Foreword

This report covers the work of the Careers and Employability Service (CES) at the University of Kent during the academic year 2012/2013. It is presented in three parts.

In what has been a 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 2013 graduates can be found online from July 2014 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 2013/14.

Tim Reed
Head of the Careers and Employability Service
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Executive Summary

Over the academic year 2012/13 the Careers and Employability Service has made 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 CES’s success in achieving accreditation to the national UK quality standard for careers education, information, advice and guidance: the Matrix Award.

The year ended with outstanding progress made by Kent’s graduates in gaining graduate-level employment after leaving the University. The 2013 DLHE (Destinations of Leavers from Higher Education) survey showed the following: Kent’s institutional employment performance indicator rose to 94.1% (up by 1.2% over the year), UK and EU leavers’ graduate-level employment rose to 74.6% (up 2.1%) and unemployment fell to 4.3% (down 1.3%). See Part 2 for more details.

A major innovation during the year involved a pilot programme working in partnership with academic colleagues to devise service level agreements between the CES and three Academic Schools. Service level agreements will be rolled out to all Academic Schools in 2013-14.

The completion of phase one in the development of the Kent Experience of Work (KEW) framework resulted in a work experience bursary scheme supporting fifty students and KEW statistics showing an increase of 26.7% in students participating in work experience, internships and placements between 2012 and 2013.

Further development of the CES Careers and Employability Award (CEA) on the Moodle learning platform has resulted in an increase of over 400% in student engagement since its launch in 2010/11.

Working closely with the Planning and Business Information Office the CES has increased the overall response rate to the DLHE survey by Kent’s full-time UK-domiciled leavers to 81.7% and has developed key performance indicators to support Academic Schools in benchmarking employability as part of the service level agreement process.

At the inaugural Staff Employability Forum held at the University in January 2013 the CES supported the dissemination of good practice in the context of employability to over seventy colleagues in Academic Schools across the University.

The appointment of a Senior Employability Adviser within the CES in December 2012 enhanced the CES’s employability team and demonstrated the University’s ongoing commitment to support students’ skills development. This post will seek to increase work experience and placement opportunities and further improve the University’s good industry connections.
PART ONE

(i) Projects and Initiatives during 2012/13

KEW
The first phase of the “Kent Experiences of Work” (KEW) framework was completed during 2012/13. KEW will help facilitate increases in 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 international 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 has led to the development of the Kent Experience of Work framework providing more advertised opportunities, student bursaries and the annual collection of work experience statistics. There has been an increase of 26.7% in the number of Kent students participating in experiences of work between 2012 (3,824) and 2013 (4,847).

SERVICE LEVEL AGREEMENTS
Over the 2012/13 academic year service level agreements between the CES and three Academic Schools were piloted. One School from each Faculty participated: the School of Arts (Humanities) and the School of Psychology (Social Sciences) at Canterbury and the School of Sport & Exercise Sciences (Sciences) at Medway. The CES devised an audit questionnaire for use in Academic Schools to review careers and employability provision. The CES worked closely with the University’s Planning and Business Information Office to develop two key performance indicators for employability benchmarking: (i) measuring positive graduate destinations outcomes; (ii) measuring “graduate-level” employment. Due to the success of this pilot scheme the service level agreements, audits and key performance indicators will be rolled out to all Academic Schools for the 2013/14 academic year.

EMPLOYABILITY ADVISERS
Following the appointment of three Employability Advisers in 2012 the CES has enhanced its close working relationship with colleagues in Academic Schools, Professional Services Departments and Kent Union during 2012/13. This included organizing Faculty employability groups, regular meetings sharing good practice and further development and consolidation of online services and social media. The Employability Advisers delivered work experience preparation and briefing sessions to students and collected data showing that 4,847 Kent students had undertaken work experience, internships and placements during the year.

CAREERS FAIR
The Careers Fair in November 2012 featured thirty-one graduate recruiters and one thousand students. Next year the CES is planning to enhance the size and scope of this event to accommodate an increase in graduate recruiters, a greater range of activities for students and a networking opportunity for University staff and recruiters. The Careers Fair will be incorporated into a week-long schedule of activities for students provided by staff from Academic Schools, professional services and alumni. It will focus attention upon the important issue of employability and include a fair at the Medway campus.
(ii) Summary of Areas of Good Practice during 2012/13

**KEW** – the initial phase of the ‘Kent Experiences of Work’ (KEW) framework was completed providing fifty students with bursaries. See the “Projects and Initiatives” section and http://www.kent.ac.uk/ces/bursarykew.html for further details.

**SERVICE LEVEL AGREEMENTS** – a pilot scheme was successful in providing formal service level agreements between three Academic schools and the CES, using key performance indicators and audits of provision, to help target careers and employability support where it is most needed. See the “Projects and Initiatives” section for further details.

**CES ACCREDITATION TO THE MATRIX QUALITY STANDARD** – the CES achieved accreditation to the national Matrix Quality Standard for CEIAG (Careers Education, Information, Advice and Guidance) in 2012/13. The CES is recognized as having areas of strength and good practice in careers and employability services: “A culture of embracing and acting upon feedback permeates the design and development of CES as a business unit.” (Matrix report 2012)

**CAREERS EMPLOYABILITY AWARD** – this 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 752 in 2012/2013. Student feedback is extremely positive. http://www.kent.ac.uk/careers/moodle.htm

**SOCIAL MEDIA** – further developments in the use of Facebook and the introduction of a Twitter channel and a blog considerably increased the CES reach to 7,684 students via social media in 2012/13. See Social Media statistics on page 12.

**GRADUATE-LEVEL JOB VACANCIES** – over the past year a 54% increase in job vacancies advertised to students and a 59% increase in the volume of students registering to access them demonstrated the effectiveness of the CES in attracting recruiters to Kent and in promoting the very latest graduate-level job vacancies to students.

**STAFF EMPLOYABILITY FORUM** – this inaugural annual forum for University staff working within student employability was held in February 2013. It involved 70 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 60 colleagues from European universities sharing best practice in student employability from across Europe. Topics included work experience opportunities within EU regions, the employability of doctoral students and how Academic Schools organized employability provision.
(iii) Core activities and student engagement

Promoting CES services

The CES promotes its services widely using methods including social media, leaflets, booklets, email, events and online. The data below shows how CES engagement with the student body at Kent via its core activities has increased.

Student engagement with a range of core CES services increased overall on the previous year by 36% in 2012/13. 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 2012/13 are the following increases in student use of core CES services:

- Canterbury CES Reception - a 5% increase in traffic to 14,767 visitors p.a.
- Job vacancies - annual student registrations up by 59% to 3,913
- Careers Employability Award (Moodle) - student participants up by 98% to 752
- CES social media - overall reach extended to 7,684 views, likes and followers.

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Core Activities Table 2011/12 – 2012/13 (showing increase in student numbers using core CES services)

<table>
<thead>
<tr>
<th>Student Engagement with Core CES services</th>
<th>Student Users 2011/12</th>
<th>Student Users 2012/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>25,116</td>
<td>34,214</td>
</tr>
</tbody>
</table>
The CES at Medway is located in the Gillingham Building. The CES at Canterbury is located next to Keynes College. CES buildings display 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 Area, book appointments for careers guidance interviews with Careers Advisers and refer queries to the drop-in service. New social media in 2012/13 has enhanced student engagement. At both campuses access to online resources for career planning and applications is available together with careers information.

Core CES activities, including those in the CES Activities Table, will now be described 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. Many students are referred for a guidance interview as the result of a CES drop-in or via their Academic School. They cover a broad range of issues and may result in the production of 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 Careers Advisers and require a booked appointment.

CES drop-in advice provides students with the opportunity to visit the CES at set times every day without pre-booking. 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>2012/13</th>
<th>Careers Guidance Interviews</th>
<th>Drop-in Advice sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Numbers</td>
<td>520</td>
<td>3,745</td>
</tr>
</tbody>
</table>

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

- *I am very grateful for all the help you have given me especially with amendments on my CV and appreciate the time you took out to really improve all my applications. Thank you!! (Year 3 KBS student)*
- *I wanted to thank you for... the helpful verbal reasoning tests. I went to the assessment day and ... have been offered an interview! (Medway Criminal Justice student)*
- *Thanks for your great help ... I am rapidly improving my interview technique. (Journalism student)*

100% of international students responding to a request for feedback stated they would recommend this service to students.

100% of students responded that they were likely or very likely to recommend CES to others (Medway students).
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 to 140 students, by 2012/13 the number of students participating had increased to 752.

<table>
<thead>
<tr>
<th>CES Careers Employability Award on Moodle</th>
<th>2010/11</th>
<th>2011/12</th>
<th>2012/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of participating students</td>
<td>140</td>
<td>380</td>
<td>752</td>
</tr>
<tr>
<td>Assignments completed</td>
<td>112</td>
<td>691</td>
<td>915</td>
</tr>
<tr>
<td>Quizzes completed</td>
<td>723</td>
<td>3712</td>
<td>7156</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 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**

- *I now feel I have a much better idea about where I want to go in life and more importantly how to approach getting there.*
- *The module is very, very useful! I really love how it makes you think about your personality and helps you to identify your strengths and weaknesses.*
- *It really encouraged me to consider how my degree will benefit my future and what I can be doing now to improve my graduate employment prospects.*
- *Before the course I had only a vague idea of my career path and opportunities, now I am applying for summer internships and know how to effectively sell my skills to a prospective employer and have a much more focused plan for my future.*

98.8% of students gaining the award in 2012/13 found it useful or very useful.
Careers Fair

The annual University of Kent Careers Fair held on 1st November 2012 in Eliot College attracted thirty-one organisations advertising graduate jobs, year-in-industry placements, vacation internships and voluntary work. Many of the organisations attending had participated in previous years and had been encouraged to return by the quality of the Fair and the students.

Over 1,000 students from Canterbury and Medway attended and met with graduate recruiters. Students consulted Careers Advisers on career choice and Employability Advisers on making applications. Transport to Canterbury was provided for Medway students attending the Fair.

Careers Alumni Network

The Careers Alumni Network comprises 350 Kent alumni willing to offer help and advice to current students by email, telephone or in person. 60 students from a wide range of Academic Schools used the service requesting 252 contact details in 2012/13. This service will be developed further going forward with the introduction of Alumni mentoring software planned for purchase in 2013/14.

Job Vacancies and Employer Engagement

The CES engages with and provides a free service to employers advertising vacancies to Kent’s 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 54% to 3,235 in 2012/13, up from 2,096 in 2011/12. This demonstrates the effectiveness of the CES’s efforts to attract recruiters to Kent and effectively engage with them. Vacancies are published online through ProspectsNet, which automatically emails registered students with vacancies of their choice.

There has been a significant increase in the annual number of University of Kent students registering to access the job vacancy database: up by 59% from 2,460 in 2011/12 to 3,913 in 2012/13. This demonstrates the effectiveness of the CES’s efforts to promote opportunities to all Kent 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>2011/12</th>
<th>2012/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>New users registering during the academic year</td>
<td>2,460</td>
<td>3,913</td>
</tr>
<tr>
<td>Vacancies listed: Graduate</td>
<td>1,683</td>
<td>2,690</td>
</tr>
<tr>
<td>Vacancies listed: Work experience</td>
<td>413</td>
<td>545</td>
</tr>
<tr>
<td>Total Vacancies: Graduate/Work experience</td>
<td>2,096</td>
<td>3,235</td>
</tr>
</tbody>
</table>

“Vacancies listed” represents the number of entries. Recruiters use one entry to advertise multiple vacancies, so the number of actual opportunities represented by these figures will be much higher. Work experience includes vacation work, internships and sandwich placements.
Graduate Recruiters and training providers visiting Kent in 2012/13

56 employers and training providers were hosted by the CES in 2012/13. These included ACCA, Accenture, the Armed Forces, Babcock, BAE, Bloomberg, CIMA, the Civil Service, Cummins, Deloitte, DSTL, Enterprise Rent-a-car, FDM, Fidessa, Frontier, IBM, ICAEW, JET, Majestic Wine, Mandarin Consultants, NHS, Porchlight, PwC, Raleigh, Teach First, Thales and Toyota.

CES events, talks and workshops

During 2012/13 the CES delivered over 70 careers and employability sessions to 1,833 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 “traditional” presentations promoting 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.

Career and employability sessions provided to postgraduate students included six 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

- The careers service at Kent is excellent (Medway student)
- I appreciate the effort the University is putting in ensuring we leave the University of Kent better students (MBA student)

93% of Medway 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 students, postgraduates and graduates. These include 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 graduates for up to 3 years after graduation.

Student feedback regarding E-mail job vacancy and job-hunting messages

- I would like to thank you for the careers emails; they have given me valuable advice since I graduated last year, particularly with interviews.
- I have received your e-mails about career opportunities; I appreciate them very much as they are opening my eyes to what’s going on.
• I find the emails you send out really useful with loads of great information!
• The vacancy lists are a wonderful source of information, and really well organised, so I appreciate your assistance!

CES Online

The University of Kent careers website contains one thousand pages and includes job vacancies and help with interviews and CVs. It is designed to be informal with interactive content. It is a highly-visited site at the university and the content is provided by University Careers Advisers.

Student feedback regarding the CES website

• I just wanted to thank you for the brilliant web page … concerning … covering letters.
• Great website on CVs and interviews.
• This website is invaluable (student successfully applying for PGCE)
• I graduated last July and struggled to get a job … I went back to the University of Kent Careers site … and found the skills-based CV section. I created my own version of this and got a job within a week! (Kent Psychology graduate)

Employer feedback regarding the CES website

• I thought your leadership test was excellent in relation to the information provided on the different types of leadership styles. (Magazine editor)
• The speaker (at Rag Conference) recommended the Kent website as her favourite … when you needed tips and help putting together a good CV. (National Charity)
• We think the resource you offer to budding new business owners and entrepreneurs alike is brilliant! (SME)

Academic staff and careers professionals’ feedback regarding the CES website

• The Kent approach here has been the subject of much praise. (University of Nottingham)
• The Kent Careers website information on social media in job hunting is excellent. (OU)
• We would like to give enrolled students a computing aptitude test. We have looked at a variety of existing tests and are particularly impressed by yours. We would like to ask you for permission to use your test in our research. (Harvard University)

“The external facing website contains a suite of employability activities and resources … with careers advisers understandably proud of the frequent requests to use their resource bank across the Association of Graduate Careers Advisory Services (AGCAS) membership.” (Matrix report 2012)
Social Media

In 2012/13 the CES developed and extended its social media communications with students resulting in 7,684 views, likes and followers over the year. Below is a breakdown of student numbers accessing CES social media:

- CES Canterbury Twitter: 1,536 followers [https://twitter.com/unikentemploy/]
- CES Medway Twitter account newly created: 120 followers by the end of 2012/13 [https://twitter.com/ukmemploy]
- CES Canterbury Facebook: 494 likes [https://www.facebook.com/UKCES]
- CES Medway Facebook page newly created: 239 likes by the end of 2012/2013 [https://www.facebook.com/ukmemployability]

Careers Information Resources

Printed information resources have reduced as publishers transfer to online and digital formats. A number of graduate directories remain in print and are more than enough to meet student demand. Reference books on psychometric tests, CVs and work abroad remain popular and are supplemented by careers booklets and leaflets written by Kent’s Careers Advisers. These include the popular “Career Planning Guides” and “Starting Points” leaflets distributed at careers talks and workshops and available via Academic Schools. They are also available online in pdf format.

Planning Guide booklets and leaflets promoting the CES website 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 induction. A leaflet highlighting CES services for international students is also distributed. Career Planning Guides outline the skills employers expect from graduates and the activities through which these skills may be developed.

CES Canterbury Door Counter

The CES building at Canterbury received **14,767 visitors in 2012/2013**. The chart below shows the monthly distribution of visitors and demonstrates the trend over the year. Monthly visitor numbers do not drop below 638. Peak use is shown during Autumn and Spring terms, reflecting use of the CES by students during key periods in the graduate recruitment application cycle.
PART TWO

Graduate Destinations

The Destinations of Leavers from Higher Education (DLHE) Survey 2012/13

The Higher Education Statistics Agency (HESA) Destinations of Leavers from Higher Education survey is conducted annually by UK universities. It surveys graduates’ employability six months after graduation, providing benchmarking data. The 2012/13 survey has demonstrated how successful Kent’s graduates have been, despite the challenge of the economic downturn, in obtaining graduate-level employment and further study after leaving the University of Kent.

UK labour market

The UK labour market in 2013, as in the years since 2008, remained extremely challenging for new entrants. Despite hints of the start of an economic recovery national UK unemployment at the end of 2013 was 7.1%. Youth unemployment, for those aged 16-24 years, was 19.1%.

University of Kent graduates in 2013

Despite a challenging economic climate, the 2013 survey of University of Kent leavers showed an increase in the number of Kent graduates obtaining employment to 2,566 (see Table 1). The number of UK & EU graduates who responded stating they were in employment or further study increased to 3,448. As a result of this robust response to the challenging economic climate the University of Kent’s full-time first degree employment performance indicator rose to 94.1%, up from 92.9% in 2011/12. The University’s unemployment rate for UK & EU leavers fell to 4.3% from 5.6% in the previous year. This was a reduction in the unemployment rate for the third year running and the lowest level of unemployment recorded at Kent since 2007.

TABLE 1 - Destinations of University of Kent UK & EU-domiciled leavers 2009 - 2013 (HESA)

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2009</th>
<th>%</th>
<th>2010</th>
<th>%</th>
<th>2011</th>
<th>%</th>
<th>2012</th>
<th>%</th>
<th>2013</th>
<th>%</th>
<th>% responding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>1,609</td>
<td>59.3</td>
<td>1,663</td>
<td>60.1</td>
<td>2,301</td>
<td>64.3</td>
<td>2,328</td>
<td>64.3</td>
<td>2,566</td>
<td>65.5</td>
<td></td>
</tr>
<tr>
<td>Further Study</td>
<td>793</td>
<td>29.2</td>
<td>713</td>
<td>25.8</td>
<td>920</td>
<td>25.7</td>
<td>855</td>
<td>23.6</td>
<td>882</td>
<td>22.5</td>
<td></td>
</tr>
<tr>
<td>Not Available</td>
<td>113</td>
<td>4.2</td>
<td>117</td>
<td>4.2</td>
<td>115</td>
<td>3.2</td>
<td>146</td>
<td>4</td>
<td>204</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Unemployed</td>
<td>155</td>
<td>5.7</td>
<td>179</td>
<td>6.5</td>
<td>214</td>
<td>6</td>
<td>202</td>
<td>5.6</td>
<td>167</td>
<td>4.3</td>
<td></td>
</tr>
<tr>
<td>Refusal to answer</td>
<td>43</td>
<td>1.6</td>
<td>92</td>
<td>3.3</td>
<td>31</td>
<td>0.9</td>
<td>88</td>
<td>2.4</td>
<td>99</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>TOTAL responding</td>
<td>2,713</td>
<td>100</td>
<td>2,764</td>
<td>99.9</td>
<td>3,581</td>
<td>100.1</td>
<td>3,619</td>
<td>99.9</td>
<td>3,918</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
Graduate-level employment (Professional/Managerial)

In 2013, 74.6% (1,843) of Kent graduates were designated as in graduate-level employment in the UK. This was an increase on 2012 when the figure was 72.5%. Graduate-level employment is 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.”

**TABLE 2 – Occupational Classification of Kent Graduates in UK Employment 2012/13 (HESA)**

<table>
<thead>
<tr>
<th>Standard Occupational Classification (SOCDLHE2010)</th>
<th>Total employed in the UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional/Managerial 74.6%</td>
<td></td>
</tr>
<tr>
<td>Managers, directors and senior officials (1xxxx)</td>
<td>106</td>
</tr>
<tr>
<td>Professional Occupations (2xxxx)</td>
<td>711</td>
</tr>
<tr>
<td>Associate Professional and Technical Occupations (3xxxx)</td>
<td>1,026</td>
</tr>
<tr>
<td>Non-Professional/Managerial 25.4%</td>
<td></td>
</tr>
<tr>
<td>Administrative and Secretarial Occupations (4xxxx)</td>
<td>150</td>
</tr>
<tr>
<td>Skilled Trades Occupations (5xxxx)</td>
<td>19</td>
</tr>
<tr>
<td>Caring, Leisure and Other Service Occupations (6xxxx)</td>
<td>122</td>
</tr>
<tr>
<td>Sales and Customer Service Occupations (7xxxx)</td>
<td>216</td>
</tr>
<tr>
<td>Process, Plant and Machine Operatives (8xxxx)</td>
<td>8</td>
</tr>
<tr>
<td>Elementary Occupations (9xxxx)</td>
<td>111</td>
</tr>
<tr>
<td>Not known/Not applicable (00010)</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>2,471</td>
</tr>
</tbody>
</table>

Postgraduates

**TABLE 3 - Destinations of Postgraduates – UK & EU-domiciled leavers 2011-2013**

<table>
<thead>
<tr>
<th>CATEGORY / Student response by Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Employment</td>
<td>70.9</td>
<td>375</td>
<td>464</td>
<td>71.7</td>
</tr>
<tr>
<td>Further study</td>
<td>3.8</td>
<td>20</td>
<td>47</td>
<td>7.3</td>
</tr>
<tr>
<td>Not available</td>
<td>5.7</td>
<td>42</td>
<td>21</td>
<td>3.2</td>
</tr>
<tr>
<td>Refusal to answer</td>
<td>N/A</td>
<td>19</td>
<td>20</td>
<td>3.1</td>
</tr>
<tr>
<td>TOTAL responding</td>
<td>99.9</td>
<td>99.9</td>
<td>99.9</td>
<td>100</td>
</tr>
</tbody>
</table>

The percentage of the University of Kent’s UK and EU postgraduates entering employment is up 3.4% year-on-year (Table 3) while unemployment dropped by 4.4% in 2013 to 3.2%.
Employment region
The retention of graduates in the local region is excellent. 88.3% of UK-domiciled University of Kent graduates who obtained employment in the UK started work in the South East, London or the East of England. The remaining 11.7% of UK graduates worked in a wide range of regions throughout the UK in 2013.

Response Rates
HESA requires a response rate of 80% from full-time UK-domiciled leavers to the graduate destinations survey. In 2013 the CES met this target once again by maintaining the high level of resources required and by working in partnership with Academic Schools, the Planning and Business Information Office and the Development Office. Kent met and exceeded other key target response rates set by HESA including the 80% target for RCUK funded leavers, the 70% target for UK part-time graduates and the 50% target for all EU students.

The HESA process for obtaining responses from leavers is detailed and prescriptive. Kent used an online survey questionnaire 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 to obtain information about Kent graduates who remained at the University, to undertake postgraduate courses, for example. Academic Schools were also approached, as “institutional third party” sources, to obtain information about their graduates.

The 2012/13 survey included international students (Non-EU) for the second year running. For surveys up until 2010-11 only UK and EU graduates were included.

TABLE 4 - Methods of data collection and response rates

<table>
<thead>
<tr>
<th>Survey Collection Method</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Survey Questionnaire</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Telephone survey: graduate</td>
<td>31%</td>
<td>40%</td>
</tr>
<tr>
<td>Telephone survey: third party</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Own institution’s student record</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Institutional third party</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Postal Questionnaire: 1st mailing</td>
<td>2%</td>
<td>N/A</td>
</tr>
<tr>
<td>Refusal to answer</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
PART THREE

Future Plans

STUDENT EMPLOYABILITY WEEK
The CES will organize a week of events for students in 2013/14 providing a University-wide focus on Employability. It will feature Academic schools, employers, alumni, and professional services and raise student awareness of graduate employability and University of Kent support.

SERVICE LEVEL AGREEMENTS
The CES will undertake service level agreements with all Academic Schools in 2013/14 taking into account best practice in the HE Sector and the University’s Employability Strategy. Key performance indicators will be used to help target CES support for Academic Schools.

KEW
The “Kent Experiences of Work” framework - collectively badging and promoting opportunities for students to obtain work experience - will be launched online. The student bursary scheme (B-KEW) will aim to double its success rate and help 100 students to undertake work experience.

CAREERS FAIR
The CES will aim to increase both the number of graduate recruitment exhibitors as well as the number of students attending the Careers Fair in 2013/14. Re-locating this event to the University Sports Centre will significantly enhance its capacity.

CAREERS EMPLOYABILITY AWARD
Further enhancement and development of the Award will be undertaken to extend its use by more students. A target of 1,000 student participants in 2013/2014 will be set.

WORK-STUDY SCHEME
This scheme will support students from widening participation backgrounds in developing their employability skills. It will provide students with training and campus-based work experience with Kent Union, Academic Schools and Professional Services Departments.

IT & E-RESOURCES OFFICER
The CES will recruit an IT & E-resources officer to further develop online services, social media communications, the graduate destinations survey, data sharing and oversee the acquisition and implementation of alumni mentoring and placement management systems.

KENT EXTRA MODULES
The CES will launch University-wide modules at Canterbury and Medway. They will focus on how students can obtain work experience, including international placements.

AUTISM AND EMPLOYABILITY PROJECT
The CES, in partnership with Student Support and Wellbeing, will begin a project looking at providing careers guidance and alumni mentoring for students with Autism.

CAREERS ALUMNI NETWORK
The CES will purchase and implement Alumni mentoring software to enhance this service to students and support both UK and international networking and placements.