Careers and Employability Service

Annual Report 2014-15
Foreword

This report outlines the work of the Careers and Employability Service (CES) at the University of Kent during the academic year 2014/2015.

The CES has continued to make progress and exhibit innovation in its services to Kent students and graduates. The year 2015 included the QAA HE Review of the University of Kent (with a report on the theme of Employability) and also the achievement of a National Undergraduate Award (NUE) for the University of Kent’s commitment to employability.

The report is presented in three parts.

Part One provides details of projects and initiatives, a summary of areas of good practice and outlines student engagement with the core activities of the CES during the academic year.

Part Two provides data and commentary on the destinations of Kent graduates. This data feeds into UNISTATS and KIS (Key Information Set) information which compares university and college courses across the UK. It also contributes to the university league tables published in national newspapers. Further examples of the destinations of Kent’s 2015 graduates can be found online from July 2016 at https://www.kent.ac.uk/careers-local/fdrbases/destinations.htm

Part Three provides examples of Future Plans for the development of the CES and its services to students in 2015/2016.

Tim Reed
Head of the Careers and Employability Service
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Executive Summary

In 2014/15 the CES was nationally recognised for enhancing the quality of its services and in meeting the needs of students, graduates, employers and University stakeholders in working in partnership to support the delivery of the employability agenda at the University of Kent.

Staff in the CES were delighted to be acknowledged for their highly successful work with students by winning one major UK employability award and by being shortlisted in another:

1. The NUE (National Undergraduate Employability) – Winner of the Award for “Most improved commitment to employability” in February 2015
2. The AGR (Association of Graduate Recruiters) – shortlisted for work undertaken by the CES with students in the category of “Preparation for work by Higher Education – Overall Strategy” at the AGR Development Awards in March 2015.

The CES continued working in partnership with all Academic Schools during 2014/15 by reviewing the existing service level agreements. This involved targeting employability resources, supporting projects in schools and developing university-wide initiatives. The 2015 QAA (Quality Assurance Agency) University of Kent HE Review report stated: “the central Careers and Employability Service works closely with schools in the planning and delivery of the University agenda.”

The 2014-15 academic year began with the diverse range of events and activities that comprised the second University-wide Employability Week. This enormously successful week included the University of Kent Careers Fair which attracted 2,712 students, an increase of 50% on the previous year, and featured 110 graduate recruiters (an increase of 33%).

The year ended with the outstanding progress made by Kent’s graduates in gaining graduate-level employment after leaving the University. The 2015 Destinations of Leavers from Higher Education survey (DLHE) showed: Kent’s institutional employment performance indicator rose to 95.9% (up 1.6%), UK and EU leavers’ graduate-level employment rose to 80.4% (up 3.7%) and unemployment fell to 3.2% (down 0.9%). See Part 2 for more details.

Further development of the Kent Experience of Work (KEW) framework resulted in a 16.6% increase in the number of students participating in work experience, internships and placements between 2014 and 2015 to 8,379 students and 10% more students receiving the B-KEW work experience bursary.

Enhancements to the CES Careers and Employability Award on the online Moodle learning platform resulted in over 1,200 students participating during 2014/15 (up 13% on 2013/14).

Working with the Planning and Business Information Office the CES increased the response rate to the 2015 DLHE survey by Kent’s full-time UK-domiciled leavers to 83.8% and enhanced the key performance indicators to support Academic Schools in benchmarking employability.

The third annual Staff Employability Forum held at the University in January 2015 supported the dissemination of good practice in employability to over sixty colleagues in Academic Schools and Professional Services across the University.

Together with Student Support and Wellbeing the CES provided employability support for students with autism. The joint Autism & Employability Project was successful in helping 92% of the 2014-15 Project graduates obtain graduate-level employment or further study.
PART ONE

(i) Some Key Projects and Initiatives during 2014/15

EMPLOYABILITY WEEK (including the CAREERS FAIR)
The CES organised the University’s second annual Employability Week in the Autumn Term of 2014. Over two hundred events were staged across the Medway and Canterbury campuses from the 3rd to 7th November. They aimed to raise student awareness of the skills and experience needed to gain graduate employment. The range of employability-related services available to help students were promoted and showcased. More than 5,713 students participated in 256 hours of activities and over 110 graduate recruiters were involved. Events included: the University Careers Fair; presentations and workshops from Academic Schools, visiting alumni and graduate employers; introductions to employability schemes such as Employability Points and KSCV; support with career choice and making applications; skills workshops; mock interviews and assessment centres; presentations on postgraduate study options; and how to setup a business.

SERVICE LEVEL AGREEMENTS
Service Level Agreements (SLAs) between the CES and all Academic Schools were reviewed during the 2014/15 academic year. It is the third year in succession that these agreements have taken place. The CES further developed audit questionnaires for schools to use to review their careers and employability provision and continued to work closely with the Planning and Business Information Office to develop key performance indicators for employability benchmarking: (i) measuring positive graduate destinations outcomes; (ii) measuring “graduate-level” employment. Kent’s practice of undertaking SLAs has been extremely well-received when presented at national employability conferences and is a significant example of good practice within the HE sector.

KEW
Continued development of the “Kent Experiences of Work” (KEW) framework took place during 2014/15. It focused upon the development, benchmarking and promotion of placements, internships and work experience for students and the development of new work experience opportunities. Increased numbers of students in HE have resulted in greater competition in the graduate recruitment market, including the increased importance employers place on applicants having relevant work experience. Kent’s response led to the development of the KEW framework providing job opportunities, student bursaries, alumni mentoring and an annual survey of work experience statistics. The latter revealed an increase of 16.6% (from 7,185 to 8,379) in the number of Kent students participating in experiences of work between 2014 and 2015.

WORK-STUDY SCHEME
The Work-Study Scheme aims to support students from widening participation backgrounds with campus-based work experience and employability skills alongside their studies. In addition to helping students find and apply for paid placements at the University the Scheme offered training in CV writing, interview technique and workplace practices. In 2014/15 the CES appointed a Work-Study Scheme Co-ordinator on a three-year fixed-term basis to develop the Scheme further. 198 students had successfully gained work experience via the Work-Study Scheme by the end of the academic year.
(ii) Summary of Areas of Good Practice during 2014/15

KEW – the ‘Kent Experiences of Work’ (KEW) framework revealed that 8,379 students benefitted from work experience, bursaries and alumni and placement mentoring. See the “Projects and Initiatives” section for further details.

SERVICE LEVEL AGREEMENTS – these formal agreements between the CES and Academic Schools were acknowledged in the University of Kent QAA HE Review Report. They used key performance indicators and audits to strategically target careers and employability support and attracted interest from other UK HEIs keen to implement such agreements. See the “Projects and Initiatives” section for further details.

EMPLOYABILITY WEEK – a week of employability events in November 2014 at Medway and Canterbury to raise student awareness of the skills and experience required for graduate careers. 5,713 students participated in 256 hours of activities with over 110 graduate recruiters.

CAREERS EMPLOYABILITY AWARD – the interactive online careers education tool designed by the CES helps students to develop their employability skills and awareness. Student participation has grown from 140 students in 2010/11 to 1,201 in 2014/2015. Feedback is extremely positive. The module can be found at http://www.kent.ac.uk/careers/moodle.htm

AUTISM & EMPLOYABILITY PROJECT – together with Student Support and Wellbeing the CES provided employability support, careers guidance and alumni mentoring to thirty students with Autism in 2014-15. Student numbers continue to grow and the outcomes reveal considerable success. Of the latest cohort to graduate and leave the project in 2015 92% were either employed in Professional (graduate-level) occupations or continued onto further study.

GRADUATE JOB VACANCIES – over the past year a 5.1% increase (to 4,719 in 2014/15, up from 4,490 in 2013/14) in the number of job vacancies advertised to Kent’s students demonstrates how successful the CES has been in continuing to attract graduate recruiters to Kent and in promoting the very latest graduate-level job vacancies to students.

STAFF EMPLOYABILITY FORUM – the third annual forum for University staff working within student employability was held in January 2015. It involved 60 colleagues from Academic Schools, professional services and Kent Union coming together to disseminate ideas and share good practice in the context of the wide range of employability services provided to students.

SOCIAL MEDIA – increased engagement with the CES Facebook and Twitter channels and the Employability blog helped to significantly extend the CES’s social media communications reach to students and graduates in 2014/15 (interactions up by 63% on the previous year!). See the Social Media statistics on page 11.

CV COMPETITION – the annual CV competition attracted over 20% more student applications and offered prizes of work experience with local and national organisations including Santander, the Ashford Teaching Alliance, Canterbury Cathedral, Nucleus Arts and the Swale Academy Trust.

STAFF EMPLOYABILITY SESSIONS – lunchtime training sessions attracted staff from Academic Schools, Kent Union and professional services to meet and share ideas about writing Employability statements, students with autism, managing placements, and working with employers etc.
(iii) Core activities and student engagement

Promoting CES services
The CES promotes its services widely using social media, leaflets, booklets, posters, email, events and online. The examples below show how student engagement with a range of core CES services has increased overall on last year by 34% in 2014/15. Services included in the CES Student Engagement numbers below include guidance interviews, advice drop-ins, careers events and workshops, the Careers and Employability award on Moodle, the Careers Fair, social media reach and students accessing graduate job vacancies.

Of note in 2014/15 are the following increases in student use of core CES services:

- Careers Employability Award (Moodle) - student participants up by 13% to 1,201
- CES social media - overall reach increased by 63% to 26,086 views, likes and followers.
- Event attendance – student attendance up by 67% to 3,737
- CES Drop-in and pop-up activity – students attendance at drop-in in CES and pop-ups in academic schools up by 71% to 7,522

Core Activities Table 2013/14 – 2014/15 (showing a 34% increase in student interactions with core CES services over the past year)

<table>
<thead>
<tr>
<th>Student Engagement with Core CES services</th>
<th>Student Interactions 2013/14</th>
<th>Student Interactions 2014/15</th>
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<tr>
<td>Total</td>
<td>50,676</td>
<td>67,857</td>
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</table>
The CES at Medway is in the Gillingham Building and at Canterbury next to Keynes College. CES buildings provide information about careers and employability, including events, employer directories and leaflets. Reception staff help students to locate information, book appointments for careers guidance interviews with qualified, professional Careers Advisers and refer queries to the drop-in service. At both campuses access to online resources for career planning and for making job/course applications is available together with hard-copy careers information.

**Student Feedback on CES services**

Core CES activities, including those in the Activities Table, are described below. Students access these services in order to help them develop their employability skills, set future goals and pursue a career of their choice. Feedback is regularly sought from students. The CES uses suggestion boxes, online feedback, activity questionnaires and annual surveys to gather student feedback which is then shared via social media as and when service improvements result. Examples of student feedback is provided in this report at the end of each of the main CES activity sections.

**Careers Guidance Interviews and Drop-in Advice**

In-depth careers guidance interviews provide impartial and confidential guidance for students who may be referred from drop-in consultations or via Academic Schools. Interviews cover a broad range of issues and may result in an agreed action plan supporting the student in taking a series of steps in order to achieve their identified career goal. These interviews are undertaken with experienced, qualified HE Careers Advisers and require a booked appointment.

CES drop-in advice is available without the need for an appointment. It provides a brief one-to-one interaction, lasting no more than 10-15 minutes, and is delivered by Careers Advisers and Employability Advisers. It may cover a variety of topics, but is particularly used for feedback on applications and CVs. Advisers also attend Academic Schools’ premises and conduct pop-up/drop-in sessions, often for the purpose of CV and application feedback.

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<thead>
<tr>
<th>2014/15</th>
<th>Careers Guidance Interviews</th>
<th>Drop-in Advice sessions</th>
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<tbody>
<tr>
<td>Student Numbers</td>
<td>1,407</td>
<td>6,115</td>
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</table>

**Student feedback regarding Careers Guidance Interviews and Drop-in Advice sessions**

- Thank you. As a Kent alumni, I really appreciate the time and advice given to me. (Faculty of Social Sciences graduate)
- The careers service has proven itself to be an invaluable resource to University students, including myself and all other students I have spoken to regarding the information and exceptional service that they provide. (2nd year English & American Literature student)
- The staff were very professional. I felt very satisfied after the session. Meeting with [the adviser] left me with a sense of direction. Am happy I visited. Thank you for your time and service. (MSC Networks and Security student)

91% of international students stated they would recommend this service to students.

95% of students stated that they were likely or very likely to recommend CES to others.
CES Careers Employability Award on Moodle

The CES Careers Employability Award uses interactive methods such as forums and quizzes to help students with career planning and decision-making. Introduced in 2010/11 to 140 students, by 2014/15 the number of students participating had increased to 1,201. Students undertake exercises and assignments in order to complete the award.

The award is free to University of Kent students and is completed online, with some students undertaking it in their year abroad or during their industrial placement year. It covers career planning as well as job hunting and supports students in their search for graduate-level jobs.

The assignments have clear learning outcomes and are assessed by University Careers Advisers - who devote 250 hours p.a. to marking the students’ submissions - and some staff in academic schools. Help is available to students online and face-to-face. Bespoke versions of the award have been developed for the Schools of English, Arts and Business and for Science students. Students receive the Careers Employability Award and credit toward the Kent Employability Points scheme.

Student feedback regarding the Careers Employability Award

- As an international student, I am used to writing CVs in a quite different manner, so being able to get pointers on how to write a good CV and hand it in through Moodle to get feedback was very helpful.
- It was very focused on helping you to work out the best career path for yourself and didn’t pressurise you in any way. It is clever how through completing the tasks involved you realise that you know a lot more about what you want to do in the future and how to go about it.
- I found extremely useful all the information on what an employer expects from you, and how to create a CV and Cover Letter to impress them.
- I really liked how the assignments made me assess many aspects of myself such as my online presence to see whether this would hinder any future applications. I would never have put much thought into these had I not taken the award.

99% of students completing the award in 2014/15 found it useful or very useful.

Careers Fair

The annual University of Kent Careers Fair organized by the CES was held on 4 November 2014 and hosted 110 exhibitors - up 33% on the previous year!

2,712 students attended the Careers Fair, a 50% increase on the previous year’s attendance of 1,813. They met with graduate employers, training providers and volunteering organisations advertising graduate jobs, year-in-industry placements, vacation internships and voluntary work.

63% of students attending the Careers Fair felt that it had helped them to make a career decision.

Feedback from students attending the Careers Fair

- “Broad variety of employers, worth time spent” (2nd year Business student)
- “Lots of information about the next steps” (3rd year Business Management student)
- “Opened my eyes to other routes” (3rd year Biomedical Science student)
- “Very informative, exhibitors were approachable” (1st year English Language and Literature student).
Feedback from employers attending the Careers Fair

- “It is the best career fair we have attended so far! The students were very keen and we got 3-4 times as many contact details than any other career fair.”
- “The standard of questions, the preparation from students and the diverse range of subject areas was excellent. We were incredibly busy for most of the event and the interaction was excellent.”
- “The calibre of your students was genuinely impressive. They were engaging and came across focused with what they wanted to achieve.”

Other Fairs

The Employability Fair, held in Week 3 on the Medway campus, achieved an 80% increase in student attendance on the previous year’s Student Futures Fair.
The inaugural Teaching Expo held on 5 November 2014 on the Canterbury campus was attended by 153 students. It provided students with access to a range of Teacher Training providers showcasing their training pathways.
The Kent Opportunities Fair, promoting University of Kent employability initiatives, took place on 6 November 2014 and was attended by 163 students.

Employability Week

Over 5,713 students participated in 256 hours of activities during the week and over 110 graduate recruiters contributed. Events included presentations from Academic Schools, the CES, alumni and employers, introductions to the University’s employability schemes (such as KSCV and Employability Points), skills workshops and assessment centres. University of Kent students met with graduate recruiters and volunteering organisations and talked to University representatives about Postgraduate study options and how to setup their own business.

KEW-NET Alumni Mentoring Software

By the end of 2014/15 membership of the CES student/alumni mentoring system KEW-NET had grown to 476 participants. The CES will be working with the University of Kent Alumni Relations team to develop this service further to attract alumni mentors and, together with Academic Schools, encourage even more students to engage with the system.

Job Vacancies and Employer Engagement

The CES provides a service to employers by advertising graduate job vacancies to Kent students and graduates. Vacancies include jobs after graduation, year-in-industry placements, internships and work experience.

The number of job vacancies specifically advertised to Kent students in 2014/15 increased by 5.1% to 4,719, up from 4,490 in 2013/14. This demonstrates the CES’s success in attracting graduate recruiters to the University. Graduate job vacancies are submitted by the recruiters and published online through ProspectsNet. This system then informs students of job opportunities in the areas of interest to them.

The annual number of University of Kent students registering to access the job vacancy database fell in 2014/15. This was mainly due to the reduction in final year student numbers throughout the UK due to the introduction of higher rate university tuition fee loans in 2011/12.
ProspectsNet (Job vacancy database for Kent students) | 2013/14 | 2014/15 |
---|---|---|
New users registering during the academic year | 4,290 | 3,514 |
Vacancies listed: Graduates | 3,503 | 3,656 |
Vacancies listed: Work experience | 987 | 1,063 |
Total Vacancies: Graduates/Work experience | 4,490 | 4,719 |

“Vacancies listed” represents the number of entries. Recruiters use one entry to advertise multiple vacancies, so the number of actual job opportunities represented by these figures will be much higher. Work experience includes vacation work, internships and sandwich placements.

Graduate Recruiters and training providers visiting the University of Kent in 2013/14

The following employers and training providers are examples of organisations hosted by the CES in 2014/15: the Army, Binder Dijker Otte (BDO), Conseillers en gestion et informatique (CGI), Chartered Institute of Management Accountants (CIMA), UK Civil Service, China Recruitment Ltd and China Consulting Ltd (CRCC Asia), FactSet Research Systems, Flavell Divett International and Mountfield Software (FDM), Fujitsu, Institute of Chartered Accountants in England & Wales (ICAEW), Instituto de Estudios Superiores de Administración (IESA), Japan Exchange and Teaching (JET) Programme, Mandarin Consulting, National Computing Centre (NCC) Group, National Citizen Service (NCS), National Health Service (NHS), Parenthese-Paris, Pave Internships, Princes Associates, Royal Air Force (RAF), Sponsors for Educational Opportunity (SEO) London, Smaller Earth, Teach First, TJX Europe (TK Maxx), The Ultimate Solution Partnership (TUSP), US-UK Fulbright Commission and Vauxhall.

CES events, talks and workshops

During 2014/15 the CES delivered over 173 careers and employability sessions to 3,737 students. CES presentations, talks and workshops are open to all students. The recruitment and selection process attracts the greatest number of students. Graduate recruiters deliver applications and skills-based presentations in addition to sessions promoting career opportunities. Employability Advisers provide a variety of skills sessions and Careers Advisers deliver academic programme-specific workshops as well as sessions covering, for example, career decision making, job applications and interview skills. The three most popular sessions this year included making the most of your first year (school specific), starting your final year and Psychometric Assessments (both open to all students). More than twenty sessions were also provided as part of the Graduate School’s Global Skills Award and the Kent Extra programme of talks and events.

Student feedback regarding CES talks and workshops

- The session was useful in providing information on what there was available to help us plan and improve our career prospects. (Session on Career planning for second years - English Language & Linguistics student)
- The lecturer was very energetic and welcoming. We did a couple of interesting practices and found the course very beneficial for the future. (Session on Leadership & Building a Team - Literature student)
83% of student respondents were likely or very likely to recommend CES workshops to other students.

100% of international student respondents were likely or very likely to recommend CES workshops to other students.

Information and Advice by Email

The CES receives many email enquiries: (i) careerhelp@kent.ac.uk for student queries on further study and career choice, and (ii) careervacs@kent.ac.uk for enquiries predominantly from employers interested in advertising job opportunities for Kent students. These are in addition to messages received individually by CES staff. During 2014/15 3,138 emails were received: 2,083 into careerhelp@kent.ac.uk and 1,055 into careervacs@kent.ac.uk.

CES Online

The www.kent.ac.uk/ces website received 171,218 page views in 2014/15 compared to 106,017 in the previous year: an increase of 62%. New CES pages were launched in September 2014 including updated content from www.kent.ac.uk/careers.

Social Media

During 2014/15 the CES continued to develop and extend its social media communications with students resulting in over 26,000 views, likes and followers – up 62% over the previous year. Below is a breakdown of CES social media reach:

- CES Canterbury Twitter: 3,883 followers https://twitter.com/unikentemploy/
- CES Medway Twitter: 324 followers https://twitter.com/ukmemploy
- CES Canterbury Facebook: 983 likes https://www.facebook.com/UKCES
- CES Medway Facebook: 311 likes https://www.facebook.com/ukmemployability

Careers Information Resources

Printed information resources continue to reduce as online resources increase. Graduate employer directories remain in print and enough are made available to meet student demand. Reference books on aptitude tests, CVs and working abroad remain popular and are supplemented by careers booklets and leaflets written by Careers Advisers. These include the popular “Career Planning Guides” booklets and “Starting Points” leaflets distributed at careers talks and workshops and available via Academic Schools. These publications are also available online at https://www.kent.ac.uk/ces/staff/index.html?tab=publications.
Examples of work undertaken by the CES with Academic Schools

The following grid provides some examples of the core activities and support provided by the CES to Academic Schools at the University of Kent in 2014/15.

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<tr>
<td>School of Psychology</td>
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<td>SSPSSR</td>
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<tr>
<td>School of Sports and Exercise Science</td>
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<td>●</td>
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</tr>
</tbody>
</table>

1. CES membership of Academic School led groups e.g. T&L Committees, Employability Groups
2. CES careers education sessions delivered within an assessed module
3. CES careers education sessions may appear on student timetables, but are not compulsory (e.g. 'What can I do with my degree in ....?')
4. Includes delivery of sessions for students within the Academic School and placement development activities
5. Support for Fairs and other employability-related events organised by Academic School
6. Short promotional and awareness-raising sessions including booked CV feedback sessions
7. Induction sessions for students including employability@kent talks and Welcome Back talks
8. Careers Employability Award has been tailored to programmes within the Academic School
9. Students from the Academic School are enrolled on the Careers Employability Award
10. Students from the Academic School are participating in the Work-Study Scheme
11. Work-Study Scheme placements have been offered by the Academic School
12. Students from the Academic School are participating in the Autism and Employability Project
13. Students from the Academic School have received B-KEW Bursary Funding
14. CES involved in recruitment and selection process of employability staff in Academic Schools
15. Members of staff from Academic School have attended awareness raising and/or training sessions led by CES

KEY
● Activity undertaken by CES
○ Activity under development
PART TWO

Graduate Destinations

The following University of Kent graduate destinations information is derived from two sources: (i) Higher Education Statistics Agency (HESA) Destinations of Leavers from Higher Education (DLHE) survey data, which is collected annually by all UK universities and surveys leavers six months after graduation; and (ii) UK University League Tables published by The Guardian, the Complete University Guide and the Times/Sunday Times.

UK labour market

The UK labour market in 2015 showed significant improvement over the previous year, but remained challenging for new entrants. National UK unemployment reduced to 5.1% by the end of the year while youth unemployment, for those aged 16-24 years, remained high at 13.4%.

University of Kent graduates

Kent graduates have been highly successful in obtaining graduate-level employment and further study after leaving the University of Kent. UK University League Tables show an improvement in Kent graduates’ career prospects — on average up by 1.5% to 76.8% over the past year (see Table 1). The 2015 HESA DLHE survey showed rises in the proportion of Kent graduates obtaining graduate-level employment in the UK — up by 3.7% to 80.4% (see Table 2). UK and EU postgraduates entering employment and further study rose to 90% (see Table 3). The University’s unemployment rate for UK & EU leavers fell to 3.2% from 4.1% in the previous year. This was a reduction in the unemployment rate for the fifth consecutive year and the lowest level of unemployment recorded at Kent since 2005. As a result of these very positive trends in graduate destinations the University of Kent’s full-time first degree employment Performance Indicator rose to 95.9% in 2014/15, up from 94.3% in 2013/14.

TABLE 1 – University of Kent Graduate Career Prospects Performance in UK University League Tables between 2011 and 2016

<table>
<thead>
<tr>
<th>University League Table</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Guardian</td>
<td>65%</td>
<td>68%</td>
<td>68%</td>
<td>71.1%</td>
<td>75.6%</td>
<td>77.2%</td>
</tr>
<tr>
<td>Complete University Guide (CUG)</td>
<td>67.3%</td>
<td>69.6%</td>
<td>68.7%</td>
<td>70.6%</td>
<td>75.2%</td>
<td>76.6%</td>
</tr>
<tr>
<td>The Times/Sunday Times</td>
<td>68.6%</td>
<td>60.7%</td>
<td>69.6%</td>
<td>70.7%</td>
<td>75.2%</td>
<td>76.7%</td>
</tr>
<tr>
<td>Average Graduate Prospects Performance combining data from the League Tables</td>
<td>66.9%</td>
<td>66.1%</td>
<td>68.7%</td>
<td>70.8%</td>
<td>75.3%</td>
<td>76.8%</td>
</tr>
</tbody>
</table>
Graduate-level employment (Professional/Managerial)

In 2015, 80.4% (1,815) of Kent graduates obtained graduate-level employment in the UK. This was an increase on 2014 when the figure was 76.7%. Graduate-level employment is used by university league tables to rate graduate prospects. The Standard Occupational Classification (SOC) system is used to determine this level. The graduate-level SOC categories are: “Managers, directors and senior officials”, “Professional Occupations”, and “Associate Professional & Technical Occupations.” They are shown in the table below.

TABLE 2 – Occupational Classification of Kent Graduates in UK Employment 2014/15 (HESA)

<table>
<thead>
<tr>
<th>Standard Occupational Classification (SOCDLHE2010)</th>
<th>Total employed in the UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional/Managerial 80.4%</td>
<td></td>
</tr>
<tr>
<td>Managers, directors and senior officials (1xxxx)</td>
<td>86</td>
</tr>
<tr>
<td>Professional Occupations (2xxxx)</td>
<td>773</td>
</tr>
<tr>
<td>Associate Professional and Technical Occupations (3xxxx)</td>
<td>956</td>
</tr>
<tr>
<td>Non-Professional/Managerial 19.6%</td>
<td></td>
</tr>
<tr>
<td>Administrative and Secretarial Occupations (4xxxx)</td>
<td>99</td>
</tr>
<tr>
<td>Skilled Trades Occupations (5xxxx)</td>
<td>10</td>
</tr>
<tr>
<td>Caring, Leisure and Other Service Occupations (6xxxx)</td>
<td>62</td>
</tr>
<tr>
<td>Sales and Customer Service Occupations (7xxxx)</td>
<td>179</td>
</tr>
<tr>
<td>Process, Plant and Machine Operatives (8xxxx)</td>
<td>4</td>
</tr>
<tr>
<td>Elementary Occupations (9xxxx)</td>
<td>88</td>
</tr>
<tr>
<td>Not known/Not applicable (00010)</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>2,258</td>
</tr>
</tbody>
</table>

Postgraduates

TABLE 3 - Destinations of Kent Postgraduates – UK & EU-domiciled leavers 2012-2015 (HESA)

<table>
<thead>
<tr>
<th>CATEGORY / Student response by Year</th>
<th>2012</th>
<th>%</th>
<th>2013</th>
<th>%</th>
<th>2014</th>
<th>%</th>
<th>2015</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>375</td>
<td>68.3</td>
<td>464</td>
<td>71.7</td>
<td>513</td>
<td>79.5</td>
<td>419</td>
<td>79.2</td>
</tr>
<tr>
<td>Further study</td>
<td>93</td>
<td>16.9</td>
<td>95</td>
<td>14.7</td>
<td>67</td>
<td>10.4</td>
<td>57</td>
<td>10.8</td>
</tr>
<tr>
<td>Not available</td>
<td>20</td>
<td>3.6</td>
<td>47</td>
<td>7.3</td>
<td>31</td>
<td>4.8</td>
<td>24</td>
<td>4.5</td>
</tr>
<tr>
<td>Unemployed</td>
<td>42</td>
<td>7.6</td>
<td>21</td>
<td>3.2</td>
<td>22</td>
<td>3.4</td>
<td>16</td>
<td>3.0</td>
</tr>
<tr>
<td>Refusal to answer</td>
<td>19</td>
<td>3.5</td>
<td>20</td>
<td>3.1</td>
<td>12</td>
<td>1.9</td>
<td>13</td>
<td>2.5</td>
</tr>
<tr>
<td>TOTAL responding</td>
<td>549</td>
<td>99.9</td>
<td>647</td>
<td>100</td>
<td>645</td>
<td>100</td>
<td>529</td>
<td>100</td>
</tr>
</tbody>
</table>

The percentage of University of Kent UK and EU postgraduates entering employment or further study increased to 90% in 2015. Unemployment fell by 0.4% to 3.0%.
Employment region

Kent’s retention of its graduates remains excellent. 88.7% of Kent graduates obtaining work in the UK in 2015 did so in the South East, London or the East of England. The remaining 11.3% worked in a wide range of regions throughout the UK.

Response Rates

HESA sets a response rate target of 80% regarding full-time UK-domiciled leavers in the graduate destinations survey. In 2015 the CES met this target once again (see Table 4) by maintaining the high level of staff resources required and by working in partnership with Academic Schools, the Planning and Business Information Office and the Development Office. Kent also met and exceeded the other key target response rates including the 80% target for UK Research Council funded leavers, the 70% target for UK part-time leavers, the 50% target for Other EU leavers and the 20% target for Non-EU international leavers.

TABLE 4 - HESA DLHE Target Response Rates and University of Kent Response Rates

<table>
<thead>
<tr>
<th>HESA DLHE Student Domicile Category</th>
<th>HESA Target Response Rate (target)</th>
<th>University of Kent Response Rate (achieved)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK Research Council-funded leavers</td>
<td>80%</td>
<td>93.3%</td>
</tr>
<tr>
<td>Full-time UK leavers</td>
<td>80%</td>
<td>83.8%</td>
</tr>
<tr>
<td>Part-time UK leavers</td>
<td>70%</td>
<td>80.7%</td>
</tr>
<tr>
<td>Other EU leavers</td>
<td>50%</td>
<td>61.8%</td>
</tr>
<tr>
<td>Non-EU international leavers</td>
<td>20%</td>
<td>38.7%</td>
</tr>
</tbody>
</table>

The HESA process for obtaining responses from leavers is detailed and prescriptive. Kent used an online survey combined with a telephone survey to find out from the graduates themselves what they were doing after leaving Kent. In circumstances where a direct response from the leavers was not possible the University’s student records database was used and in some cases Academic Schools were approached.
PART THREE

Future Plans for 2015/16

PLACEMENT MANAGEMENT SYSTEM
The CES will roll out the placement management system to all Academic Schools. It will help to develop a consistent approach to placements, employer liaison and UK Quality Assurance Agency expectations for monitoring, placement contracts and data protection across the University.

EMPLOYABILITY FESTIVAL
Employability Week will become a month-long “Employability Festival” providing a University-wide focus on employability. More events will be staged and a target of engaging with 9,000 students will be set to raise awareness of graduate employability and University of Kent support.

WORK-STUDY SCHEME
The scheme will support more students from widening participation backgrounds in developing their employability skills. It will provide training and offer departments matched-funding for providing campus-based employment in Academic Schools, Professional Services and Kent Union.

KEW
The “Kent Experiences of Work” framework will aim to increase the number of students obtaining experiences of work by 15%. The alumni mentoring system KEW-NET will be expanded and the number of students, mentors and interactions will be closely monitored and improved.

CAREERS FAIR
The CES will extend the 2015 Careers Fair by attracting more graduate recruiters. This will enhance Kent’s employer engagement and increase its reputation for having good industry contacts.

TARGET CONNECT
The TargetConnect student experience management system will be implemented in order to better manage student appointments and track the use of CES services (such as careers events and guidance interviews) to build a picture of student interaction with the CES.

AUTISM AND EMPLOYABILITY PROJECT
The CES, in partnership with Student Support and Wellbeing, will continue to provide careers guidance and alumni mentoring for students with Autism and track their progression.

SERVICE LEVEL AGREEMENTS
The CES will continue undertaking service level agreements with all Academic Schools during 2015/16 and will continue to develop this activity as an example of good practice in the HE Sector.

CAREERS EMPLOYABILITY AWARD
Further enhancement and development of the Award will be undertaken to extend its use by more students. A target of 1,400 participants in 2015/2016 will be set.

CES POP-UP EVENTS
The CES will stage over 100 employability “pop-up” events across the Medway and Canterbury campuses to continue to raise its profile and provide information to targeted groups of students.

KENT EXTRA MODULES
The CES will continue to run employability sessions for students outside normal working hours at the Canterbury and Medway campuses focusing upon work experience and job application skills.