

## GRADUATE EMPLOYABILITY AND ENTERPRISE SKILLS STRATEGY 2010 - 2015

### 1. Context and Definitions

- 1.1 The University Strategic Plan (2009/10 - 2013/14) refers to the creation of an inspiring and enriching educational experience for its students who, as a result, will be recognised and well-regarded by employers and professional bodies. At the same time, the University will in achieving this goal act as a catalyst for enhancing the economic and social development of Wales and the UK.
- 1.2 The Employability and Enterprise Skills Strategy, and associated actions, will support both of these University objectives by embedding the development and enhancement of employability and enterprise skills within the student experience and, ultimately, by providing highly skilled and employable graduates into the workforce.
- 1.3 The University has accepted the following definition of “Employability” as articulated in ‘Future Fit: preparing graduates for the World of Work’ published by UUK/CBI (2009).

“A set of attributes, skills and knowledge that all labour market participants should possess to ensure they have the capability of being effective in the workplace - to the benefit of themselves, their employer and the wider economy”.

- 1.4 The University has agreed the following attributes as important in the development of an employable graduate:
- self management;
  - teamworking;
  - business and customer awareness;
  - problem solving;
  - communication and literacy;
  - application of numeracy;
  - application of information technology.

In addition, through curricula and extra-curricula opportunities presented, students will be exposed to leadership and management skills; information literacy; planning, budgetary control and project management skills; entrepreneurship, creativity and the value of innovative approaches.

### 1.5 *Note:*

1. Unless otherwise specified, the terms ‘graduates’ or ‘students’ refer to all categories of student (UG, PGT, PGR).
2. The word ‘university’ is taken to mean all components of the university community including academic schools, administrative directorates and the Students’ Union.

## 2. Employability & Enterprise Skills Objectives

2.1 Cardiff University is committed to enhancing the “employability” of all students so that they are able to contribute positively and add value at the earliest opportunity in their career, to maintain job satisfaction and realise their full potential through their professional and career ambitions.

2.2 The University will:

- Further embed, where appropriate, the development of employability and enterprise skills within the Cardiff student experience through partnership working between careers specialists, Student Enterprise, administrative and academic colleagues and the Students’ Union;
- Provide high quality careers information, advice and guidance to all students;
- Survey its Schools and, where appropriate and feasible, increase opportunities for students to gain work and other related experience, including work shadowing and mentoring schemes, work placements and internships as integral or optional components of schemes of study;
- Support and enhance active employer relationships and engagements through strategic marketing and targeting of key recruiters;
- Establish a dedicated sub brand with a focus on the employability of Cardiff students;
- Invite Schools, where appropriate, to allocate time in each scheme of study to enable students to understand the value of their learning experience and articulate it effectively to employers;
- Encourage students to use personal development planning to articulate and document the development of attributes referred to above (para 1.4);
- Encourage students to take personal responsibility for the acquisition and longer term development of employability and enterprise skills.

## 3. Management and Responsibility

3.1 The Employability and Enterprise Skills Board will oversee the development and implementation of the Cardiff University Employability and Enterprise Skills Strategy.

3.2 The Board will also:

- Apprise the Learning and Teaching Committee on matters specifically relating to the development of students’ employability and entrepreneurial skills through curricula and extra-curricula activities;
- Monitor and review regional, national and international developments and advise University stakeholders accordingly;
- Ensure appropriate engagement with employers and other clients (e.g. professional and statutory bodies) locally, nationally and internationally;
- Monitor and review appropriate key internal and external performance indicators and report thereon to the Learning and Teaching Committee and the Innovation and Engagement Committee;
- Maintain the currency of the University’s employability and enterprise skills provision by keeping under review the changing needs of employers and graduates on a regular basis.

#### 4. Performance Measures

Performance against the Strategy will be measured by:

- “Employability” becoming a specific theme in School strategic plans evidenced by annual review of School plans;
- “Employability” being integrated into programme review evidenced by:
  - Employability and Enterprise-related skills provision articulated across all curricula and communicated to students;
  - New academic programmes designed and existing programmes revised with an employability and/or enterprise dimension incorporated;
- Cardiff University maintaining its position as the leading University in Wales for graduate Employability;
- For undergraduates, this would specifically consider graduate-level employment as well as overall employment;
- Cardiff University improving its position within the Russell Group institutions evidenced by:
  - Competitor comparisons provided annually to University and School Boards based on performance measures derived from the HESA Destinations of Leavers from Higher Education Survey and other appropriate survey data;
  - Improved graduate employment and business start-up statistics;
- Uptake of work placement/experience opportunities provided through Schools and associated to curricula;
- Uptake of programmes of extra-curricula employability-related activities e.g. Student Development Unit, Enterprise, Student Volunteering Cardiff;
- Recruitment of Cardiff University graduates by the Times Top 100 Employers;
- ‘Recruiter’ satisfaction year on year, as demonstrated by a satisfaction survey of employers;
- Increased input from Alumni to inform CU employability activities.

#### 5. Associated Actions

- 5.1 The Constitution and Terms of Reference of the Employability and Enterprise Skills Board are attached (Appendix 1).
- 5.2 A more detailed operational plan outlining the implementation schedule and work undertaken are attached (Appendix 2).

**CARDIFF UNIVERSITY GRADUATE EMPLOYABILITY COMMITTEE**

Reporting to: Academic Strategy Committee via the Learning and Teaching Committee and Innovation and Engagement Committee

Responsible for: The development and implementation of the Employability and Enterprise Skills Strategy

Membership:

Chair: PVC (Engagement)

Vice Chair: PVC (Education & Students)

Internal: Heads of Schools Representatives (3)  
Schools Careers Liaison Officers (3)  
Director of Careers & Employer Services  
SUON Representative

External: Representatives of Graduate Recruiters/Employers (5)  
WAG Representative  
Cardiff Council Representative

In Attendance: Appropriate CARSV, INSRV, RACDV and REGIS staff

Terms of Reference:

- Apprise the Learning and Teaching Committee on matters specifically relating to the development of students' employability and entrepreneurial skills through curricular and extra-curricular activities.
- Monitor and review regional, national and international developments and advise University stakeholders accordingly.
- Ensure appropriate engagement with employers and other clients (e.g. professional and statutory bodies) locally, nationally and internationally.
- Monitor and review appropriate key internal and external performance indicators and report thereon to the Learning and Teaching Committee and the Innovation and Engagement Committee.
- Maintain the currency of the University's employability and enterprise skills provision by keeping under review the changing needs of employers and graduates on a regular basis.

**GRADUATE EMPLOYABILITY & ENTERPRISE SKILLS STRATEGY  
OPERATIONAL PLAN**

**1. UNIVERSITY/SCHOOL ACTIONS**

- 1.1 Employability and Enterprise Skills (EES) will be promoted to students and staff at all levels and across all appropriate University committees;
- 1.2 Procedures should be put in place for all academic subjects to be audited, on a regular basis, for employability and enterprise skills. Using the existing Annual Programme Review/Periodic Review arrangements, Schools will report on how employability is being integrated into their curricular; the Careers Service will be required to advise on employability skills aspects of new schemes of study;
- 1.3 A Cardiff University 'sub brand' with a specific focus on employability will be developed and promoted;
- 1.4 A strategic commitment should be made to increasing the number of students from all disciplines embarking on work placements. Opportunities should be made available to students on a local, national and international basis. Efforts will also be made to develop placements within Cardiff University itself. To underpin this commitment, support will be provided to Schools seeking to deliver work experience through the curriculum.
- 1.5 Strategic targets will be identified to develop and enhance high quality relationships with recruiters and businesses locally, regionally and nationally;
- 1.6 To improve the service provided to employers and professional bodies, a single, coordinated point of access to the University should be investigated possibly via a Customer Relationship Management database;
- 1.7 Where appropriate, the profile of employability will be enhanced through the Personal Development Planning (PDP) process.

**2. CAREERS SERVICE ACTIONS**

- 2.1 The Careers Service, and the EES Strategy Board will monitor and review the EES Strategy and associated Performance Indicators annually, reporting to the Academic Strategy Committee (ASC);
- 2.2 The Careers Service will manage, and maximise information gained from the Destination of Leavers from Higher Education Survey (DLHE), and improve the dissemination and understanding of this data to Schools;
- 2.3 A Cardiff University Award scheme will be piloted with a small number of Schools;
- 2.4 To underpin the value of students gaining work and other experience, the Careers Service will support Schools seeking to deliver work experience through the curriculum, through assistance in the planning process and the provision of practical advice and guidance (where needed);

- 2.5 The Work Experience Adviser and GO Wales will provide a focal point for local, regional, national and international work placements and other work experience opportunities;
- 2.6 The Careers Service will, in conjunction with the Student Development Unit in the Students' Union, mount an annual programme of events, employability skills activities, presentations and seminars;
- 2.7 The Careers Service will explore ways to work with the Students' Union in supporting student participation in societies and clubs;
- 2.8 To reflect the partnerships between the Careers Service and Academic Schools, the Service will develop 'profiles' of engagement and activity, between the partners, which demonstrate clearly the services and opportunities provided in each individual partnership;
- 2.9 The Careers Service will work with Alumni Relations and others in developing a range of graduate case studies.
- 2.10 The Careers Service will survey employers on their views of the Cardiff Graduate.

### **3. STUDENT ENTERPRISE ACTIONS**

- 3.1 Student Enterprise will act as a focal point for providing and identifying opportunities for students to develop enterprise skills both within the University and at a national level.
- 3.2 Student Enterprise will deliver an annual programme of enterprise events, enterprise skills development opportunities and presentations from entrepreneurs.
- 3.3 Student Enterprise will explore opportunities to support academic schools in identifying ways to integrate enterprise into their programmes of learning.
- 3.4 To support those students and graduates putting enterprise and employability skills into practice by setting up their own venture, Student Enterprise will provide guidance, business start workshops, signposting to further support and, in partnership with the Students' Union, access to office space.
- 3.5 To ensure students are offered a range of enterprise skills development opportunities and guidance, Student Enterprise will work closely with the Careers Service, the Students' Union as appropriate, as well as with regional and national enterprise organisations and support services.