Foreword

This report outlines the work of the Careers and Employability Service (CES) at the University of Kent during the academic year 2013/2014. It is presented in three parts.

In what has been another year of progress and innovation, 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’s 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 university league tables published in the UK’s national newspapers. Further examples of the destinations of Kent’s 2014 graduates can be found online from July 2015 at http://www.kent.ac.uk/careers/fdrbases/destinations.htm

Part Three gives examples of the Future Plans for the development of the CES and its services to students in 2014/15.

Tim Reed
Head of the Careers and Employability Service
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Executive Summary

Over the 2013/14 academic year the Careers and Employability Service (CES) has continued to make significant progress in enhancing the quality of its services and in meeting the needs of students, graduates, employers, University colleagues and stakeholders in working in partnership to support the delivery of the employability agenda at the University of Kent.

The year began with the diverse range of events and activities that made up the first University-wide Employability Week. This enormously successful innovation included the newly-staged University of Kent Careers Fair, relocated from Eliot College to a much larger venue in the Sports Centre. The Careers Fair attracted 1,813 students and featured 83 graduate recruiters (an increase of 150% on the previous year).

The year ended with the outstanding progress made by Kent’s graduates in gaining graduate-level employment after leaving the University. The 2014 Destinations of Leavers from Higher Education survey (DLHE) showed the following: Kent’s institutional employment performance indicator rose to 94.3% (up 0.2%), UK and EU leavers’ graduate-level employment rose to 76.7% (up 2.1%) and unemployment fell to 4.1% (down 0.2%). See Part 2 for more details.

A major innovation during the year involved the CES undertaking service level agreements in partnership with university colleagues in all of the Academic Schools. This built upon the pilot activity in three Academic Schools in 2012/13 (Psychology, Arts and Sport & Exercise Sciences) and has proved immensely successful.

Further development of the Kent Experience of Work (KEW) framework resulted in over eighty students receiving the B-KEW work experience bursary and a 17% increase across the University in the number of students participating in work experience, internships and placements between 2013 and 2014 to 5,678 students. It also led to a joint project with IBM to provide work placement mentoring to forty of Kent’s undergraduates.

Further development of the CES Careers and Employability Award on the Moodle learning platform resulted in over 1,000 students participating in it during 2013/14 (up 40% on 2012/13).

Working closely with the Planning and Business Information Office the CES has increased the overall response rate to the 2014 DLHE survey by Kent’s full-time UK-domiciled leavers to 83.6% and has enhanced the key performance indicators to support Academic Schools in benchmarking employability as part of service level agreement discussions.

At the second annual Staff Employability Forum held at the University in January 2014 the CES supported the dissemination of good practice in employability to over sixty colleagues in Academic Schools and Professional Services across the University.

The new role of IT and E-resources Officer in Student Services has enhanced the CES’s team of staff and demonstrates the University’s ongoing commitment to support students in their development of employability skills. This post will seek to enhance the quality of careers information and further improve the University’s reputation for online careers resources.

Together with Student Support and Wellbeing the CES provided employability support, careers guidance and alumni mentoring for students with autism. The joint Autism & Employability Project was successful in helping all of its first eight graduates obtain employment.
PART ONE

(i) Some Key Projects and Initiatives during 2013/14

EMPLOYABILITY WEEK (including the new CAREERS FAIR)
The CES organised a new and innovative week of events across the Medway and Canterbury campuses from the 4th to 8th November 2013 designed to raise student awareness of the skills and experience needed to gain graduate employment. University of Kent schemes and services designed to help students were explained and showcased. Over 4,000 students participated in 124 hours of activities and over 100 graduate recruiters were involved. Events included: presentations and workshops from Academic Schools, visiting alumni and graduate employers; introductions to employability schemes such as KSCV, Employability Points and Student Ambassadors; support with career choice and making applications; skills workshops; mock interviews and assessment centres; presentations on post-graduate study options; and how to setup a business.

SERVICE LEVEL AGREEMENTS
Service Level Agreements (SLA) between the CES and all of the University’s Academic Schools were undertaken during the 2013/14 academic year. They built upon the pilot programme involving three Schools from the previous year. The CES further developed audit questionnaires for Academic Schools to use to review their careers and employability provision. The CES also continued to work closely with the University’s Planning and Business Information Office to develop key performance indicators for employability benchmarking: (i) measuring positive graduate destinations outcomes; (ii) measuring “graduate-level” employment. Due to the success of the SLAs during 2013/14 the CES will continue with the annual SLA process on an ongoing basis.

KEW
The second phase of the “Kent Experiences of Work” (KEW) framework was completed during 2013/14. KEW focuses upon the development, benchmarking and promotion of placements, internships and work experience opportunities for students. It reveals how the work of the CES supports the development of work experience and placement opportunities for students. Increased numbers of students in HE combined with the effects of the economic recession has led to greater competition in the graduate labour market including the increased importance employers place on applicants having prior relevant work experience. Kent’s response led to the development of the Kent Experience of Work framework providing more job opportunities, student bursaries, work placement mentoring and the annual collection of work experience statistics. There has been an increase of 17% in the number of Kent students participating in experiences of work between 2013 (4,847) and 2014 (5,678).

WORK-STUDY SCHEME
The Work-Study Scheme was established in 2013/14 as a pilot initiative to support a small number of students from widening participation backgrounds in gaining campus-based work experience and in developing employability skills alongside their studies. In addition to helping students to find and apply for paid placements at the University of Kent the Scheme offered pre-placement training in CV writing, interview technique and workplace etiquette.
(ii) Summary of Areas of Good Practice during 2013/14

KEW – the second phase of the ‘Kent Experiences of Work’ (KEW) framework was successfully completed. It provided students with work experience, bursaries and a placement mentoring scheme in partnership with IBM. See the “Projects and Initiatives” section for further details.

SERVICE LEVEL AGREEMENTS – the successful pilot scheme from 2012/13 was rolled out to include all Academic Schools in undertaking formal service level agreements with the CES in 2013/14, using key performance indicators and audits, to help target careers and employability support where it is most needed. See the “Projects and Initiatives” section for further details.

STUDENT EMPLOYABILITY WEEK – a new, innovative week of events for 2013/14 at Medway and Canterbury to raise student awareness of the skills and experience needed for graduate employment. Over 4,000 students participated in 124 hours of activities with over 100 graduate recruiters.

CAREERS EMPLOYABILITY AWARD – the interactive online careers education tool designed by the CES helps students to develop employability skills and awareness. Student participation has grown from 140 in 2010/11 to 1,065 in 2013/2014. Student feedback is extremely positive. The module can be found at http://www.kent.ac.uk/careers/moodle.htm

AUTISM & EMPLOYABILITY PROJECT - with Student Support and Wellbeing the CES provided employability support, careers guidance and alumni mentoring for 15 students with Autism. More students will join in 2014/15 and of the first cohort of eight students graduating in 2014 100% gained employment (75% at graduate/professional level).

GRADUATE JOB VACANCIES – over the past year a 39% increase in the number of job vacancies advertised to Kent’s students, combined with an increase to 4,290 students registering to access them, has demonstrated how successful the CES has been in attracting graduate recruiters to Kent and in promoting the very latest graduate-level job vacancies to students.

STAFF EMPLOYABILITY FORUM – the second annual forum for University staff working within student employability was held in January 2014. 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 full range of employability services provided to students.

ERASMUS STAFF TRAINING - STUDENT EMPLOYABILITY – Kent hosted 50 staff from European universities sharing best practice in student employability. Topics included EU work experience, the employability of doctoral students and Kent’s employability initiatives.

SOCIAL MEDIA – student engagement with the Careers and Employability Service’s Facebook and Twitter channels and Employability blog helped to increase its social media communications reach to over 16,000 students in 2013/14 (up over 100% on the previous year!). See the Social Media statistics on page 12.

CV COMPETITION – in the first staging of what will become an annual competition twelve students won prizes including work experience by writing CVs and answering questions about personal development derived from the National Student Survey.
(iii) Core activities and student engagement

Promoting CES services
The CES promotes its services widely using methods including social media, leaflets, booklets, posters, email, events and online. The data below shows how student engagement with a range of core CES services has increased overall on last year by 48% in 2013/14. The CES services included in the Student Engagement graph below include guidance interviews, advice drop-ins, careers events and workshops, the Moodle Careers and Employability award, the Careers Fair, social media reach, students accessing graduate job vacancies and visits to the Canterbury CES building. Over the year the increases in student engagement with CES social media in particular has supported this overall increase.

Of note in 2013/14 are the following increases in student use of core CES services:

- Canterbury CES Reception - a 5% increase in traffic to 18,505 visitors p.a.
- Job vacancies - annual student registrations up 9.6% from 3,913 to 4,290
- Careers Employability Award (Moodle) - student participants up by 43% to 1,065
- CES social media - overall reach increased by over 100% to 16,042 views, likes and followers.

![CES Student Engagement per Year](chart.png)

Core Activities Table 2012/13 – 2013/14 (showing a 48% increase in student interactions with core CES services)

<table>
<thead>
<tr>
<th>Student Engagement with Core CES services</th>
<th>Student Interactions 2012/13</th>
<th>Student Interactions 2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>34,214</td>
<td>50,676</td>
</tr>
</tbody>
</table>
The CES at Medway is located in the Gillingham Building and at Canterbury is located next to Keynes College. CES buildings display and provide information about careers and employability events on campus as well as employer directories and leaflets for students. Reception staff help students to locate material in the Resources Areas, book appointments for careers guidance interviews with Careers Advisers and refer queries to the drop-in service. New social media in 2013/14 has enhanced student engagement. At both campuses access to online resources for career planning and applications is available together with hard-copy careers information.

Core CES activities, including those in the CES Activities Table, are described below in more detail. All Kent students have access to these services in order to help them develop their employability, identify their future goals and pursue a career of their choice.

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

In-depth **careers guidance interviews** provide an impartial and confidential service for students whose guidance needs are personal and specific. Students may be referred for a guidance interview as the result of a CES drop-in consultation or via their Academic School. 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 by experienced, qualified HE Careers Advisers and require a booked appointment.

CES **drop-in advice** provides students with the opportunity to visit the CES during the week without having to make appointments. These are brief one-to-one interactions, lasting no more than 10-15 minutes, and delivered by both Careers Advisers and Employability Advisers. They may cover a variety of topics, but are particularly used for feedback on applications and CVs.

<table>
<thead>
<tr>
<th>2013/14</th>
<th>Careers Guidance Interviews</th>
<th>Drop-in Advice sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Numbers</td>
<td>585</td>
<td>3,820</td>
</tr>
</tbody>
</table>

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

- *I truly appreciate the help you have offered and will be consequentially referring some friends to your office. (Postgraduate from School of Politics and International Relations)*
- *I passed!! (SAP Telephone Interview) I’m so happy that I passed it, now I’ve got an assessment centre lined up. Thanks for your help again! (3rd year Mathematics student)*
- *I was successful at my interview with Kent County Council. I was offered a position as a newly qualified Social Worker. Thank you so much for all your support. (Medway Social Work graduate)*

96% of international students responding to a request for feedback stated they would recommend this service to students.

95% of students responded 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. Introduced in 2010/11 when it was used by 140 students, by 2013/14 the number of students participating had increased to 1,065. Each student undertakes many quizzes and assignments in order to complete the Award.

<table>
<thead>
<tr>
<th>CES Careers Employability Award on Moodle</th>
<th>2010/11</th>
<th>2011/12</th>
<th>2012/13</th>
<th>2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of participating students</td>
<td>140</td>
<td>380</td>
<td>752</td>
<td>1,065</td>
</tr>
<tr>
<td>Assignments completed</td>
<td>112</td>
<td>691</td>
<td>915</td>
<td>1,078</td>
</tr>
<tr>
<td>Quizzes completed</td>
<td>723</td>
<td>3,712</td>
<td>7,156</td>
<td>10,675</td>
</tr>
</tbody>
</table>

Devised by Careers Advisers at Kent, it is based on the DOTS model for effective career planning: self-awareness, opportunity awareness, decision making and taking action. The award follows a structured, logical learning pathway with the following stages:

- **Decision Making**: choosing a career;
- **Opportunity Awareness**: commercial awareness, researching a career, happiness at work, networking;
- **Taking Action**: CVs, interviews, aptitude tests, assessment centres, action planning;
- **Self-Awareness**: analysing your skills, interests, values, personality and strengths.

The award is free to all University of Kent students. It is completed entirely online: students have used it in their year abroad and during their industrial placement year. It covers career planning and job hunting and supports students in their search for a graduate-level job.

Assignments have clear learning outcomes and are assessed and marked by University Careers Advisers. Help is available on-line and face-to-face. Bespoke versions have been developed for the School of English, School of Arts and Science students. Students receive the University of Kent Careers Employability Award and points toward the Kent Employability Points scheme.

**Student feedback regarding the Careers Employability Award**

- *It's kind of impossible to fail, and each time you get something wrong you are corrected and encouraged to try again. I have enjoyed learning how to sell myself, tapping into my skills I previously was unaware were so important to future employers.*
- *I truly enjoyed the module, and I see a great value in it for future Kent students.*
- *There is loads of feedback per quiz/assignment! My CV was marked very quickly and had loads of useful feedback!*
- *I particularly enjoyed researching companies that do graduate programmes as I didn’t really know the websites that I was linked to were available to me. It helped me to identify my own strengths and weaknesses and feel more confident about my abilities.*

99% of students gaining the award in 2013/14 found it useful or very useful.
Careers Fair

The annual University of Kent Careers Fair organized by the CES and held on 5th November 2013 hosted 83 exhibitors - up 150% on the previous year! Due to the increase in the number of graduate recruiters the venue was changed from Eliot Great Hall (with a capacity for 35 stands) to two halls in the Sports Centre on the Canterbury campus.


Over 1,800 students from Canterbury and Medway attended the Careers Fair. They met with graduate employers, training providers and volunteering organisations advertising graduate jobs, year-in-industry placements, vacation internships and voluntary work. Some recruiters had participated in previous years and returned due to the quality of the Fair and the students, stating Kent’s was the best Careers Fair they had attended!

Students also used the Careers Fair as an opportunity to consult with Careers Advisers on career choice and Employability Advisers on making applications. Transport to and from Canterbury was provided for Medway students attending the Fair.

Feedback from students attending the Careers Fair (What did you find most helpful?)

- Finding out about the wide range of graduate training schemes available from well-known employers (Biological Anthropology 3rd Year)
- Great advice and opportunities for international experiences (Sports Therapy Postgraduate)
- Meeting employees (Computer Science 2nd year)
- Opportunity for CV feedback (Management and International Business Postgraduate)
- Speaking directly about their recruitment process (Maths and Computer Science 3rd Year)
- Variety of companies present at the Careers Fair (Various subjects and year groups).

Feedback from employers attending the Careers Fair

- 60% attended for the 1st time, 40% were returners
- 100% happy with their interaction with Kent students – 62% ‘Brilliant’, 38% ‘Satisfactory’
- 100% would like to attend next year (so all will be invited to the 2014 fair).

Exhibitor participation in other engagement activities

- 86% would like to give a presentation to students
- 48% would like to run an interactive skills workshop
- 31% would like to offer placements/work experience
- 17% would like to write a blog for http://unikentemploy.wordpress.com.

Other Fairs and events involving graduate recruiters, either organized or supported by the CES, included the Employability & Recruitment Fair at Medway, the Kent Opportunities Fair and Academic School events in Law, SMSAS, EDA, SSPSSR, Architecture and English.
Employability Week

Over 4,000 students participated in 124 hours of activities during the week and over 100 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 launched

A brand new CES student/alumni mentoring system entitled KEW-NET was launched in 2013/14. It is based around a software product supplied by the system provider Aluminati. By the end of the year it comprised 50 alumni users in the system. This service will be developed further and the CES will be working closely alongside the University of Kent’s Alumni Relations team in the Development Office to attract more alumni participants as well as with colleagues in Academic Schools to encourage current students to engage with the system.

Job Vacancies and Employer Engagement

The CES engages with and provides a service to employers 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 advertised to Kent students increased by 39% to 4,490 in 2013/14, up from 3,235 in 2012/13. This demonstrates the effectiveness of the CES in attracting recruiters to the University. Graduate job vacancies are published online through ProspectsNet. This system sends automated messages to registered students informing them of job opportunities in areas of interest to them.

There has also been an increase in the annual number of University of Kent students registering to access the job vacancy database: up from 3,913 in 2012/13 to 4,290 in 2013/14. This demonstrates the effectiveness of the CES’s efforts to promote opportunities to all of Kent’s students and keep them informed about the very latest graduate-level job vacancies.

<table>
<thead>
<tr>
<th>ProspectsNet (Job vacancy database for Kent students)</th>
<th>2012/13</th>
<th>2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>New users registering during the academic year</td>
<td>3,913</td>
<td>4,290</td>
</tr>
<tr>
<td>Vacancies listed: Graduates</td>
<td>2,690</td>
<td>3,503</td>
</tr>
<tr>
<td>Vacancies listed: Work experience</td>
<td>545</td>
<td>987</td>
</tr>
<tr>
<td>Total Vacancies: Graduates/Work experience</td>
<td>3,235</td>
<td>4,490</td>
</tr>
</tbody>
</table>

“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

126 employers and training providers were hosted by the CES in 2013/14. Outside of the Careers Fair these included ARK Teacher Training, Army, Ashford Teaching Alliance, Bloomberg, BPP University, Challenge Network, Champions Life Academy, CIPFA, Colchester Zoo, College of Law, Essex County Council, FactSet, FDM Group, Fulbright Commission, Gap 360, GradsKent, HAYS Life Sciences, Huddle, Inspiring Interns, JET, Kent County Council, Mandarin Consulting, MyKindCrowd, NHS, Oyster Worldwide, Parenthese-Paris, RAF, SEO London, TeachFirst, University of Law.

CES events, talks and workshops

During 2013/14 the CES delivered over 130 careers and employability sessions to 2,238 students. CES presentations, talks and workshops are open to all students. Presentations on the recruitment and selection process attract the greatest number of students. Graduate recruiters offer applications/skills-based presentations in addition to sessions promoting their career opportunities. The CES welcomes the expertise of recruiters in running such presentations. The Employability Advisers provide sessions on using social media in job-hunting, promoting the Careers and Employability Award on Moodle, introducing the range of employability initiatives at the University and placement preparation. The Careers Advisers deliver academic programme-specific workshops including presentations on occupational opportunities as well as sessions covering, for example, career decision making, job applications and interview skills.

Careers and employability sessions provided to postgraduate students included a dozen two-hour long “Career Management Skills” sessions for taught postgraduates as part of the Global Skills Award and two three-hour long “Opportunities outside academia” sessions for research postgraduates as part of the Researcher Development Programme.

Student feedback regarding CES talks and workshops

- Thank you for delivering such an informative and delightful session today. I really enjoyed it and gained further insight into the world of work (Psychology student)
- The workshop was excellently organized and was great fun (Anthropology student)

96% of Canterbury 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

Weekly e-mail bulletins are sent to undergraduates, postgraduates and graduates. These include information on graduate job vacancies, placements and internships, presentations on campus, answers to questions asked by students and details of bursaries, awards, off-campus events and competitions. The CES provides this service to Kent graduates for up to 3 years after graduation.
Student feedback regarding Email job vacancy and job-hunting messages

- Your emails and information sheets online have been a really big help for me.
- I get your job hunting tips regularly via email and they are very useful.
- I am currently applying for graduate jobs and your emails have been very, very helpful.
- I have found the weekly emails you send on Mondays so beneficial over the past year.
- I wouldn’t have known about the EP scheme were it not for your emails about the Moodle Employability Module in my second year - so thanks very much on behalf of students, it’s a very helpful tool!
- I just wanted to say thank you to you and everyone at the Careers and Employability Service. All the advice and support I have received has been incredibly useful whilst applying for jobs and given me a lot more confidence in applying.
- The work you put in is really incredible. You’re always up for a chat about any careers-related questions I might have, and you go above and beyond any other university (from what I’ve heard) in terms of preparing us for life after our degrees!

The CES receives many enquiries via email. The two main email facilities are (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 the messages received individually by CES staff.

CES Online

The University of Kent www.kent.ac.uk/ces website received 106,017 page views in 2013/14 compared to 78,024 in the previous year: an increase of 36%. The inclusion of new “bitesize” video content supported this very positive increase in online use.

Social Media

During 2013/14 the CES continued to develop and extend its social media communications with students resulting in over 16,000 views, likes and followers over the year. Below is a breakdown of numbers accessing CES social media:

- CES Canterbury Twitter: 3,029 followers https://twitter.com/unikentemploy/
- CES Medway Twitter: 228 followers https://twitter.com/ukmemploy
- CES Canterbury Facebook: 731 likes https://www.facebook.com/UKCES
- CES Medway Facebook: 272 likes https://www.facebook.com/ukmemployability

Careers Information Resources

Printed information resources have reduced as online and digital resources have increased. A number of graduate employer directories remain in print and are enough to meet student demand. Reference books on psychometric tests, CVs and working abroad remain popular and are supplemented by careers booklets and leaflets written by Kent Careers Advisers. These include the popular “Career Planning Guides” and “Starting Points” leaflets distributed at careers talks and workshops and available via Academic Schools. These publications are also available online.
Career planning booklets and leaflets are distributed to all First Year students. The Career Planning Guide booklet for Postgraduates is supplied to students via Academic Schools as well as at the Graduate School’s induction events. A leaflet highlighting CES services for international students is also widely distributed. The Career Planning Guides outline the skills employers expect from graduates and the activities through which these skills may be developed.

**CES Door Counter**

The CES building at Canterbury received **18,505 visitors in 2013/2014**. The chart below shows the monthly distribution of visitors and demonstrates the trend over the year. Monthly visitor numbers do not drop below 800. Peak use is shown during the Autumn and Spring terms. This reveals how the use of the CES building by students is at its greatest during key periods in national and international employers’ graduate recruitment application cycle.

![2013/14: Visitors to CES by Month](chart)
PART TWO

Graduate Destinations

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

UK labour market

The UK labour market in 2014, while showing significant signs of improvement, remained challenging for new entrants. National UK unemployment reduced to 6% while youth unemployment, for those aged 16-24 years, remained high at 16.6%.

University of Kent graduates

Kent graduates have been highly successful in obtaining graduate-level employment and further study since leaving the University of Kent. The UK University League Tables show a significant improvement in Kent graduates’ career prospects – on average up by 4.5% to 75.3% over the past year (see Table 1). The 2014 DLHE survey of University of Kent leavers showed rises in the number of Kent graduates obtaining employment as well as the proportion obtaining graduate-level employment in the UK – the latter up by 2.1% to 76.7% (see Table 2). UK and EU postgraduates entering employment rose by 7.8% year-on-year (see Table 3). The University’s unemployment rate for UK & EU leavers fell to 4.1% from 4.3% in the previous year. This was a reduction in the unemployment rate for the fourth consecutive year and the lowest level of unemployment recorded at Kent since 2007, before the economic downturn began. As a result of these very positive trends in graduate destinations the University of Kent’s 2013/14 full-time first degree employment performance indicator rose to 94.3%, up from 94.1% in 2012/13.

TABLE 1 – University of Kent Graduate Career Prospects Performance in UK University League Tables between 2011 and 2015 (University of Kent Planning and Business Information Office)

<table>
<thead>
<tr>
<th>University League Table</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</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>
</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>
</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>
</tr>
<tr>
<td>Average Graduate Prospects Performance combining the three League Tables above</td>
<td>66.9%</td>
<td>66.1%</td>
<td>68.7%</td>
<td>70.8%</td>
<td>75.3%</td>
</tr>
</tbody>
</table>
Graduate-level employment (Professional/Managerial)

In 2014, **76.7% (1,932)** of Kent graduates obtained **graduate-level employment** in the UK. This was an increase on 2013 when the figure was 74.6%. Graduate-level employment is often used by university league tables to rate graduate employability. 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 2013/14 (HESA)

<table>
<thead>
<tr>
<th>Standard Occupational Classification (SOCDLHE2010)</th>
<th>Total employed in the UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional/Managerial 76.7%</td>
<td></td>
</tr>
<tr>
<td>Managers, directors and senior officials (1xxxx)</td>
<td>125</td>
</tr>
<tr>
<td>Professional Occupations (2xxxx)</td>
<td>797</td>
</tr>
<tr>
<td>Associate Professional and Technical Occupations (3xxxx)</td>
<td>1,010</td>
</tr>
<tr>
<td>Non-Professional/Managerial 23.3%</td>
<td></td>
</tr>
<tr>
<td>Administrative and Secretarial Occupations (4xxxx)</td>
<td>154</td>
</tr>
<tr>
<td>Skilled Trades Occupations (5xxxx)</td>
<td>17</td>
</tr>
<tr>
<td>Caring, Leisure and Other Service Occupations (6xxxx)</td>
<td>97</td>
</tr>
<tr>
<td>Sales and Customer Service Occupations (7xxxx)</td>
<td>189</td>
</tr>
<tr>
<td>Process, Plant and Machine Operatives (8xxxx)</td>
<td>10</td>
</tr>
<tr>
<td>Elementary Occupations (9xxxx)</td>
<td>119</td>
</tr>
<tr>
<td>Not known/Not applicable (00010)</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>2,518</td>
</tr>
</tbody>
</table>

Postgraduates

### TABLE 3 - Destinations of Postgraduates – UK & EU-domiciled leavers 2011-2014 (HESA)

<table>
<thead>
<tr>
<th>CATEGORY / Student response by Year</th>
<th>2011</th>
<th>%</th>
<th>2012</th>
<th>%</th>
<th>2013</th>
<th>%</th>
<th>2014</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>297</td>
<td>70.9</td>
<td>375</td>
<td>68.3</td>
<td>464</td>
<td>71.7</td>
<td>513</td>
<td>79.5</td>
</tr>
<tr>
<td>Further study</td>
<td>82</td>
<td>19.5</td>
<td>93</td>
<td>16.9</td>
<td>95</td>
<td>14.7</td>
<td>67</td>
<td>10.4</td>
</tr>
<tr>
<td>Not available</td>
<td>16</td>
<td>3.8</td>
<td>20</td>
<td>3.6</td>
<td>47</td>
<td>7.3</td>
<td>31</td>
<td>4.8</td>
</tr>
<tr>
<td>Unemployed</td>
<td>24</td>
<td>5.7</td>
<td>42</td>
<td>7.6</td>
<td>21</td>
<td>3.2</td>
<td>22</td>
<td>3.4</td>
</tr>
<tr>
<td>Refusal to answer</td>
<td>N/A</td>
<td>N/A</td>
<td>19</td>
<td>3.5</td>
<td>20</td>
<td>3.1</td>
<td>12</td>
<td>1.9</td>
</tr>
<tr>
<td>TOTAL responding</td>
<td>419</td>
<td>99.9</td>
<td>549</td>
<td>99.9</td>
<td>647</td>
<td>100</td>
<td>645</td>
<td>100</td>
</tr>
</tbody>
</table>

The percentage of the University of Kent’s **UK and EU postgraduates entering employment** is up **7.8%** year-on-year.
Employment region

Kent’s retention of its graduates remains excellent. 89.1% of UK-domiciled Kent graduates obtaining work in the UK in 2014 did so in the South East, London or the East of England. The remaining 10.9% of UK graduates worked in a wide range of regions throughout the UK.

Response Rates

HESA requires a response rate of 80% from full-time UK-domiciled leavers to the graduate destinations survey. In 2014 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 met and exceeded all of the other key target response rates including the 80% target for UK Research Council funded leavers, the 70% target for UK part-time graduates and the 50% target for EU students.

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 (expected)</th>
<th>University of Kent Response Rate (achieved)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK Research Council-funded leavers</td>
<td>80%</td>
<td>96%</td>
</tr>
<tr>
<td>Full-time UK leavers</td>
<td>80%</td>
<td>83.6%</td>
</tr>
<tr>
<td>Part-time UK leavers</td>
<td>70%</td>
<td>79%</td>
</tr>
<tr>
<td>Other EU leavers</td>
<td>50%</td>
<td>63.1%</td>
</tr>
<tr>
<td>Non-EU international leavers</td>
<td>20%</td>
<td>35.4%</td>
</tr>
</tbody>
</table>

The HESA process for obtaining responses from leavers is detailed and prescriptive. Kent used an online survey and 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 Academic Schools were approached.
PART THREE

Future Plans for 2014/15

PLACEMENT MANAGEMENT SYSTEM
The CES will pilot a new placement management IT system in three Academic Schools: Economics; Engineering and Digital Arts; Mathematics, Statistics and Actuarial Science. This system will support the development of a consistent approach to the management of industrial placements and employer liaison across the University and comply with UK Quality Assurance Agency expectations with regard to monitoring, placement contracts and data protection.

STUDENT EMPLOYABILITY WEEK
The CES will enhance this highly successful week of events for students providing a University-wide focus on Employability. More events will be staged and a target of 5,000 students will be engaged with to raise their awareness of graduate employability and University of Kent support.

WORK-STUDY SCHEME
The CES pilot scheme to support students from widening participation backgrounds in developing their employability skills will be rolled out to more students. It will provide training and campus-based work experience in Kent Union, Academic Schools and Professional Services.

KEW
The “Kent Experiences of Work” framework for students to obtain work experience will be enhanced to develop an online careers/alumni mentoring system entitled KEW-NET.

CAREERS FAIR
The CES will build on the success of the 2014 Careers Fair by growing the number and quality of graduate recruiters for 2015 and increasing the number of students. This will enhance Kent’s employer engagement and will further develop its reputation for having good industry contacts.

AUTISM AND EMPLOYABILITY PROJECT
The CES, in partnership with Student Support and Wellbeing, will further develop and enhance this project to provide careers guidance and alumni mentoring for thirty students with Autism. Methods for tracking the graduate outcomes of students on the project will be developed.

SERVICE LEVEL AGREEMENTS
The CES will continue undertaking service level agreements with all Academic Schools during 2014/15 and will develop this activity as an exemplar of best 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 1,250 student participants in 2014/2015 will be set.

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

KENT EXTRA MODULES
The CES will launch more evening employability sessions at Canterbury and Medway focusing upon work experience and job application skills.