Placement Podcasts: The Employers' Perspective

Original Citation


This version is available at http://eprints.hud.ac.uk/9830/

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

http://eprints.hud.ac.uk/
Overview

• Why Podcasts?
• Phase One – Last Year’s Work
• Phase Two – Current Work
• Employer’s View
• Films A and B
• Conclusions and Findings
Why Podcasts?
Strategic Aim A7

‘To produce employable and enterprising graduates’
Placement Take Up Trends

• UK wide trend for decrease in sandwich placement take up since 1990s
• Why?
  – The research base is inconclusive
  – More students living at home?
  – Greater financial pressure?
  – Peer Pressure?
Previous Research

In our 2005 survey students who did placements tended to get:

– Better degrees
– Better jobs
– Better salaries

But we cannot link this directly and say this is solely because of placements.
Placement tutors often say that students come back:

- More mature
- Ready to learn
- Improved context for academic learning
- More determined to do well and get a good job
Phase One
Last Year’s Work
Phase One Podcasts – Student Selection

• Selected enthusiastic students via Jobshop
• Broad cross section
  – Disciplines
  – Ages
  – Genders
  – Ethnicity
  – International
• Included sandwich, professional and short term placements.
Phase One Podcasts- Outcomes

• 15 minute interview per student
• Edited into short individual film
• Composite of placements and learning experiences
• DVD produced
• Used at University Open Days
• Available via website: www.hud.ac.uk/tqef/placementvideo.html
Phase One - Review

• Feedback from internal focus groups
  – Concentrate on sandwich students
  – Tutors to select

• Format
  – Three interviews per student
  – Interview with employer
  – Interview with tutor

• Student’s professional development and growth
Phase Two
This Year’s Work
Why Bother?

- Placement lifecycle
- Generic resources
- Convenient
- Triangular partnership
- Student awareness of employer needs
- Better placement preparation
- Web resource for second phase
Phase Two – What’s Different?

- Three triangular viewpoints: student, employer, university
- Getting employers and students involved
- Placement units input
- Nine employers, 14 students
- Filmed students in autumn term, 2007
- Employers and students - summer, 2008
- Focus on employer’s views
Phase Two – The Employer’s View

• Several employers were placement student’s themselves
• Support ethos
• Commonalities of successful students:
  – Interest in the job
  – Enthusiasm
  – Quick to adapt and become part of the team
Employers

- Don’t expect ‘finished product’
- Develop and train professionals
- Placement Students and graduates – difference?
- Liked real examples at interview
Film A
What Employer’s Want
Benefits to Employers

• Desire to learn, enquire and challenge
• Recent academic knowledge – plus market place developments
• Challenge existing processes and procedures
• Keen to volunteer
• Research projects
• Quick to acquire skills - flexible
Project Progressions – Hospitality Industry

Start off by helping at functions
  • work independently supported by the team
  • supervise agency staff
  • independently manage their own small dinner function
  • manage bigger numbers – e.g. a conference
  • culminating with large events such as weddings.
Team Working

- Quick to become key members
- Hard to replace at end of year

**Student** Vs **Admin Assistant**

- Genuine interest in company
- Initial output levels good
- More flexible, happy to move, extra experience
- Just want a job
- Initial output levels good
- Covering jobs = more work

3-6 months later a huge difference
Findings - Employer

• Regard students as their workers for a year
• Skills built over year
• Deeper projects
• Shy - > confident
• Working within ‘real’ teams
• Specialist equipment in ‘real-life’
• Widen social circles – e.g. mature colleagues
• Time management
• Career ‘try outs’
Findings - University

- Triangle: student, employer, university
- Long term relationships with university - service to future generations
- Knowledge back to University re business practice
- Linking employers to university for potential
  - Consultancy
  - Knowledge transfer
  - Partnerships
Film B
Skills and Employers
Conclusions and Findings
Conclusions – Phase Two

• Highlight employers perspective
• Students broader appreciation of world of work
• Insights into interviews
• Enthusiasm, positive attitude and desire to learn
• Work skills can be taught
• Genuine interest in job role and company
• Students treated ‘similarly’ to graduates
• Triangle supports all three
Learning Points

- More complicated to set up
- Chose on the basis of companies
  - Local
  - Blue chip
  - Highly specialised
- Impact on students
- Time consuming
- Transcripts typed up to assist editing
- Web resources – ‘access details cards’
Future Work to Complete

• Finals edits of all films so far
• Final interviews with students
• Interviews with tutors
• Loading materials onto web
• Consultation with staff for dissemination and embedding into curriculum
Contact Details

Lisa Ward
TQEF Work Placement and Project Manager
01484 473085
L.ward@hud.ac.uk

Jane Gaffikin
TQEF Project Officer
01484 473146
j.gaffikin3@hud.ac.uk
Web Resources

TQEF Homepage
www.hud.ac.uk/tqef

Placement Podcasts – Phase One
www.hud.ac.uk/tqef/placementvideo.html

Placement Podcasts – Phase two
(Coming soon)