

THE PROJECT

LEVELLING THE PLAYING FIELD

THROUGH
WORK
BASED
LEARNING

ADDRESSING DIFFERENTIAL
GRADUATE EMPLOYABILITY

CLOSING THE EMPLOYMENT RATE GAP

Our institutions' analysis supports HEFCE's findings on differential outcomes

10%

TEN PERCENT DIFFERENCE IN GRADUATE LEVEL
EMPLOYMENT FOR WP VS. NON WP GRADUATES;
WITH THE LATTER UP TO THREE TIMES MORE
LIKELY TO BE UNEMPLOYED

Up to 12% difference in graduate level employment for BME vs. non BME graduates

THE ACADEMIC BIT! "Recent research at Aston University
has shown the moderating impact of work placements on
differential outcomes" Birdi, Moores & Higson (2016)



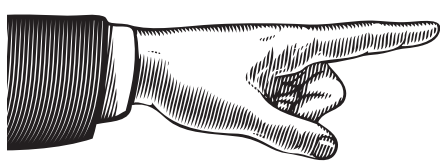
SO THIS IS WHAT WE FIGURE...



Scale up existing interventions to increase engagement of target groups. (How?) Through
targeting specific courses, tailoring communications and using additional people on the
ground to engage hard to reach students.



OUR TARGET GROUPS ARE...



IN YEAR 1

PARTNERS WILL SCALE UP EXISTING PROVEN EMPLOYABILITY
ACTIVITIES IN THEIR OWN INSTITUTIONS TO ENGAGE TARGET GROUPS

Talent Bank
Tailored matching
service to re-engage
students in the process
of securing a year-long
placement in the UK
or overseas.
Grown by more
than 50% in the last
3 years.

**Professional
Mentoring**
Business professionals
are matched with 2nd
year students offering
one to one support.
They provide industry
insight and the scheme
supports 80% of
students to secure a
year-long placement.

**Speed Recruitment
Events**
Facilitating face to face
engagement between
students & employers,
increasing work exposure,
and challenging
student and employer
assumptions. Over
40% of students that
engaged in the event
secured employment.

Micro Placements
2-5 week placements
for 1st & 2nd years.
Supporting career
exploration for those
with no previous
professional work
experience. 60% of
the 2015/16 students
had no previous
engagement with the
Careers Service.

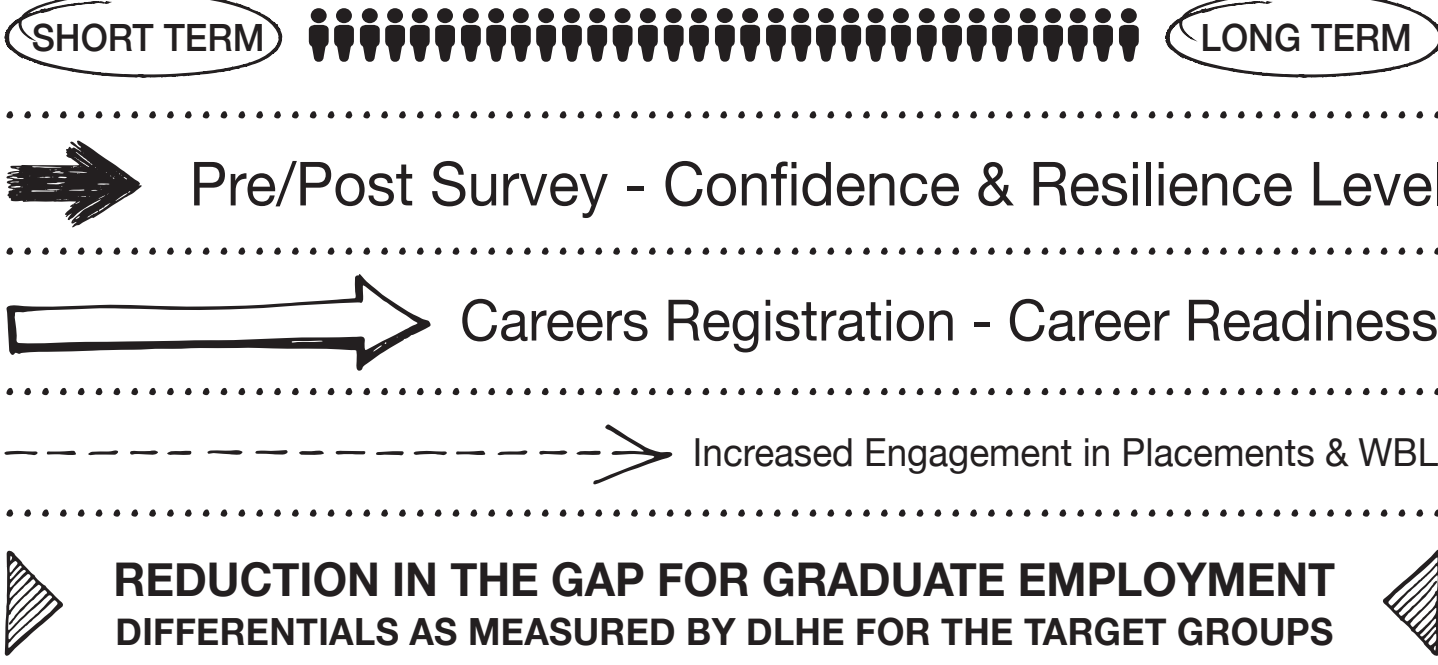
**Accredited Employability
Modules**
Streamlined, embedded
co-curricular modules
delivered to target
student groups in
partnership with course
teams. Last year 2236
students completed
additional accredited
employability modules
from across all faculties.



year two

New employability activities will be piloted
through a partner 'buddy' scheme at both
a strategic and operational level.

THE EVALUATION



the
ultimate
outcome

ADDRESSING
DIFFERENTIAL
OUTCOMES

TA DAH!

1800 STUDENTS ENGAGED
OVER 2 YEARS

SECTOR TOOL KIT
& POSITIVE
IMPACT
ON HE
INSTITUTIONS

IMPROVED
EMPLOYMENT
PROSPECTS
OF TARGET GROUPS

Reduction in
differential
employability
outcomes

IMPROVED
PRODUCTIVITY THROUGH
A DIVERSE
SKILLED WORKFORCE

PROJECT PARTNERS



ALL WITH THE SUPPORT OF THE HEFCE CATALYST FUND

THE END*
(*actually just the beginning)