Students as Educators and Mentors: increasing awareness of the benefits and participation in sandwich placements

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Welcome to the Department of Leadership and Management
HEA Conference
Inspiring tomorrow’s professionals
Ruth Brooks
Business Management Course Leader
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Students as educators and mentors: increasing awareness of the benefits and participation in sandwich placements
Among top 100 graduate recruiters:

• Third of jobs will be filled by graduates who have already worked for the organisation

• 4/5ths of these companies offer paid work experience programmes

• Without work experience graduates are unlikely to be successful during the selection process.

Inspiring tomorrow’s professionals
Competitive
Work experience while studying

• Part time work
• Voluntary work
• Internships
• Embedded into the curriculum
• Sandwich placements – up to 48 weeks

Inspiring tomorrow’s professionals
Youngson and Brooks (2013)

Taking a placement:

1. Improves academic performance
2. 50% more likely to obtain graduate level work
3. Earn £2000 more on average

Inspiring tomorrow’s professionals
HEA Individual Teaching Grant

- Project aim:
  
  - To improve awareness of placements and their benefits to increase participation
Why?

• Long term benefits but take up rate low
• Students from narrow background
• Improve understanding of the benefits to increase participation rates
• Government agenda

Inspiring tomorrow’s professionals
• National uptake declined from 9.5% 2002/3 to 7.2% 2009/10
• (Education for Engineering, 2011)

• Response?
Placements students see it as a:

Positive Experience

Inspiring tomorrow’s professionals
Supported by the placement unit

Inspiring tomorrow’s professionals
• Using former placement students as educators and mentors
• Speak from personal experience
• Similar age and life position
• Powerful influence in addition to tutor
• (Allen and Eby, 2010)
Start at open day

Inspiring tomorrow’s professionals
Ongoing mentoring

- Classroom sessions
- Lunchtime briefing for all students registered for a placement
- Email contact
- Interview advice

Inspiring tomorrow’s professionals
Placement Conference

Enhancing Employability through Placements in Higher Education
10am to 3pm – Tuesday 9 July 2013
The University of Huddersfield Business School

The benefits of undergraduate placements are well established, however, in the present economic climate, engaging students in the placement process is becoming a greater challenge. We invite you to attend our one-day conference to share good practice in the initiatives and interventions Higher Education institutions offer to support and encourage undergraduates in this process.

The conference will include:
- Keynote address from RateMyPlacement who will share insights, shocking statistics and best practice on how to ensure students will become hooked on securing that all important work experience
- Keynote address from Judith Kay (BIMT University, Australia) & Norah McKeen (University of Victoria, Canada) who will discuss national perspectives of Work Integrated Learning and review the trends and issues in their respective countries
- Four open presentations with a choice of workshops to attend, delivered by speakers from a number of universities from across the UK
- A Placement Student, Employer & Graduate panel to discuss personal experiences and perspectives to aid future placement processes

The conference is FREE to attend and refreshments and a light-lunch will be provided

For further information and bookings click on the picture above or visit:
www.hud.ac.uk/uhbs/businessschool-events/enhancingemployability

For enquiries
Email: businessevents@hud.ac.uk
Telephone: 01484 472026

Inpiring tomorrow's professionals
Impact?

• The number of students already securing placements is 50% higher than last year

• The quality of placement is improving
Future Developments

• Increase the number of students taking placements
• Wider social and ethnic backgrounds
• Better career planning by students throughout their studies
References


