



Academic excellence for
business and the professions

Levelling the Playing Field

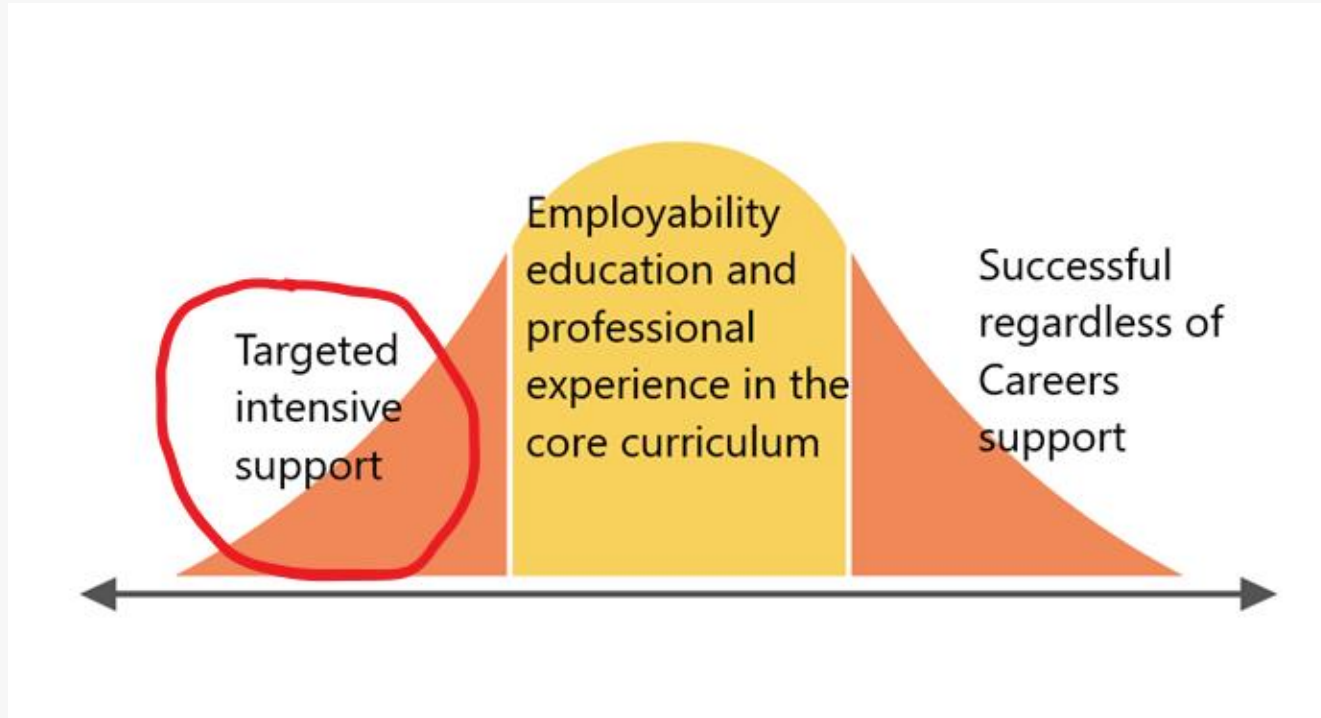
Providing Intensive Employability Support for the Most Disadvantaged Students

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Employability

City context

- Mid league table (55th in Good Uni Guide 2022)
- ‘Business and the Professions’ identity & vocational course portfolio
- Approx. 20,000 students
- Central London location
- Social mobility focus: 78% BAME, 69% WP, 58% IMD 1&2, 67% live with parents (UK UG)
- 79% Graduate Prospects (Good Uni Guide 2022), joint 23rd

Our strategic approach



GradVantage 2021

- Tailored, intensive support to students at greatest risk of unemployment or entering non-professional roles
- Eligibility: UK UG, BAME and / or WP students on courses with the poorest outcomes
- Been running in some iteration since 2016

GradVantage: Scheme details

- Timing: May – July
- Scale: 96 students (100 aim)
- Interventions:
 - 1:1 career coaching
 - 1 day employability workshop
 - practice assessment centre
 - exclusive access to 4-week paid professional internships within university or with an SME

GradVantage: Resources

- 10 paid internal 4-week internships (£30k from APP fund)
- 16 half - paid SME 4-week internships (£27k Santander funding)
- Practice assessment centre (£10k from APP fund)
- CV software
- Staff: Careers Consultants and Unitemps agency

Personalisation of Support

Focus on
'compete'
skills inc
assessment
centre and
supporting
them to apply
for the
GradVantage
internships.

	I've got this	I have some ideas but I could use some help	I need a lot of help
Deciding what I want to do	36.5%	56.3%	7.3%
Understanding what different jobs involve	19.8%	63.5%	16.7%
Knowing where to look for jobs	33.3%	49.0%	17.7%
Understanding my skills	25.0%	61.5%	13.5%
Writing my CV	24.0%	59.4%	16.7%
Writing cover letters / applications	7.3%	39.6%	53.1%
Preparing for interviews and how to answer different types of questions	42.2%	36.5%	59.4%
Selling myself to employers	4.2%	26.0%	69.8%
Gaining some professional work experience	2.1%	19.8%	78.1%

Impact – student feedback

1:1 career coaching:

- 73% found the appointment extremely or very useful

Assessment centre:

- 100% found the topics covered useful
- 92% felt more confident attending real-life assessment centres

Employability workshop

- 89% found the topics covered extremely useful or very useful

Impact – student & employer feedback

Internship - student

- 100% said the recruitment process was “excellent” or “good”
- 100% said they “really enjoyed” their internship

Internship – employer

“Candidate has been wonderful and taken on the new challenges of the internship very well. The time has gone quickly! I wish I had more hours 😊. Thanks so much for letting me be part of this and I will always be interested in taking part in the future.”

Impact - outcomes



Challenges

- Data quality: identifying students to target
- Targeted communication & engagement: how to reach individual students
- Timing: balance between students being 'time poor' but needing lots of support
- Managing employer expectations: some were seeking specific skillsets and felt students were underprepared

Challenges continued

- Managing student expectations: some were seeking very specific internships
- Impact measurement: response rate from students for impact survey

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