

The opportunities and challenges of student engagement in careers and employability provision

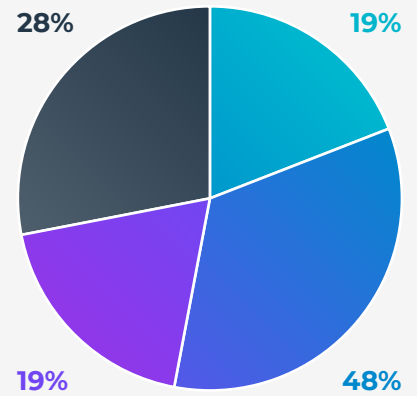
A summary of the 2022 report from Symplicity and AGCAS



Student engagement in higher education (HE) is not a new concept but is becoming increasingly relevant considering the 'post'-pandemic HE landscape. Since the Covid-19 pandemic universities are delivering higher education in more diverse ways, often using hybrid and digital approaches.

The research sought to understand in greater depth the challenges and opportunities facing careers services relating to student engagement.

Student Engagement Strategies



■ Yes
■ Yes - student engagement is embedded within our main careers service strategy
■ No
■ Not yet, but we plan to

UNIVERSITY CAREERS AND EMPLOYABILITY SERVICE INSIGHTS

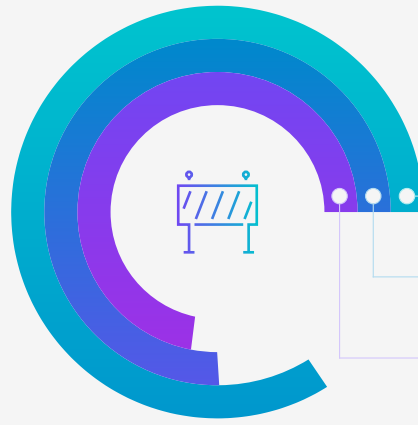
“A Digital First strategy, acknowledging that in order to extend reach and engagement that resources need to be accessible to students virtually.”

“This is a key element of our Student Careers, Employability & Enterprise strategy. There is a particular focus on embedding careers, employability and enterprise into the curriculum to ensure high levels of student engagement.”

“Targeted support is provided to key Widening Participation student groups. The Annual Plan includes ambition to work in partnership with programme teams to support the blended learning delivery of employability initiatives within and alongside the curriculum.”

How do we define Student Engagement?

The complexity of evaluating student engagement further illustrates careers and employability professionals' experiences of patchiness and the lack of formal evaluation processes revealed by the survey.



The biggest challenges to student engagement are:

- 69%** difficulty engaging with academic colleagues
- 52%** budgetary constraints
- 46%** a mismatch with student expectations about the type of support that can be provided

Awareness vs Engagement

Students may be accessing peer to peer support for careers and employability in independent or informal ways, rather than through formal events or activities.

One of the least engaged with activities is experience with employers:

What would encourage you to engage more with careers and employability provision?



SELECTED FURTHER OPPORTUNITIES FOR EMPLOYABILITY EXPERIENCE

(e.g. part-time jobs, volunteering, internships)



SELECTED FURTHER OPPORTUNITIES TO ENGAGE WITH EMPLOYERS



SUGGESTED THEY WOULD ENGAGE MORE IF THEY HAD MORE TIME TO ENGAGE

Despite wanting to engage with employers and work experience students may find that these activities require the most time commitment and/or high levels of confidence so may feel unable to engage.

CHALLENGES in increasing Student Engagement with careers teams



- 1 RESOURCING**
- 2 HYBRID DELIVERY**
- 3 PATCHINESS**
- 4 STUDENT CONFIDENCE**

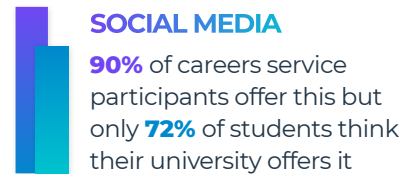
OPPORTUNITIES to increase Student Engagement with career teams



- 1 INCLUSIVE LANGUAGE**
- 2 PEER TO PEER ALUMNI SUPPORT**
- 3 TECHNOLOGY**
- 4 MICRO-ENGAGEMENT**



COMPARED TO



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