offer a range of services, including drop-in clinics Mon-Fri (term-time), Career Guidance interviews, workshops and company talks and the annual Employability Festival; a 2-week event of workshops, talks and a careers fayre.

Whilst at the University of Kent you can also earn points by undertaking Kent Extra modules, the Academic Peer Mentoring Scheme, the Student Ambassador Scheme, The Global Skills Award etc.
# REWARDS EXPLAINED

<table>
<thead>
<tr>
<th>Award</th>
<th>Overview</th>
<th>Employability Points required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship</td>
<td>Temporary full-time work placement within a company. These are held over the summer vacation and will take between 4 weeks and 3 months.</td>
<td>200</td>
</tr>
<tr>
<td>Project placement</td>
<td>Work to be undertaken for a particular project, which may have a flexible start/end date. It may require certain expertise.</td>
<td>175</td>
</tr>
<tr>
<td>Work experience</td>
<td>Unpaid placement for 2 weeks. Students are expected to undertake work but must be under supervision of a mentor or team leader at all times.</td>
<td>150</td>
</tr>
<tr>
<td>Training</td>
<td>A one-day training programme allowing students to develop experience and skills in a certain sector.</td>
<td>125</td>
</tr>
<tr>
<td>Work shadowing</td>
<td>A placement allowing students to ‘buddy’ an existing employee(s) within a company. This can be between 2-10 days in duration or can be ad hoc days over a set period. The student is expected to handle any travel costs, although assistance is much appreciated.</td>
<td>100</td>
</tr>
<tr>
<td>Skills development workshops</td>
<td>A half-day training workshop/talk, where a company will focus on particular skills (eg customer service, hospitality, etc).</td>
<td>75</td>
</tr>
<tr>
<td>Mock assessment centres</td>
<td>An opportunity to provide students with an insight into an assessment centre and the skills required to succeed.</td>
<td>75</td>
</tr>
<tr>
<td>Company experience</td>
<td>This can be a tour of a site or the opportunity for students to attend events/open days.</td>
<td>75</td>
</tr>
<tr>
<td>Employability sessions</td>
<td>One-to-one sessions with industry professionals, providing CV feedback and interview tips, or help them gain an appreciation of their sector or role.</td>
<td>50</td>
</tr>
<tr>
<td>Vouchers</td>
<td>Many students are unable to attend placements or workshops and as a result, the scheme offers vouchers to reward them for their efforts.</td>
<td>50</td>
</tr>
</tbody>
</table>
HIGHEST POINTS REWARDS

Each year, the top performing students win highest points prizes, which include campus prizes and faculty prizes.

All the winning students are presented at the annual Employability Points Rewards Evening, which is attended by sponsoring companies, internal stakeholders and participating students.

Here are a few examples of 2014-15 winners.

Yu Lok Ng (Billy Ng), Highest Scoring Student from the Canterbury campus
Having scored an astonishing 1,970 points, Billy was the highest scoring student from the Canterbury campus in 2014-15.

In recognition of his achievement, Billy was awarded with a £200 Amazon voucher, courtesy of Kreston Reeves.

Emma Booth, Highest Scoring Student from the Faculty of Social Sciences
Emma acquired 1,835 points during her time at the University of Kent, which made her the highest scoring student from the Faculty of Social Sciences.

As a result of this, Emma was awarded a Kindle Fire, provided by Emir Ashford.

Jayna Rana, Highest Scoring Student from the Medway campus and André Lewis, Highest Scoring Student Studying a Social Studies Degree
Jayna attained 1,405 points and André achieved 685 points, which earned them both iPads generously provided by Medway Council.
EMPLOYABILITY POINTS REWARDS EVENING

Annually, top performing students are invited to attend the Employability Points Rewards Evening, where the highest scoring EP students are awarded prizes including iPads, vouchers and Kindles.

On Tuesday 2nd June 2015, the Employability Points 50th anniversary Rewards Evening, sponsored by Santander Universities and Canterbury City Council, took place. Sponsoring companies and organisations from around the country attended to celebrate the achievements of EP students.

Mollie Ferguson, Student EP Ambassador, said: ‘The Rewards Evening was a fantastic opportunity for students to network with sponsors and supporters, and to inspire others to get more involved with the scheme and reap the brilliant rewards available!’
SPONSORING COMPANIES AND ORGANISATIONS 2014-15

All EP Rewards, ranging from internships and work experience placements to vouchers and iPads are provided by our sponsoring companies and organisations. Here is a snapshot of some of the companies which offered rewards in 2014-15:
TIP
Throughout the year we will announce 2015-16 sponsors and rewards. Follow us at @EmPoints for the latest news!
IBM is an American multinational technology and consultancy corporation, which manufactures and markets computer hardware and software. In 2014-15, IBM offered one student the chance to undertake a paid 3-month internship in the delivery of software products. In addition, IBM offered two skills development sessions; ‘What makes an IBM Software Engineer’ and ‘Maximising your Potential: Wider Careers with IBM’.

Penguin Random House is a publishing company responsible for 15,000 titles per year. During the 2014-15 academic year, Penguin Random House allowed 30 EP students to prepare and plan a marketing campaign for a new book. Each member of the winning team received a limited edition book.

Medway Council is the regional council for the Medway area in Kent and in 2014-15, they offered 11 EP rewards. Through the EP Scheme, three students interned within the Re-generation, Culture and Community Department and there was the chance for one student to intern in the Legal and Corporate Services Division. Additionally, there were paid project placements in Design and Business Analysis, as well as unpaid work experience placements in Strood Library, Splashes Leisure Centre and in Chartered Valuation Surveying. Medway Council also generously offered two iPads to top performing students.

Canterbury BID is responsible for enhancing the business community within Canterbury. For 2014-15, Canterbury BID offered one student an internship, where they were given the chance to set-up a Media Resource Centre online to provide marketing materials for local businesses.

TIP

All details of the rewards offered by 2014-15 sponsors can be found in the Rewards Pack online.
As a part of their sponsorship of the EP Scheme, the British Army provided students who had earned 75 points or more, the chance to partake in the ‘Spend a Day with the British Army’ reward. This opportunity included an exclusive guided tour of the Hyde Park barracks, where students witnessed the Queen’s Guard being inspected and mounted, as well as visiting the stables, forge and armoury. The students gained the chance to handle ‘priceless’ items, including a number of ceremonial helmets, swords, axes and more.

The students later witnessed the London Regiment’s Armed Forces Day parade, followed by a trip to the iconic Tower of London. Here the students attended a workshop with the Royal Regiment of Fusiliers, learning about their history, as well as graduate careers with the British Army, before gaining the chance to explore the Tower.
In 2014-15, Santander Universities offered 8 students the chance to undertake a 10-day work shadowing placement for only 100 points. This included the opportunity to observe the University Relationships Branch Manager, developing skills in sales management, risk management, people management and customer service.

“The Santander Universities work shadowing placement has been a fantastic experience, with the staff being very friendly, allowing me to learn so much about banking and finance. As a result of the placement, I now have a much better understanding if I want a career in banking.” Daniel Smith, Kent Business School.

In addition, Santander organised two mock assessment centres for students who have earned 75 points or more. The students experienced the challenges often associated with this method of graduate recruitment and accordingly they were required to deliver short presentations, partake in team exercises and undertake panel interviews. All students left the session with a solid understanding of an assessment centre and valuable feedback.
STUDENT CASE STUDIES

Jennifer Laishley

Studied: BA in History
Prize: Internship at Coca-Cola Enterprises

As a part of the EP Scheme, Jennifer undertook a variety of activities, including part-time employment, receiving a Gold KSCV Award, Kent Union ‘Stand Out’ training and a role as campaigns officer for the Keynes Committee.

As a result of her engagement with the EP Scheme, Jennifer was rewarded with a three-month internship within the Human Resources department at Coca-Cola Enterprises. During this period Jennifer worked alongside the HR Services team, engaging with colleagues from France, Benelux and Nordic countries. Following the completion of the internship, Jennifer was offered an extension with Coca-Cola Enterprises, supporting the implementation of a new case management system.

Jennifer credits the EP Scheme for bridging the gap between university and corporate business and is delighted the EP Programme continues to benefit the University of Kent students.

Matt Kramer

Studied: English and American Literature
Prize: Internship with Coca-Cola Enterprises

Matt signed-up to the EP Scheme during his second year of study and by actively pursuing activities in order to enhance his employability, he earned 295 points Consequently, Matt was rewarded with a 3 month internship with Coca-Cola Enterprises (CCE) within their Talent Acquisition team. Matt garnered a broad knowledge of both the ‘working world’ and human resources, whilst also using his internship as an opportunity to undertake internal networking.

Since completing the internship, Matt secured a one-year contract in CCE’s Public Affairs & Communications team, where Matt is tasked with creating and implementing a new website.
STUDENT CASE STUDIES (CONT)

Tom Ritchie

**Studied:** History of Science, Medicine, Environment and Technology

**Prize:** Highest Scoring EP Student from Canterbury campus 2013-14 and Highest Scoring EP Student from the Faculty of Humanities

Tom managed to gain an astonishing 2550 Employability Points whilst studying at the University of Kent – one of the highest number of points ever achieved. During his time here, he acted as the Student Enterprise Ambassador helping to promote the scheme and assist with its rapid growth. Tom was Kent Union President for two years, where he was instrumental in overseeing the implementation of Kent Union’s Strategic Plan. Before this, Tom was the Eliot College President, responsible for recruiting student volunteers for charity fundraising events and representing the University of Kent at external events.

Since graduating, Tom has been interviewed for various graduate schemes whilst applying for PhD opportunities. As a result of skills learnt from the EP Scheme, Tom was able to strengthen his CV which led to various offers of employment. Tom chose to pursue the role of Cloud Services Business Analyst with Xchanging. Tom comments that the ‘reflective nature of the Employability Points has given me a great advantage in this role.’

Neelam Sarendia

**Studied:** English and American Literature with Creative Writing

**Prize:** Work experience with Nucleus Arts and company experience with Lilford Gallery and Framers

Neelam discovered the EP Scheme during her third year at the University of Kent and earned over 200 points engaging with volunteering opportunities and activities within the School of English.

Neelam was awarded the opportunity to present her artwork at the Lilford Gallery and Framers, which included an opening exhibition attended by students, sponsoring companies and staff. The experience provided Neelam with an appreciation of the business aspect of a creative career, which was further enhanced through completing a work experience placement with Nucleus Arts. This opportunity allowed Neelam to assist with the organisation of an arts festival, attend exhibitions, supervise office moves and undertake negotiations with a television channel.

Neelam has since secured a long-term internship with Nucleus Arts whilst she completes her postgraduate studies.
DEADLINES

The following dates are our student deadlines, to give you an idea of the timings of each activity:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 21 September 2015</td>
<td>Student registration opens</td>
</tr>
<tr>
<td>Monday 21 March 2016</td>
<td>Deadline for logging points</td>
</tr>
<tr>
<td>Monday 4 April 2016</td>
<td>Student applications for offers close</td>
</tr>
<tr>
<td>Monday 9 May – Friday 20 May 2016</td>
<td>Interviews for placements</td>
</tr>
<tr>
<td>June 2016</td>
<td>Reward Ceremony (details TBC)</td>
</tr>
<tr>
<td>Monday 13 June – Friday 16 September 2016</td>
<td>Offers completed</td>
</tr>
</tbody>
</table>

(Please note dates are subject to change)

TIP
All rewards are undertaken during the summer and full information, such as dates, locations, payment, and more is outlined in the Rewards Pack (available March '16)
FAQS

How do I apply for a reward?

Once the reward pack has been released in March 2016, you can select the rewards you are interested in. You must have the minimum required amount of points for the rewards you apply for. We may ask you to come in for a brief interview if we have received multiple applications and invites will be issued in April 2016. Interview experience is invaluable, so we will provide feedback for all interviews held. All rewards are completed between June and September 2016.

Will I get paid?

If you have been successful in obtaining a work-based reward, depending on the offer you will be paid accordingly:

- **Internship** – a three-month internship will be paid at the national minimum hourly wage.

- **Project Placement** – you may be paid a fee for the completion of a project, not by the hour. The duration of and the fee for the projects vary, and will be stated in the reward pack.

- **Work Experience** – work experience placements for up-to 3 weeks are unpaid. You may receive travel expenses within reason and this will be stated in the reward pack.

- **Work Shadowing** – these placements are for a short duration and are unpaid.

Will my points roll over if I do not use them?

If you are not in your final year of study, you can roll your points over to the next year if you do not have enough to apply for the reward you want.

What if I do not turn up to my placement?

If you accept a reward placement but fail to turn up or complete the placement we reserve the right to deduct up to double the points value from your points total. Please let us know in plenty of time if you are unable to make the placement so we can offer it to other students.

For your information

All rewards and any specific criteria will be outlined in the Reward Pack, due to be issued in March 2016. Please note that all companies withhold the right to withdraw and amend any offer at any point.
Employability Points Scheme

Get involved
Get rewarded

www.kent.ac.uk/employabilitypoints