

Careers and Employability Service

Annual Report 2016-17

Foreword

This report outlines the work of the Careers and Employability Service (CES) at the University of Kent during the academic year 2016/17.

The CES has continued to innovate and make exceptional progress in developing its services for Kent students and graduates. In 2016/17 the CES won national acknowledgement as the Best University Careers and Employability Service at the National Undergraduate Employability Awards for the quality and breadth of support offered to students. Of particular note for the judges were our Employability Festival and the Work-Study Scheme.

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's graduates. This data feeds into UNISTATS, Key Information Set (KIS) information and the Teaching Excellence Framework (TEF) all of which compare university and college courses across the UK. It also contributes to Kent's position in national university league tables. Further examples of the destinations of Kent's 2016 graduates can be found online from July 2017 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 2016/17.

James Corbin
Interim Head of the Careers and Employability Service

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Executive Summary

In 2016/17 the CES was successful once again in achieving national recognition. After winning the National Undergraduate Employability (NUE) Award in 2014/15 for the Most Improved Commitment to Employability, CES won the award for Best University Careers and Employability Service 2016/17 in the NUE Awards, demonstrating a continuing commitment to improving the quality of the service it offers to students. This follows from other awards including being shortlisted by the Association of Graduate Recruiters (AGR) for preparing students for work experience. The Association of Graduate Careers Advisory Services (AGCAS) Student Engagement Award for 2015/16 acknowledged the impact and success of the CES in planning and organizing the University Employability Festival and in bringing together students, graduates, employers and staff from across the University of Kent. The CES was also shortlisted in 2015/16 in the AGCAS Award category for Academic Engagement for its service level agreements.

The year began with the diverse range of events and activities that comprised the University-wide Employability Festival. This enormously successful four weeks of activities included the University of Kent Careers Fair which attracted 2,041 students and featured 132 exhibitors including graduate recruiters.

The year ended with strong outcomes for Kent's graduates in gaining graduate-level employment after leaving the University. The 2016/17 Destinations of Leavers from Higher Education survey (DLHE) showed: Kent's institutional employment performance indicator at 95.2% (down 0.9%), UK and EU leavers' graduate-level employment at 78.3% (down 3.8%) and unemployment at 3.5% (up 0.7%). See Part 2 of the report for more details. These results follow sustained improvements in successive previous years and still places Kent in a strong position with respect to Graduate Outcomes.

The CES continued its strong working partnerships with all Academic Schools during 2016/17 by supporting Service Level Agreements, which involved targeting employability resources, supporting projects in schools and developing university-wide initiatives.

Further development of the Kent Experience of Work (KEW) framework resulted in a 12.3% decrease in the number of students participating in work experience, internships and placements between 2016 and 2017 from 10,826 students to 9,682. Much of this decrease comes from Kent Union activities, which saw a drop in numbers of 1,270, in part, due to how figures are now recorded. The University of Kent owned initiatives saw a growth of 126 activities.

The CES Careers and Employability Award on the online Moodle learning platform resulted in 1,322 students participating during 2016/17 compared to 1,326 the year before. This plateauing was expected as CES staff are at capacity supporting this initiative.

The fifth annual Staff Employability Forum held at the University in January 2017 supported the dissemination of good practice in employability to over sixty colleagues in Academic Schools and Professional Services from across the University.

Together with Student Support and Wellbeing the CES provided employability support for students with autism. The joint project was successful in helping 49 students to build their confidence and gain a better understanding of the workplace.

PART ONE

(i) Some Key Projects and Initiatives during 2016/17

EMPLOYABILITY FESTIVAL

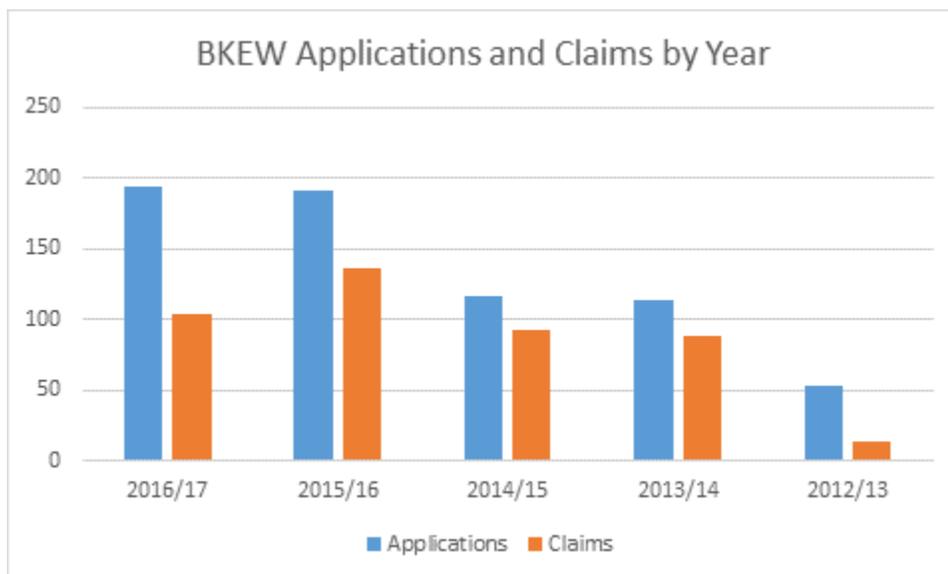
The CES organised the University's annual Employability Festival in the Autumn Term of 2016. This event has now become firmly established as a highly successful and sector-leading feature of the University of Kent's support for student employability. Over 145 events across the Medway and Canterbury campuses were staged. Events were used to raise awareness of the skills and experience needed to gain graduate employment, as well as to promote and showcase a range of employment opportunities and services to students. 10,788 students participated in 217 hours of activities and 231 Fair exhibitors 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; careers competitions and work experience prizes; presentations on postgraduate study options; and how to setup a business.

SERVICE LEVEL AGREEMENTS

Service Level Agreements (SLAs) between the CES and Academic Schools were reviewed during the 2016/17 academic year. The CES further developed audit questionnaires for schools 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. This includes measuring: (i) positive graduate destinations outcomes; (ii) "graduate-level" employment. Kent's practice of undertaking SLAs 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 2016/17. 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 with 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 opportunities. The latter revealed a decrease of 12.3% (10,826 students to 9,682) in the number of Kent students participating in experiences of work between 2015 and 2016. Much of this decrease comes from Kent Union activities, which saw a **drop in numbers of 1,270**, in part, due to how figures are recorded. All University owned work experience grew, apart from two areas, and saw a total growth of 126 students undertaking work experience, despite significant drops in placement activity in the Faculty of Humanities (140) and a reduction in students taking up the B-KEW work experience bursary from 147 to 104 (43). A rise in the numbers of students making applications for the B-KEW award was seen, but fewer students decided to submit expense claims. The CES will be exploring the underlying reasons for this behavior.



WORK-STUDY SCHEME

The Work-Study Scheme aims to support students from widening participation backgrounds by providing on- and off-campus work experience and employability skills alongside their studies. In addition to helping students find and apply for paid placements, the scheme offered training in CV writing, interview technique and workplace practices. In 2016/17 a total of 707 placements were undertaken by Kent students, up 51% on the 359 placements in 2015/16.

(ii) Summary of Areas of Good Practice during 2016/17

CAREERS FAIR - the University of Kent Careers Fair hosted 132 exhibitors. 2,041 students attended and met with graduate recruiters, training providers and volunteering organisations advertising graduate jobs, year-in-industry placements, vacation internships and voluntary work.

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 1,322 in 2016/2017. Feedback is extremely positive. The module can be found at <https://www.kent.ac.uk/ces/student/careersmoodle.html>

TARGET CONNECT – this online CRM system, which enables students to book appointments and events was phased into use during 2016/17. It will be developed further to become the main tool to manage one-to-one student interactions, events, workshops and graduate job vacancies. It will provide us with much clearer data to plan and manage our activities.

GRADUATE JOB VACANCIES – a 32% increase in job vacancies advertised to students (4,992 in 2016/17) 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.

AUTISM & EMPLOYABILITY PROJECT – together with Student Support and Wellbeing the CES provided employability support, careers guidance and alumni mentoring to 49 students with Autism or visual impairments in 2016-17.

STAFF EMPLOYABILITY SESSIONS – lunchtime training sessions attracted staff from Academic Schools, Kent Union and professional services to meet and share ideas about employability.

SOCIAL MEDIA – increased engagement with CES Instagram, Facebook and Twitter channels and Employability blog helped to significantly extend the CES social media communications reach to students and graduates in 2016/17 (interactions up 16%). See 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.

PLACEMENT MANAGEMENT SYSTEM – a new system was successfully rolled out, enabling Academic Schools to undertake a common approach to placements and UK Quality Assurance Agency expectations for monitoring, placement contracts and data protection across the University.

STAFF EMPLOYABILITY FORUM – the fifth annual forum for University staff working within student employability was held in January 2017. It involved 60 colleagues from Academic Schools, professional services and Kent Union, sharing good practice in the area of employability.

B-KEW – supports students in getting work experience which they may otherwise be unable to undertake. The number of students receiving bursaries in 2016/17 was 104, each receiving up to £250 depending on their personal circumstances.

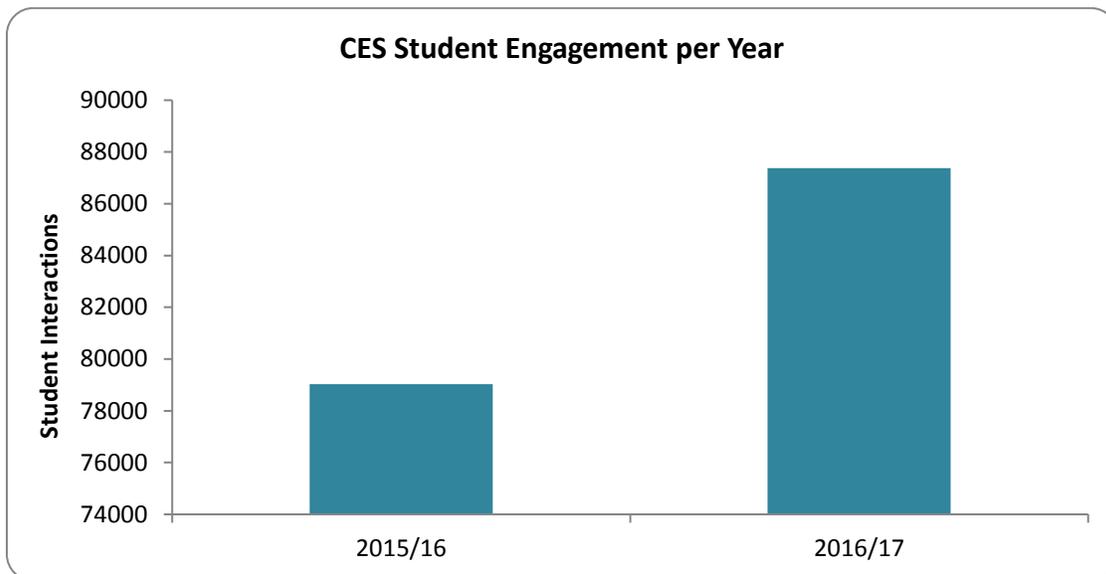
(iii) Core activities and student engagement

Promoting CES services

The CES promoted its services widely using social media, leaflets, booklets, posters, email, events and online. The examples below show how student engagement with core CES services increased by 10.6% in 2016/17. Services included in the CES Student Engagement numbers below include guidance interviews, advice drop-ins, events and workshops, the Careers and Employability award, the Careers Fair, social media reach and students accessing graduate job vacancies.

Of note in 2016/17 are the following increases in student use of core CES services:

- CES social media - overall reach up by **16%** to over **38,000** views, likes and followers
- Event attendance – increases in student attendance, up **27%** to over **14,000**
- Job vacancies advertised through TargetConnect up 32% to nearly 5,000 opportunities



Core Activities Table 2015/16 and 2016/17

(showing a 10.6% increase in student interactions with core CES services over the past year)

Student Engagement with Core CES services	Student Interactions 2014/15	Student Interactions 2015/16	Student Interactions 2016/17
Total	67,857	79,027	87,424

The CES at Medway is in the Gillingham Building and at Canterbury is next to Keynes College. CES locations provide information about careers and employability, including events, employer directories and leaflets. Reception staff help students to obtain 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.

Core CES activities, including those in the Activities Table, are described below. Students access services in order to 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, questionnaires and annual surveys to gather student feedback which is then shared via social media emphasizing the service improvements that have resulted. **Examples of student feedback are provided in this report at the end of each of the main 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 topics 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** comprises one-to-one interactions, lasting 10-15 minutes, 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 use Academic Schools' premises and conduct pop-up/drop-in sessions, often for the purpose of CV and application feedback.

Student Numbers	Careers Guidance Interviews	Drop-in Advice sessions
2016/17	2,114	4,926

Student feedback on Careers Guidance Interviews and Drop-in Advice sessions

- *"I got useful insight into the decisions I have to make that concerns my career path. Making it to the meeting was definitely very helpful"* (UG Year 3 Law)
- *"The [CES] Service is world class and I am so glad/grateful we have this is on Campus."* (UG Year 3 Ancient History)
- *"As I was so impressed by the help provided I have already recommended the service to my friends"* (UG Year 1 Business and Management with a Year in Industry)

99% of students stated their careers guidance interview was helpful or very helpful.

94% of students stated their understanding improved after their careers guidance interview.

99% of students were likely or very likely to recommend the CES to others.

CES Careers Employability Award on Moodle

The CES Careers Employability Award uses interactive exercises and assignments to help student career planning and decision-making. Introduced in 2010/11 to 140 students, by 2016/17 student participation had increased tenfold to 1,322. The award is available online, with some students undertaking it during their year abroad or industrial placement year. It covers career planning as well as job hunting and supports students in their search for graduate-level jobs. **100% of students taking the award found it useful (35%) or very useful (65%).**

Assignments have clear learning outcomes and are assessed by CES advisers and staff in academic schools. Support is available online and face-to-face and Employability Points are earned. Bespoke versions have been developed for the Schools of English, Arts, Business, Biosciences and the Physical Sciences.

Student feedback on the Careers Employability Award

- The assignments were a perfect way to get my thoughts into some sort of logical order.
- *It opened me up to many opportunities and pathways that I can take. It has also allowed me to explore several different ways to prepare myself for life after university.*
- *The CES has been really helpful. I have gotten help for my CV and interview many times and I don't think I would have been as confident as I felt if they did not help me rectify my errors.*
- *I didn't realise in how many ways this service could benefit me. Not using this service is about to change.*

Careers Fair

The annual University of Kent Careers Fair organized by the CES was held on 1 November 2016 and hosted 132 exhibitors.

2,041 students attended and met with graduate employers and training providers advertising graduate jobs, year-in-industry placements, vacation internships and voluntary work.

94% of students felt more confident about graduate opportunities open to them after visiting the Careers Fair.

Feedback from students attending the Careers Fair

- *"(The) variety of employers, many of whom were open to all graduates. Also a really high supply of technical placements and graduate roles."* School of Computing, PG student
- *"I liked that it was spread over the two halls, and that the stalls were organised ... so that it was easy to navigate where to go. It was also quite a relaxed atmosphere which meant it was easy to ask questions."* School of Arts, UG student
- *"... there was a wide range of subjects that were covered by companies and I feel like I was opened up to more possibilities with a politics degree."* School of Politics and International Relations, UG student
- *"... gaining insight and advice from professionals ... Amazing opportunity! I would advise everyone to go especially in final year."* School of Mathematics, Statistics and Actuarial Science, UG student

Feedback from employers attending the Careers Fair

- *"Great interaction with students. High engagement levels from everyone."* Bright Network
- *"Fantastic questions from students."* Amazon
- *"Impressed with enthusiasm and number of students that came to talk to us."* Interactive Red
- *"Very polite and ambitious."* Travel Insurance Facilities
- *"... they were all very engaged, interested and curious in hearing more about us. I was very impressed."* Kobalt Music
- *"They were very engaged, thoughtful and interesting to talk to. They were a credit to the university."* Work Ready Graduates

Other Fairs

The Employability Fair held at the Medway campus took place on 12 October 2016 between midday and three pm and was attended by 574 students and 55 exhibitors. Footfall through Keynes Atrium for the Work and Study Abroad Fair held on 25 October 2016 at Canterbury totaled 1,352. The JobShop Recruitment Fair on 27 October 2016 achieved an Atrium footfall of 1,356. The Teaching Fair and Languages Fair which were new this year, attracted 1,380 and 1,290 student footfall respectively.

Employability Festival 2016/17

Over 10,700 student interactions (up 13%) were recorded during the award-winning Employability Festival. 217 hours of events and presentations took place and 348 representatives from employers, alumni, academic schools and professional services contributed. Events included presentations from Academic Schools, the CES, alumni and employers, introductions to the University's employability schemes, 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. An average of 28 students attended each event at Medway and Canterbury, not including the careers and employability fairs.

- *"I've found events such as 'How to find the right charity job for you' and 'How to get your dream job', to be particularly useful as they've showed me how and where to search for job offers, the importance of networking, CV structure etc."* School of History, UG student

KEW-NET Alumni Mentoring Software

By the end of 2016/17 membership of the CES student/alumni mentoring system KEW-NET had grown to 1,517 participants (up 56% on the previous year). The CES will continue to develop this service further working with the University Alumni Relations team to attract alumni mentors and, together with Academic Schools, encourage more students to engage with the system.

Graduate 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 vacancies advertised to Kent students in 2016/17 increased from 4,960 to 4,992. In the summer of 2016 we moved over to using TargetConnect for job vacancies.

Graduate Recruiters and training providers visiting the University of Kent in 2016/17

The following employers and training providers are examples of the many organisations hosted by the CES at the University of Kent in 2016/17: Bank of England, British Airways, BT, Burgess Hodgson, Cabot Financial, Camp America, CGI, Change 100, Charityworks, CIPFA, Civil Service Fast Stream, Coty, Countrywide, Cummins Ltd, Deeson, Dehns, DSTL, Enterprise Rent-A-Car, EURES / DWP, Explore Learning, EY, Facts International Ltd, FactSet, FDM, Fidelity International, Fidessa, Fivium Ltd, Flexible Films, Foreign & Commonwealth Office, Frontline, General Dynamics, Givaudan, Government Legal Service, Government Operational Research Service, GSK, Haslers, HM Treasury, Holiday Extras, HSBC, Hymans Robertson, IBM UK Ltd, Independent Clinical Services, Inside Careers, Irwin Mitchell LLP, JET Programme, Jigsaw Trust, Kellogg, Kent Police, Kent Science Park, Kobalt Music, Kreston Reeves, Lighthouse Systems Ltd, Lloyds of London, M&S, Mandarin Consulting, Merkle|Periscopix, MHA MacIntyre Hudson, Microsoft, Milkround, Morgan Stanley, National Graduate Development Programme, NCS The Challenge, Network Rail, NHS Leadership Academy, Northrop Grumman, Opportunity China, PageSuite, Parenthese, Pave, Premier Inn, PwC, RateMyPlacement, Rawlinson & Hunter, Royal Mail, RSM UK, Saga Group PLC, SEO London, Shearwater Systems Ltd, Sky, Teach First, Thales, TJ Morris Limited T/A Home Bargains, Travel Insurance Facilities, Ultra Electronics CIS, US-UK Fulbright Commission, Vauxhall Motors, Version 1, VMware UK Ltd, Willis Towers Watson.

CES events, talks and workshops

During 2016/17 the **CES delivered 315 careers and employability sessions to 14,291 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. CES employability advisers deliver 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 best attended sessions in 2016/17 included a talk on CV preparation and making job applications, a school-specific talk at the Medway campus for Social Work students making job applications and a presentation on opportunities provided by Camp America.

98% of 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 2016/17 2,880 emails were received.

CES Online

The Careers and Employability web pages received **282,359** page views in 2016/17 compared to **240,177** in the previous year: **an increase of 18%**.

Social Media

During 2016/17 the CES continued to develop and extend its social media communications resulting in over **38,000 views, likes and followers** – up 16% over 2015/16. New Instagram content was developed at the Medway campus to promote CES talks and employer presentations to students. Below is a breakdown of numbers accessing CES social media:

- Wordpress Blog: 31,365 views <http://unikentemploy.wordpress.com/>
- CES Canterbury Twitter: 4,035 followers <https://twitter.com/unikentemploy/>
- CES Medway Twitter: 491 followers <https://twitter.com/ukmemploy>
- CES Canterbury Facebook: 1,317 likes <https://www.facebook.com/UKCES>
- CES Medway Facebook: 377 likes <https://www.facebook.com/ukmemployability>
- CES Medway Instagram: 56 followers <https://www.instagram.com/medwaycareers/>

Careers Information Resources

Online and digital resources continue to increase as printed information resources reduce. Graduate employer directories continue to prove popular. Reference books on Aptitude tests, CVs and Working Abroad are widely used and are supplemented by careers booklets and leaflets written by Kent careers advisers. These include “Career Planning Guide” booklets and “Starting Points” leaflets distributed at CES talks and workshops and available via Academic Schools. They are also online at <https://www.kent.ac.uk/ces/publications.html>.

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 2016/17.

	1. Representation on Groups	2. In curriculum sessions	3. Extra-curricular sessions	4. Placement Support	5. Support for Careers Fairs etc.	6. Pop-Up Events	7. Student Induction Sessions	8. Moodle CEA Participants	9. Moodle CEA Participants	10. Work-Study Participants	11. Autism Project Participants	12. B-KEW Bursary	13. Staff recruitment Support	14. CES training events
ACADEMIC SCHOOL														
Kent Business School			●	●	●		●	●	●	●	●	●	●	●
Kent Law School	●		●	●	●	●		●	●	●	●	●	●	●
Kent School of Architecture			○		●	●		●	●	●	●			●
School of Anthropology and Conservation			●	●	●	●		●	●		●	●	○	●
School of Arts			●	●	●	●	●	●	●	●	●	●		●
School of Biosciences			●	●	●	●	●	●	●	●	●	●		●
School of Computing			●	●		●	●		●	●	●	●		●
School of Economics			●	●		●	●		●	●	●	●		●
School of Engineering and Digital Arts			●	●	●	●	●		●	●		●		●
School of English			●	●	●	●		●	●	●		●	●	●
School of European Culture and Languages	●	●	●	●	●	●	●		●	●		●	●	●
School of History			●	●	●		●	○	●	●	●	●	●	●
School of Maths and Actuarial Science			●	●	●	●	●		●	●		●	●	●
School of Music and Fine Arts	●		●	●		●	●		●	●	○		●	
School of Physical Sciences			●	●		●	●	●	●	●		●	●	●
School of Politics and International Relations	●		●	●	●	●			●	●		●	●	●
School of Psychology	●	●	●	●		●	●	○	●	●		●	●	●
SSPSSR			●	●	●	●	●	○	●	●		●	●	●
School of Sport and Exercise Sciences			●	●	●		●		●	●		●		●

1. CES membership of Academic School groups e.g. T&L Committees, Employability Groups
2. CES careers education sessions delivered within assessed modules
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 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. Academic School staff 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 2017 UK labour market improved slightly over the previous year, but remained challenging for new entrants. National UK unemployment reduced to 4.3% by the end of the year while youth unemployment, for those aged 16-24 years, remained high at 11.7%.

University of Kent Graduates

The 2017 HESA DLHE survey showed a fall in the proportion of Kent graduates obtaining graduate-level employment in the UK – down by 3.8% to 78.3% (see Table 2). The University's unemployment rate for leavers rose to 3.5% from 2.8% in the previous year. There was an increase in pay for leavers providing an annual salary. This was up to an average annual pay of £24,129 in 2016-17 from £22,867 in 2015-16. The University of Kent's full-time first degree employment Performance Indicator fell to 95.2% in 2016/17, down from 96.1% in 2015/16.

TABLE 1 – University of Kent Graduate Career Prospects Performance in UK University League Tables between 2012 and 2018

University League Table	2012	2013	2014	2015	2016	2017	2018
The Guardian	68%	68%	71.1%	75.6%	77.2%	81.0%	83.0%
Complete University Guide (CUG)	69.6%	68.7%	70.6%	75.2%	76.6%	80.5%	82.4%
The Times/Sunday Times	60.7%	69.6%	70.7%	75.2%	76.7%	80.6%	Not released
<i>Average Graduate Prospects Performance combining data from the three League Tables</i>	66.1%	68.7%	70.8%	75.3%	76.8%	80.7%	Not released

Graduate-level employment (Professional/Managerial)

In 2017, 78.3% (1,905) of Kent graduates obtained graduate-level employment in the UK. This was a reduction on 2016 when the figure stood at 82.0% (1,885). Graduate-level employment is used by university league tables to rate and rank 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 2016/17 (HESA)

Standard Occupational Classification (SOC DLHE 2010)		Total employed in the UK
Professional/Managerial 78.3%	Managers, directors and senior officials (1xxxx)	104
	Professional Occupations (2xxxx)	791
	Associate Professional and Technical Occupations (3xxxx)	1,010
Non-Professional/Managerial 21.7%	Administrative and Secretarial Occupations (4xxxx)	122
	Skilled Trades Occupations (5xxxx)	14
	Caring, Leisure and Other Service Occupations (6xxxx)	78
	Sales and Customer Service Occupations (7xxxx)	190
	Process, Plant and Machine Operatives (8xxxx)	4
	Elementary Occupations (9xxxx)	120
Not known/Not applicable (00010)		4
Total		2,437

Employment region

Kent's retention of its graduates in the South and East of England remains excellent. 90.3% of Kent graduates obtaining work in the UK in 2017 did so in the South East, London or the East of England. This is an increase on last year from 88.2% working in the South East, London or the East of England. The remaining 9.7% worked in a wide range of regions throughout the UK (including the Channel Islands and the Isle of Man).

Response Rates

The HESA response rate target for full-time UK-domiciled leavers in the graduate destinations survey is set at 80%. In 2017 the CES met this target by concentrating its efforts on the response rate 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 (see Table 3).

TABLE 3 - HESA DLHE Target Response Rates and University of Kent Response Rates in 2016/17

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.

HESA DLHE Student Domicile Category	HESA Target Response Rate (target)	University of Kent Response Rate (achieved)
UK Research Council-funded leavers	80%	85.7%
Full-time UK leavers	80%	82.0%
Part-time UK leavers	70%	77.1%
Other EU leavers	50%	58.9%
Non-EU international leavers	20%	27.9%

PART THREE

Future Plans for 2016/17

EMPLOYABILITY FESTIVAL

The expansion of the sector-leading Employability Festival will continue. More events will be staged, with more graduate recruiters involved and a target of 10,000 student engagements. EmpFest will raise awareness of graduate employability, enhance engagement between students and graduate recruiters, and promote employability support available throughout the University.

WORK-STUDY SCHEME

The scheme will continue to support students from widening participation backgrounds in developing their employability skills. It will provide training and campus-based and off-campus employment that will enhance the employability of our students.

KEW

The “Kent Experiences of Work” framework will continue to measure the impact of University initiatives that increase the number of students obtaining experiences of work. These figures will feed into the Employability and Skills Sub-Committee as a standing item. The alumni mentoring system KEW-NET will continue to expand, with a target of attracting 1,700 students / mentors.

CAREERS FAIR

The CES will further improve the 2017/18 Careers Fair by attracting sector-leading graduate recruiters. This will enhance Kent’s employer engagement profile and increase its reputation with industry contacts.

TARGET CONNECT

Use of the TargetConnect student experience and data management system will be extended in order to utilize its graduate job-vacancy features, management of student events and appointments. We will also move to using TargetConnect to manage placement activity across the University, providing a single integrated platform for staff and students engaging with careers, employability and placement activity.

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. Looking forward, we will seek to expand the scheme to support students with visual impairments.

SERVICE LEVEL AGREEMENTS

The CES will continue undertaking service level agreements with all Academic Schools during 2017/18 and continue to develop this model as an example of good practice in the HE Sector.

CAREERS AWARD

Further enhancement, development and re-branding of the “Careers Award” will seek to extend its use by students. A target of 1,400 participants in 2017/18 will be set.

CES POP-UP EVENTS

The CES will stage over 120 employability “pop-up” events across the Medway and Canterbury campuses to continue to raise its profile and provide target information to a wider student audience.

STUDY PLUS 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.