

Sheffield Hallam University Employability Healthcheck

Employability Action Group
summary presentation

August 2016

Our approach

Look in

Look out

Look forward

Activity



30 individual meetings
3 workshops
Calls with 10 employers
Extensive desk research
Benchmarking

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3 workshops

Calls with 10 employers

Extensive desk research

Benchmarking

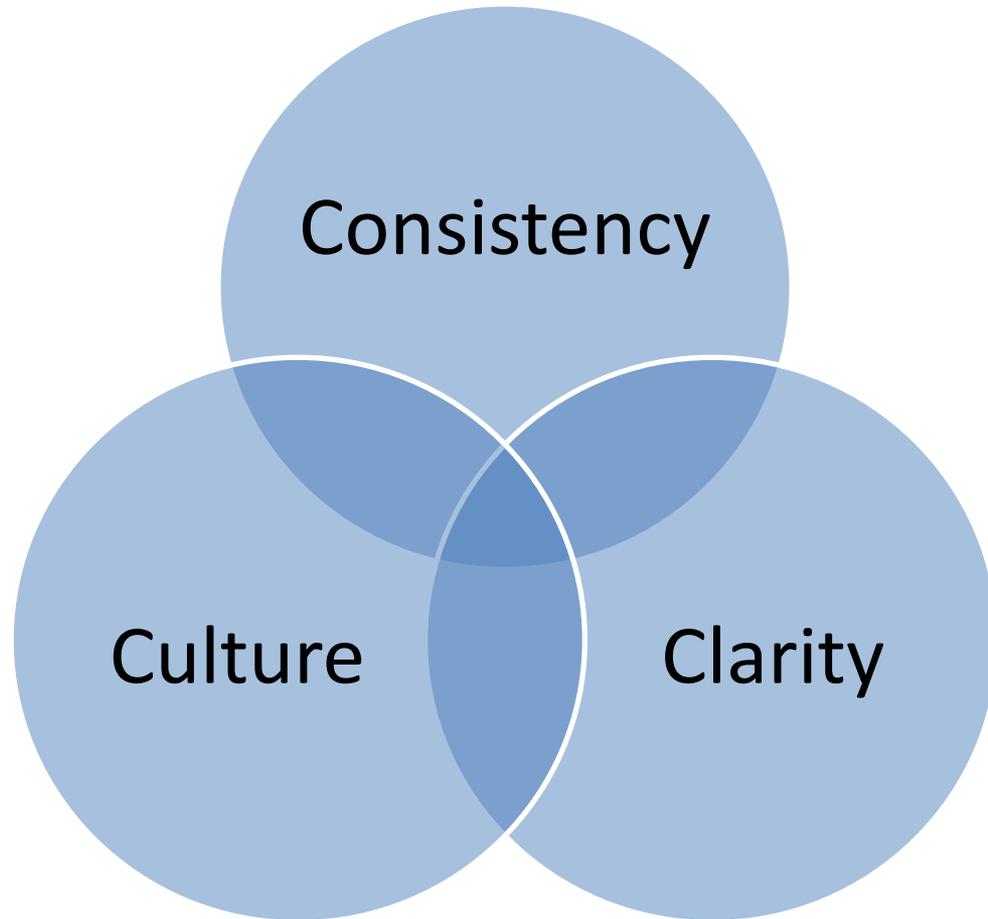
Objectives

- Better understand employability activity and impact
- Evaluate employability activity centrally and in faculty
- Identify areas of good practice
- Define employability and the prevailing narrative
- Consider how best to impact DLHE outcomes
- Understand the university's employability positioning with employers
- Frame the report in context of current graduate labour market trends
- Make pragmatic recommendations into a new long term and ambitious employability strategy

Key messages

- University has a strong base to build from in comparison to the sector
- Significant opportunities to be a sector leader on employability
- Key challenges around consistency, clarity and culture

In summary



CONSISTENCY

Look in

Strategy

Emphasis

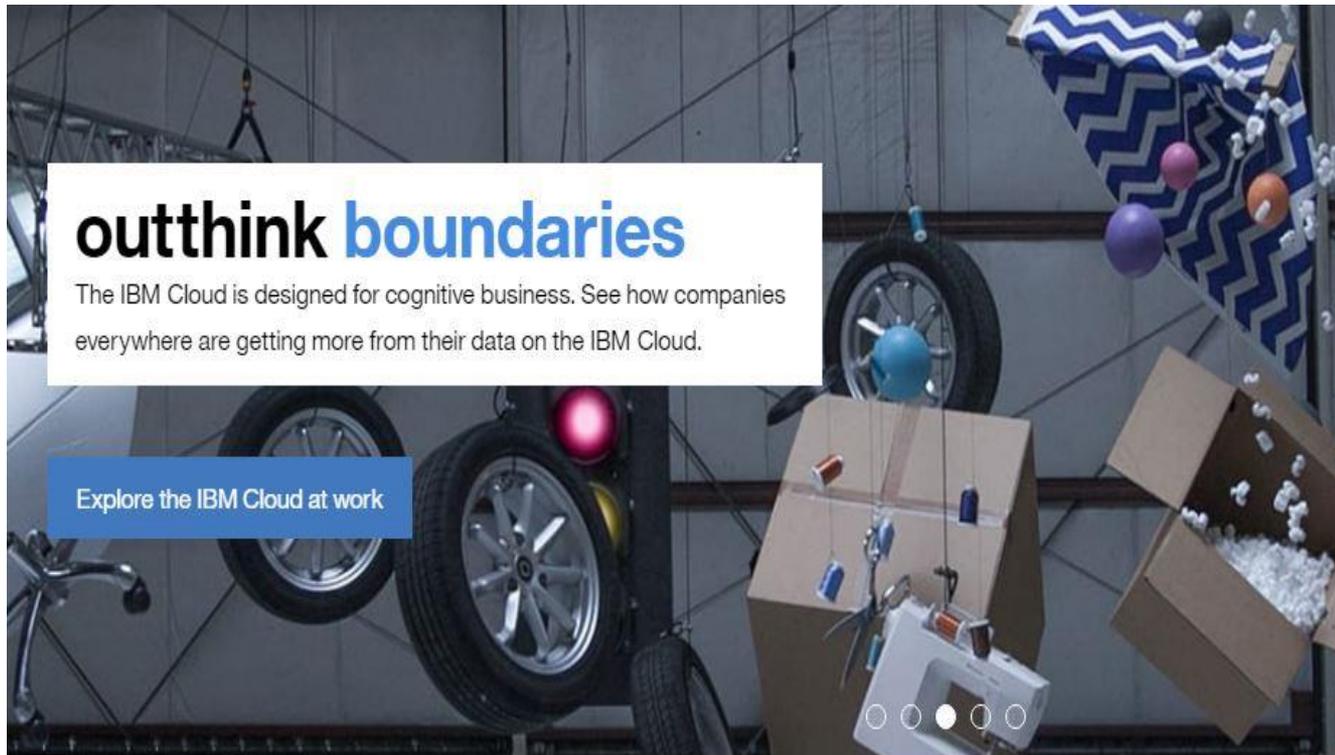
Employability in the curriculum

Employer engagement

4 students in a bar...



Look out



outthink boundaries

The IBM Cloud is designed for cognitive business. See how companies everywhere are getting more from their data on the IBM Cloud.

Explore the IBM Cloud at work

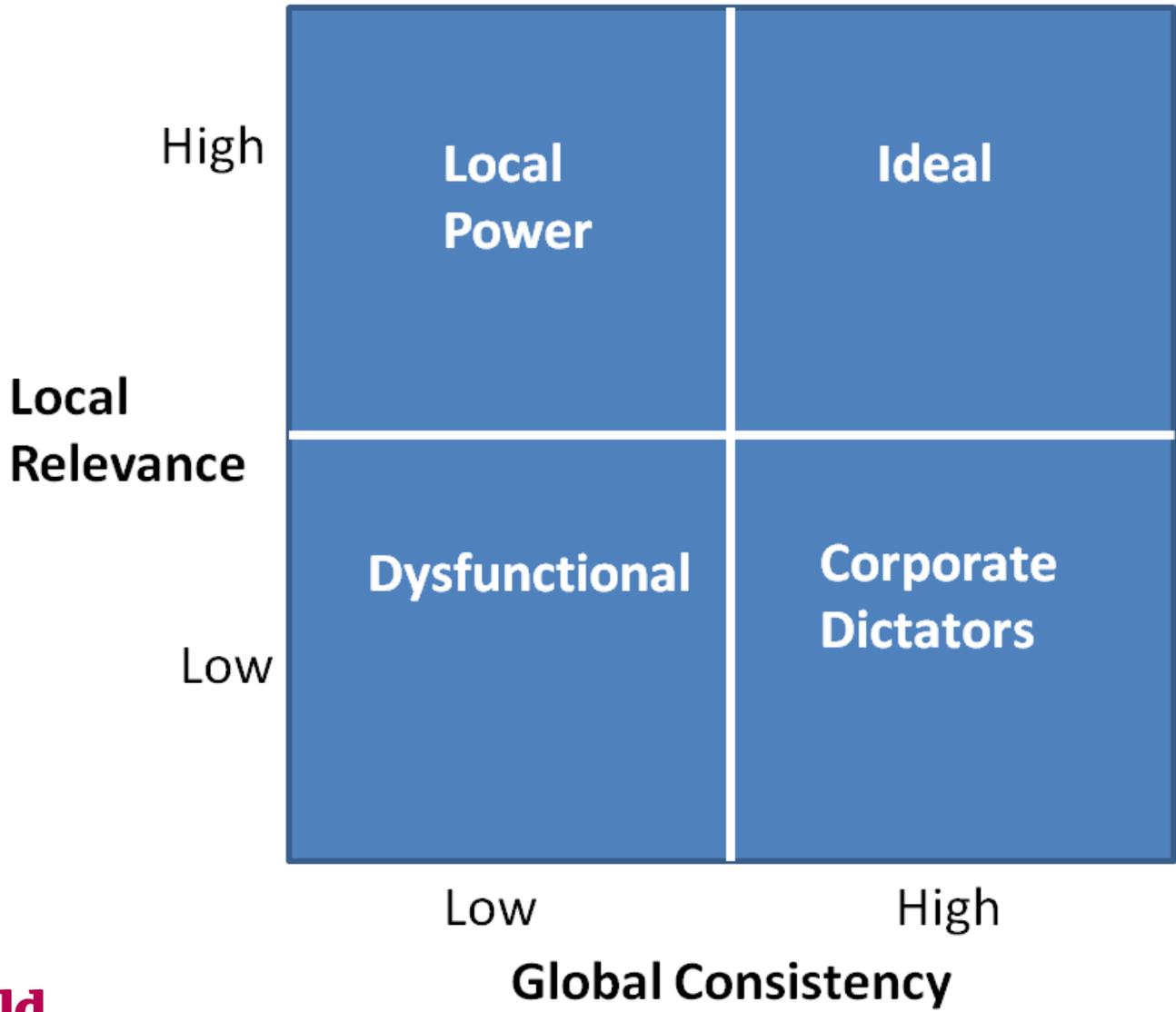
Look forward

One strategy tied to 'best applied university'

Co-create definitions and attributes

Engage

Invest in training and development



CLARITY

Look in

Accountability and responsibility

Data and insights

Vision and strategy

Institutional employability

Look out

WILL IT
MAKE THE
BOAT GO
FASTER?™

Look forward

SLAs between centre and faculties

Ownership

Course profiling and data driven decision making



CULTURE

Look in

Activity over impact

Not targeting support where most needed

Placements above all

Psychological and actual contracts

11%

30,13

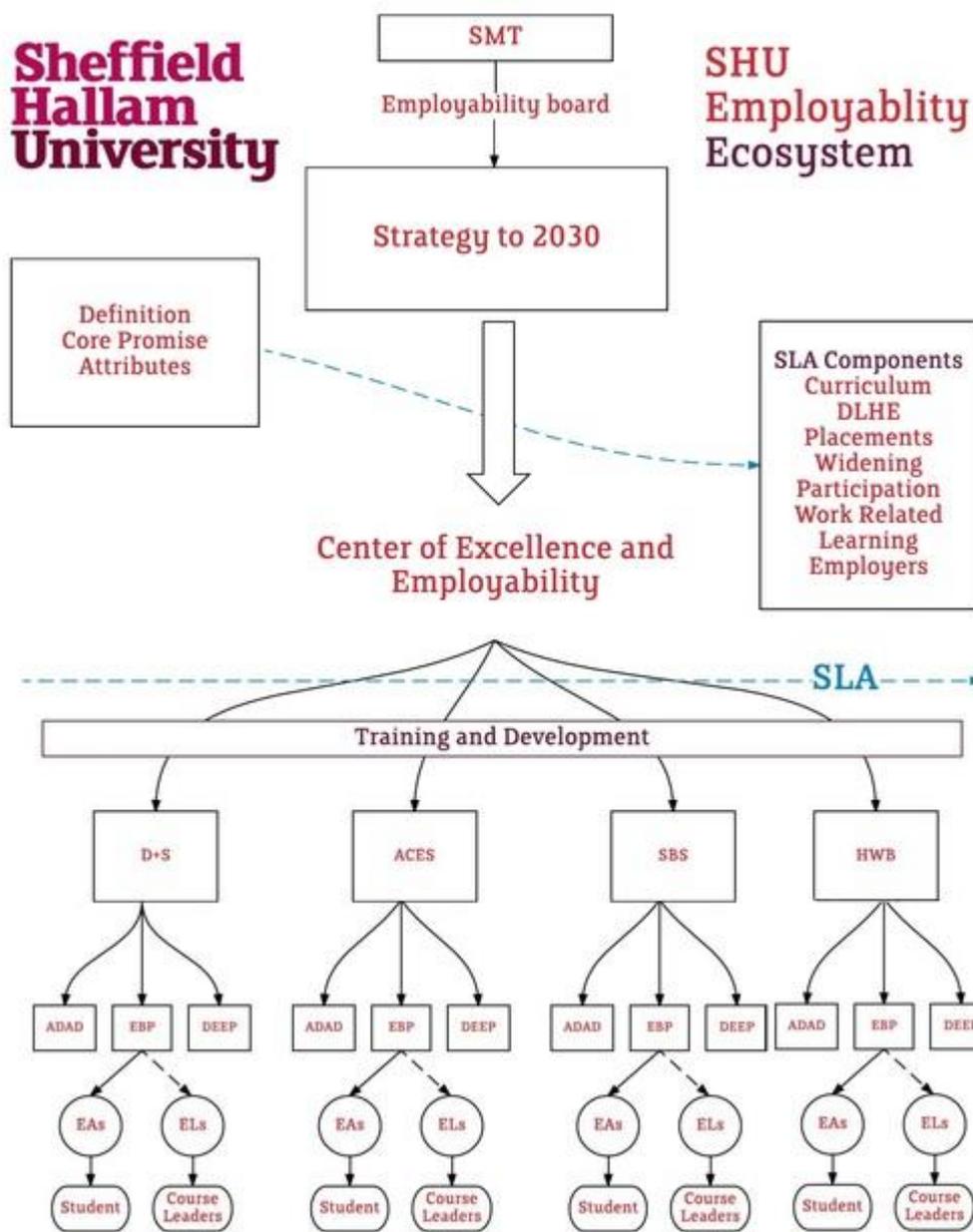
Looking forward

'Employability' part of academic recruitment and review

Evaluate activity for impact

Grow and share what works and fail fast with things that don't

WHAT MIGHT THIS LOOK LIKE?



KEY
 ADAD - Assistant Dean Academic Development
 EBP - Employability Business Partner
 DEEP - DEEP Employer Engagement

What if by 2030...

- Every student had access to a personalised employability journey at SHU
- Sheffield Hallam was world famous for the employability of its graduates
- All courses in the university were above institutional benchmarks for graduate destinations
- Every module in the curriculum enhanced student employability and developed Hallam attributes
- SHU graduates gain an above average share of spaces on graduates schemes
- SHU graduates from disadvantaged and minority backgrounds performed at least as well in employability terms as their better off peers

What if by 2030...

**Sheffield Hallam is the Best
Applied University**

Plan for the day

Recommendations review session

Lunch

Employability definitions and strategy

Vision and strategy development

- Aims and aspirations
- Archetypes and analogies
- Elevator pitch

Next steps and close

Action Group Terms of Reference

Review outcomes of Gradcore employability health check and consider feasibility and impact of proposed recommendations.

Articulate the long term aspirations and aims of the university employability strategy in light of the strategy refresh

Define and clearly articulate the core offer to Sheffield Hallam students, placing them at the heart of the employability experience

Develop inspirational graduate attributes ensuring they are fit for purpose, aligning with and underpinning the delivery of the university employability strategy

Agree the implementation plan including short term priorities, governance, accountabilities and success criteria

LUNCH

EMPLOYABILITY DEFINITIONS AND STRATEGY

CONTEXT

Graduate recruitment trends

From cost of hire to time to hire

From analogue to digital

From employer experience to candidate experience

From knowledge to values

From mass to personal

From qualifications to scorecards

Futurescape?

Neural networks - vectors

Data driven recruitment

AI

Future skills

VR

Vector model of CVs



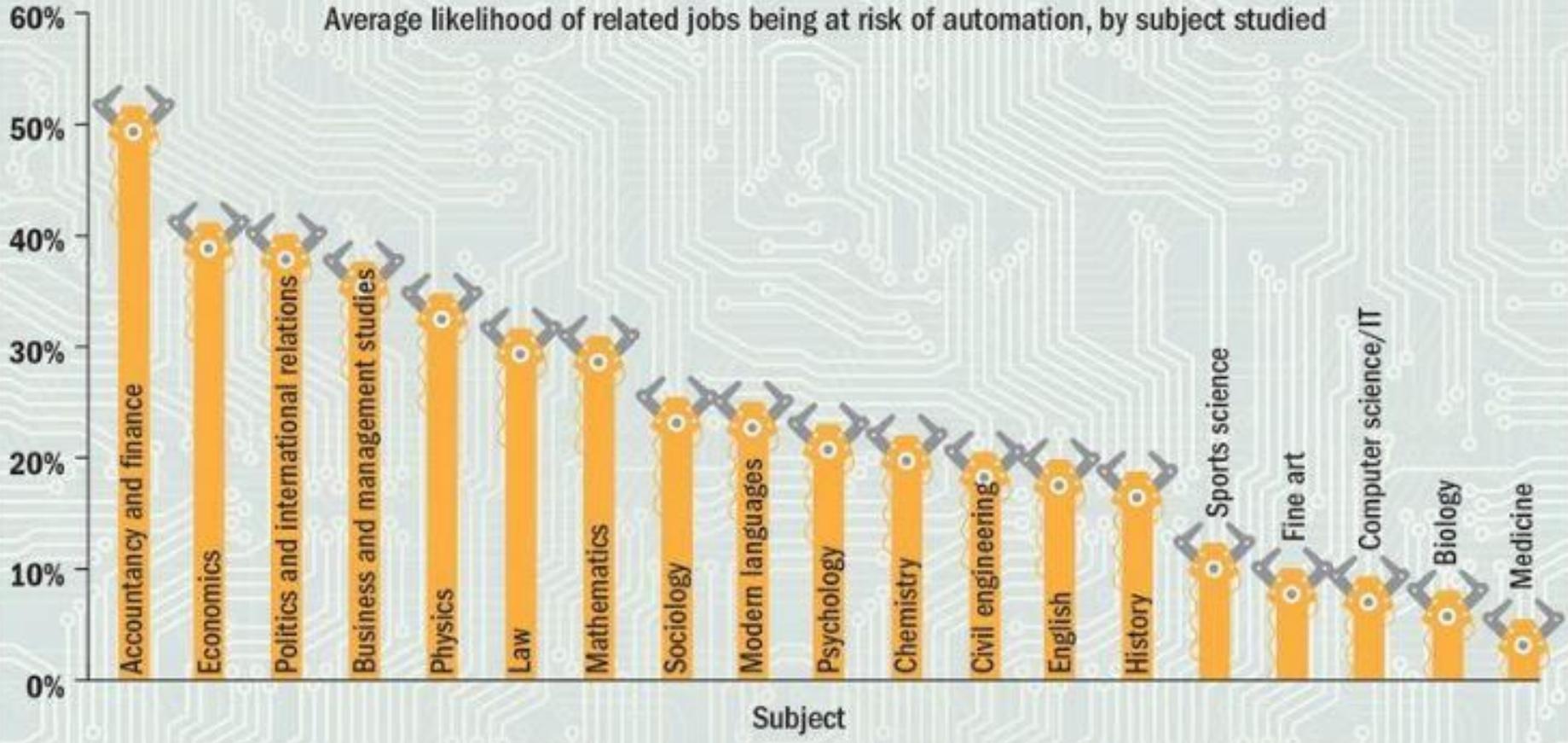


***“There will be
widespread
technological
unemployment
due to our
discovery of
means of
economising the
use of labour
outrunning the
pace at which we
can find new uses
for labour”***

AI and degree subjects

BOTS TO WORRY ABOUT: WHICH DEGREES OFFER THE PROSPECT OF A FUTURE?

Average likelihood of related jobs being at risk of automation, by subject studied



Future skills needs - WEF

in 2020

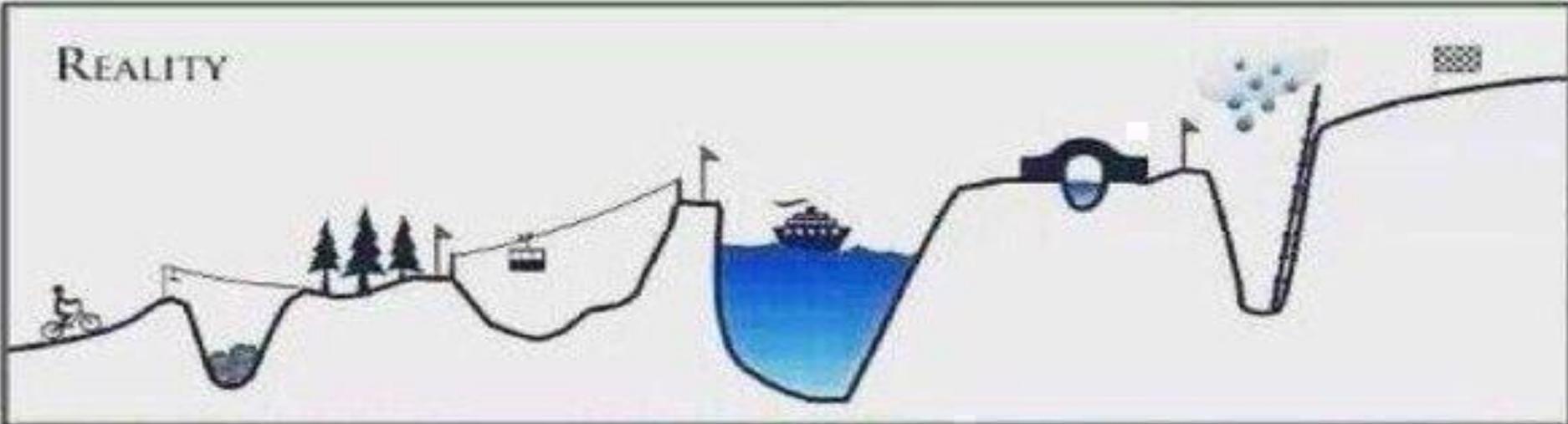
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

DEFINITIONS

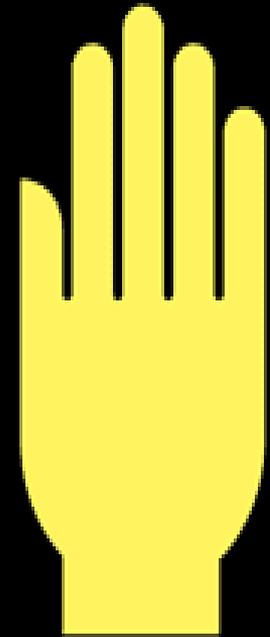
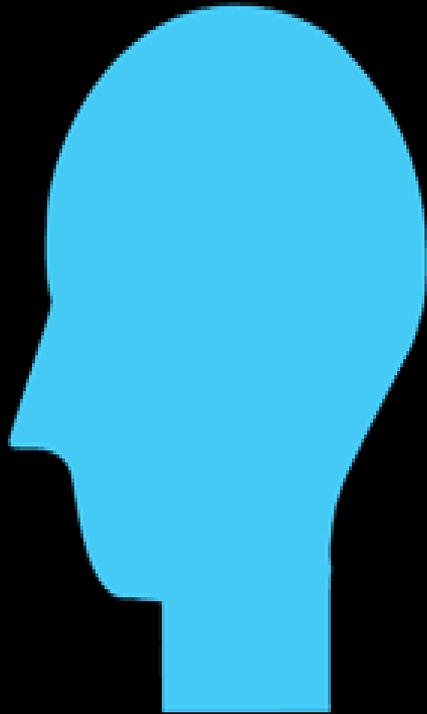
Employment vs Employability



“A set of achievements – skills, understandings and personal attributes – that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy”

**Professor Mantz Yorke
(2004)**





~~“Fine art~~ Employability is that in which the head,
the heart and the hand of man go together”

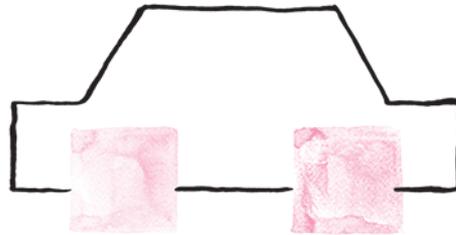
John Ruskin

“To be employed
is to be at risk, to
be employable is
to be secure”

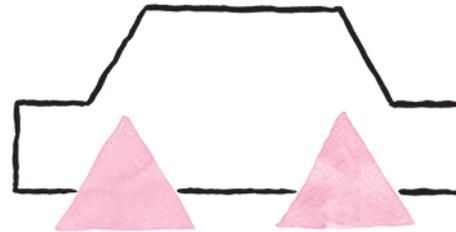
Prof. Pete
Hawkins



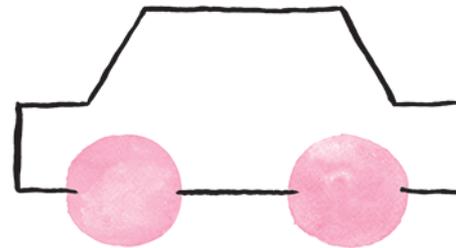
STRATEGY



Iterate,



iterate,



iterate.

Tests for the strategy

Distinctive

Defendable

Developing

Deliverable

Student perspective

If students were given a personal employability budget, what would they spend it on?