

# Employability

<http://GraduateEmployability.com>

Research-based approaches to  
revolutionising undergraduate &  
postgraduate employability supports

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1. Employability problems in higher education
2. Research findings
3. Employability solutions/innovations



# Employability problems in higher education

# Employability Problems in Higher Education

# 10

Minimal employer and  
industry engagement



# Employability Problems in Higher Education

9

Universities leaving  
everything up to  
the career centre



# Employability Problems in Higher Education

8

Not enough work  
experience and internships





# Employability Problems in Higher Education

7

Crowded curriculum means graduates are not well rounded



# Employability Problems in Higher Education

## 6

Missing or inappropriate  
postgraduate supports





# Employability Problems in Higher Education

5

Absence of career guidance



# Employability Problems in Higher Education

# 4

Surplus of graduates  
for job vacancies



# Employability Problems in Higher Education

# 3

Applicants unable to sell  
themselves to employers



# Employability Problems in Higher Education

## 2

Graduates do not have  
necessary skills (hard & soft)



# Employability Problems in Higher Education

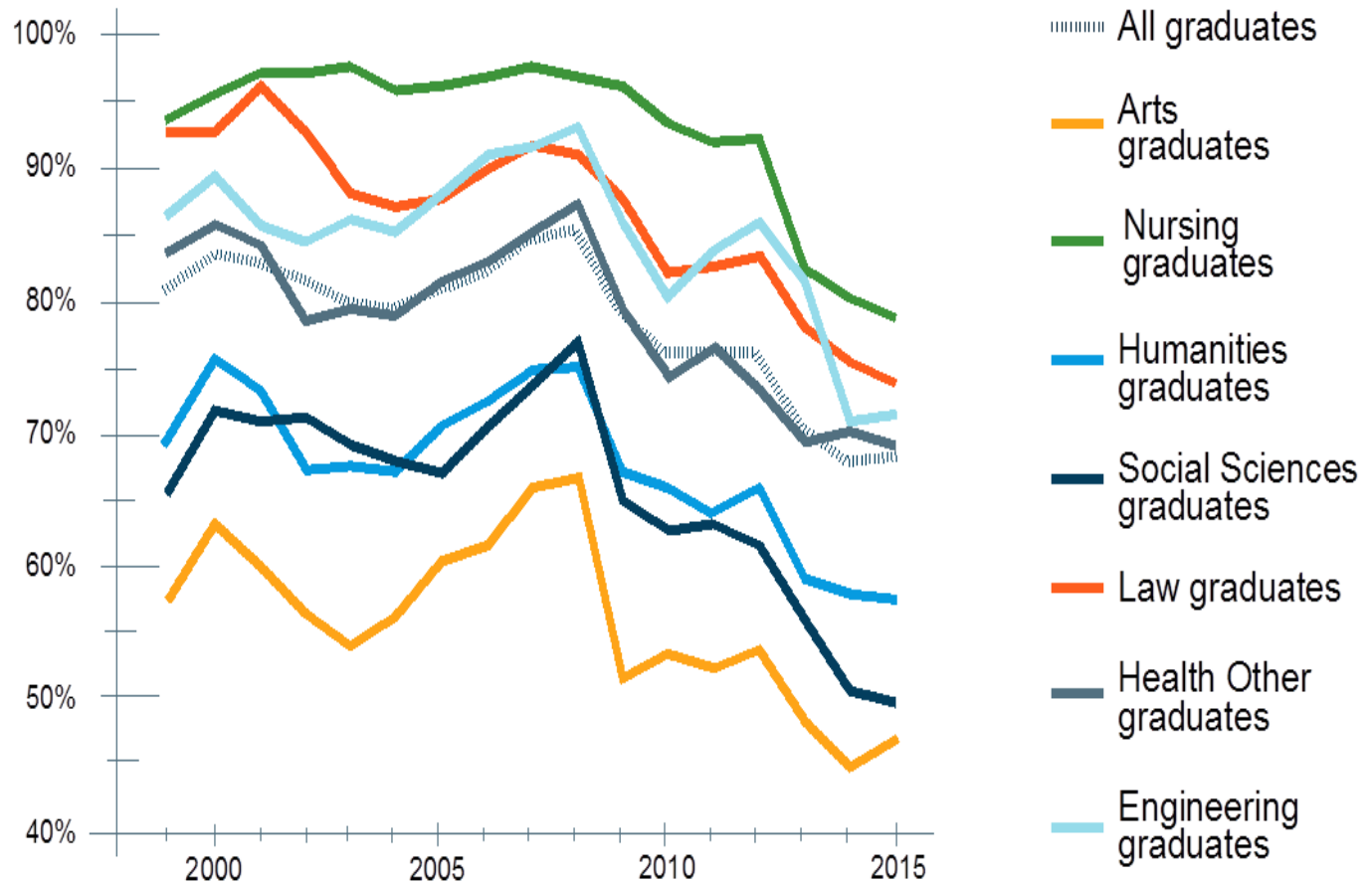
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Too many graduates  
un- OR under-employed



# Employability Problems in Higher Education

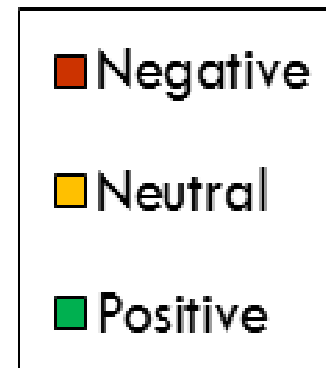
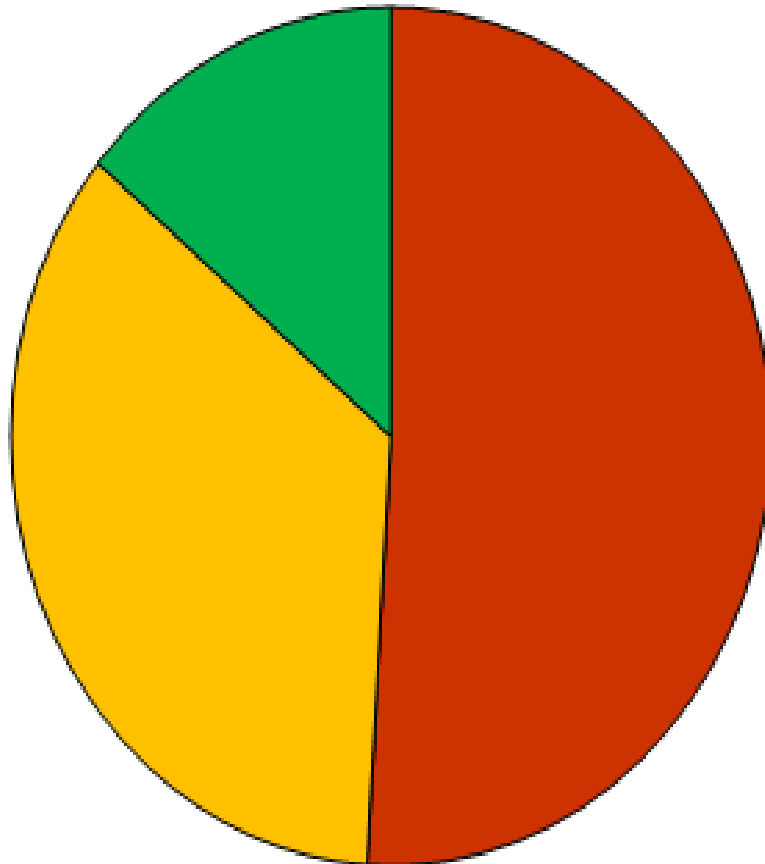
2015 – GCA  
68% employed  
FT 4-months  
post graduation





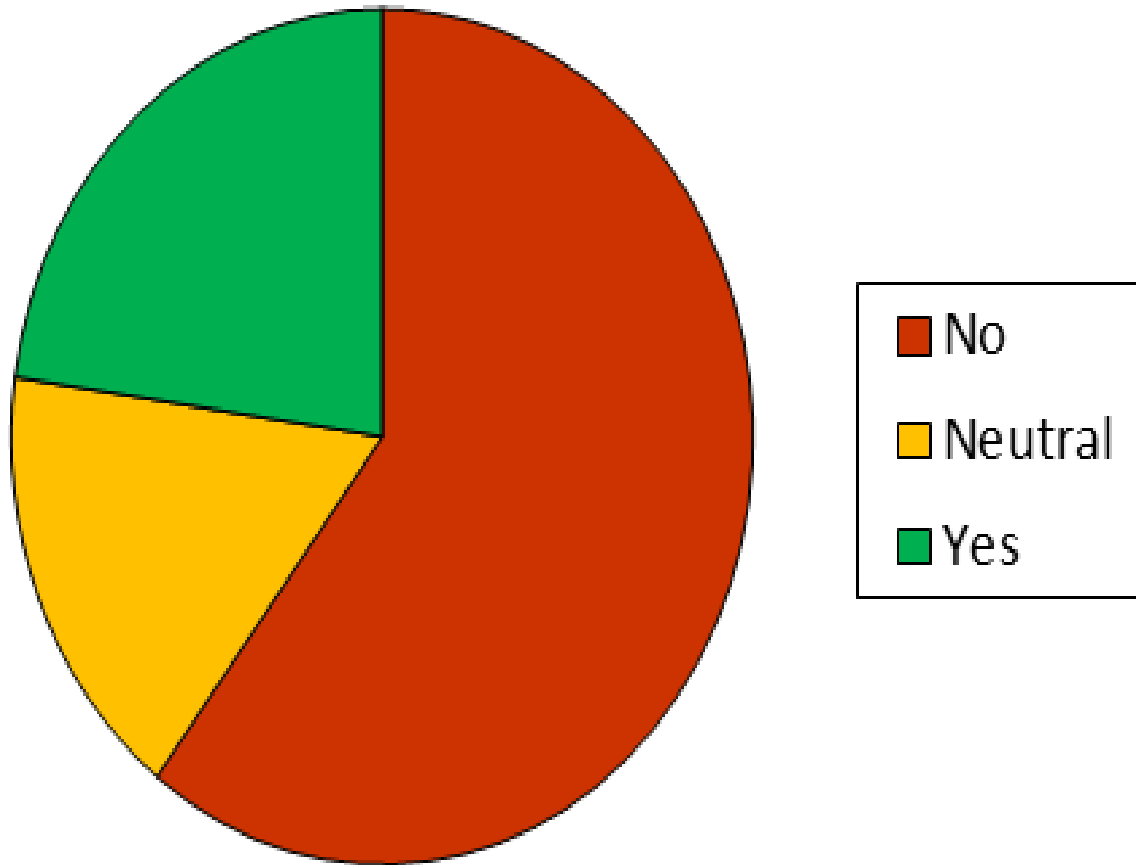
# Employability Problems in Higher Education

Only 14% (7 people) who expressed an opinion (51 people) among interviewed postgraduate students and university staff (82 people across Australia) are optimistic that postgraduates will secure related careers upon graduation. 51% are pessimistic and the others neutral.



# Employability Problems in Higher Education

61% (of the 71 people who expressed an opinion) believe that Australian universities need to improve postgraduate employability supports.



**Are you satisfied with postgraduate employability supports & services?**



# Research Findings

# Australian National Research

- 2014: Graduate Employability (mostly UG)  
n=852
- 2015-2016: Postgraduate Student Experience  
n=366



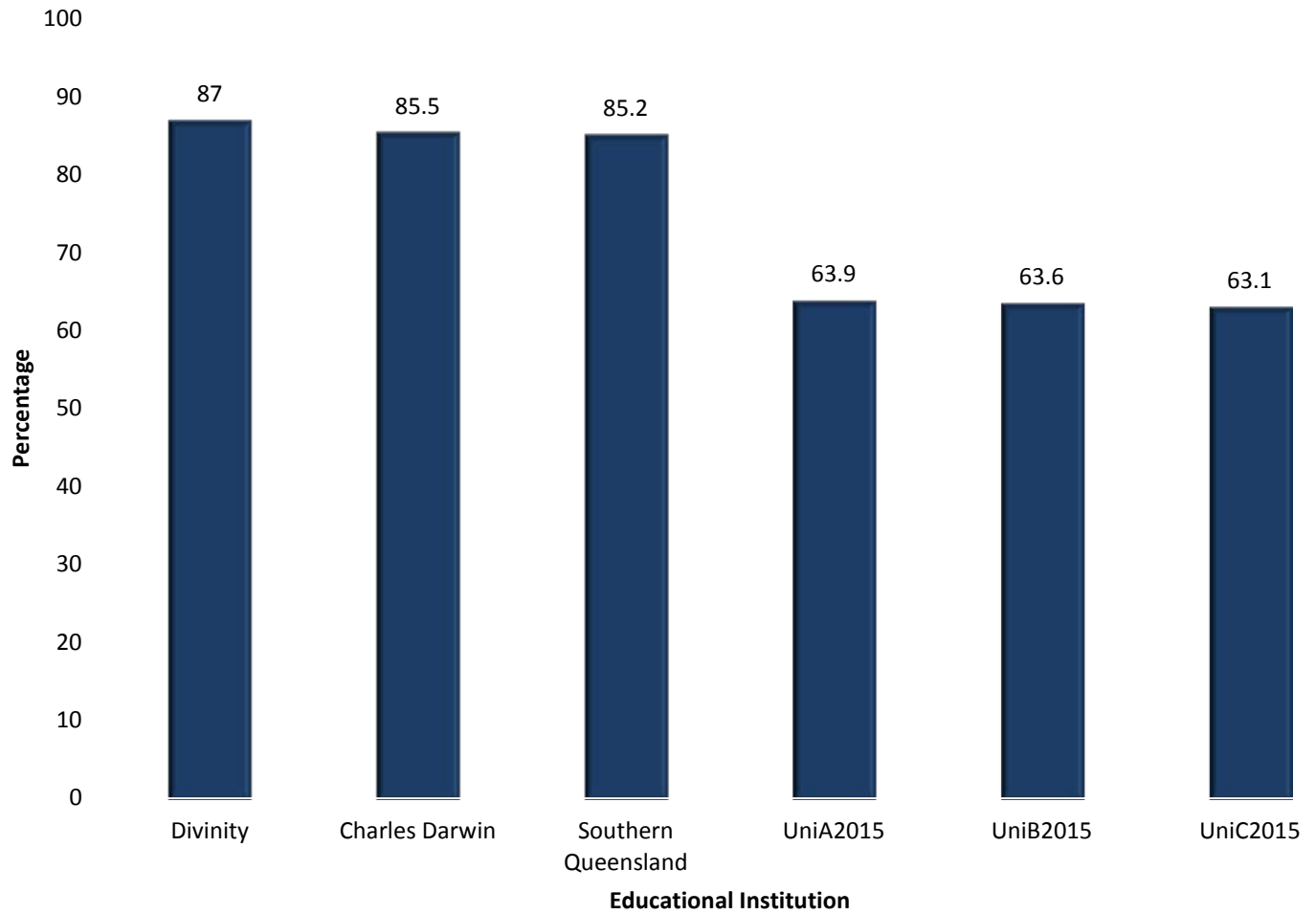
# Research Findings

10

Universities' employability approaches have impact



# Research Findings



## Employment Outcomes



# Research Findings

9

There is dissonance between the perspective of students, graduates, employers and educators



Strategies	Students	Graduates	Higher Education	Employers
Capstone				
Careers Advice	✓		✓	
Extracurricular			✓	✓
Intl Exchange				
Mentoring				
Networking		✓	✓	
PT Work	✓	✓		
Portfolios				
Prof Assocs			✓	
Social Media				
Volunteering		✓		✓
Work Experience	✓	✓		✓

## Stakeholder Dissonance Regarding Assessment

Stakeholder	Participants	Participants who mentioned <i>assessment</i> Percentage of stakeholder group	Overall no. of <i>assessment</i> mentions Percentage of full data set	Mean no. of <i>assessment</i> mentions by participant	Range of <i>assessment</i> mentions within stakeholder groups
Students	21 (17%)	6 (29%)	11 (9%)	2	1-4
Graduates	26 (21%)	5 (19%)	5 (4%)	1	1
Educators	63 (50%)	22 (35%)	112 (88%)	5	1-20
Employers	17 (13%)	0	0	0	0
<b>Total</b>	127	33	128		

# Research Findings

## 8

Employers' top super-skills are:

1) Communication

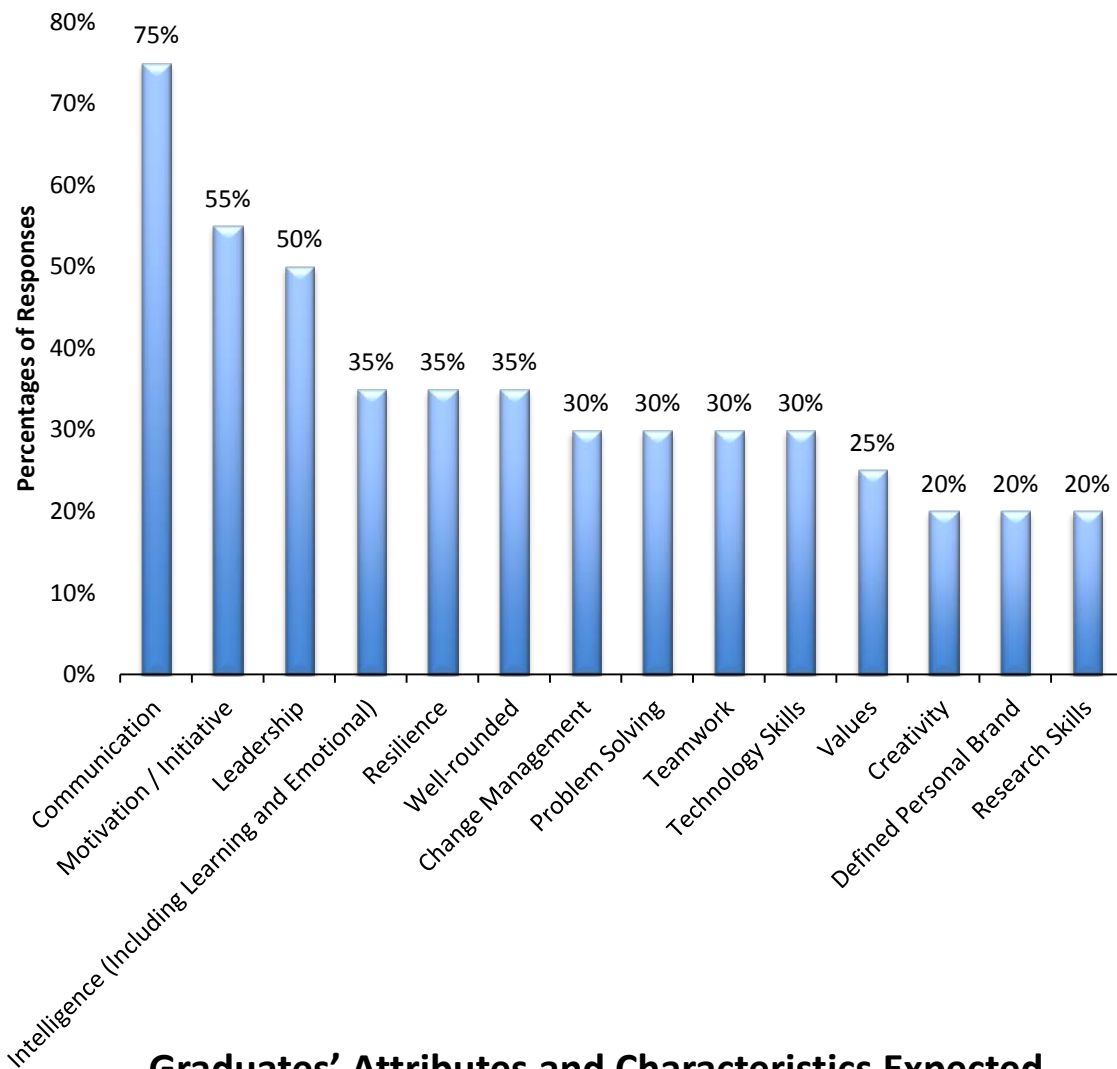


2) Motivation/Initiative

3) Leadership

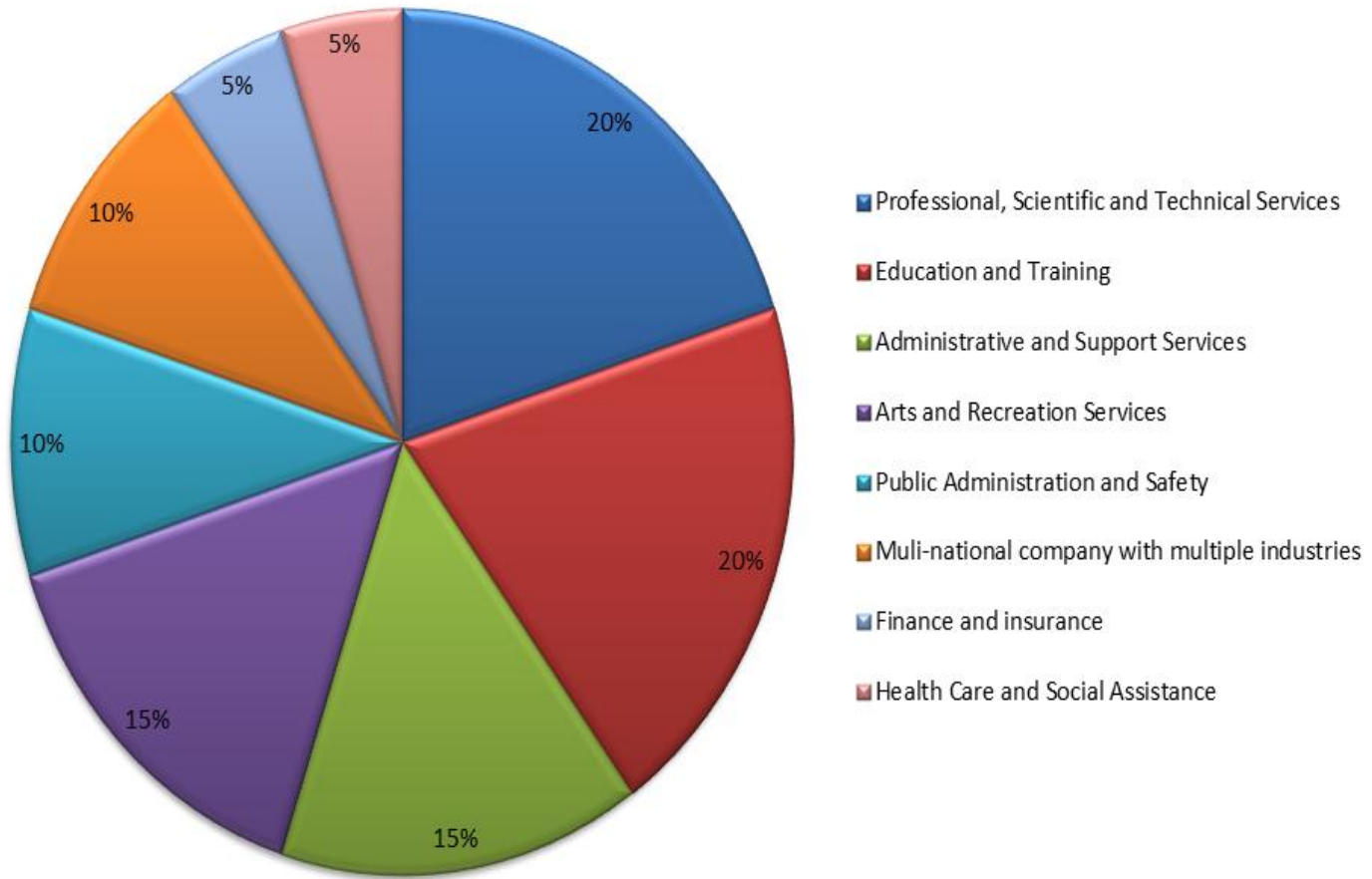


# Industry relevant employability strategies



**Graduates' Attributes and Characteristics Expected by Employers**

### Figure Three: Employer Industrial Classification of Interviewees





# Research Findings

7 The following are all important to employability:

reflection  
attributes  
Knowledge  
skills  
identity

# Research Findings

## 6

Graduate career pathways  
and profiles are changing

- More contract work
- More Start-ups



# Research Findings

5

Employers, students and graduates think work experience & internships are key to employability



# Research Findings

# 4

Employers & Educators think extra-curricular activities make graduates more employable

Students & Graduates think part-time work



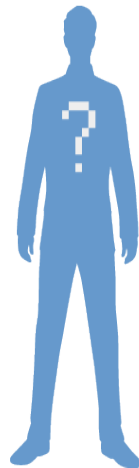
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‘I look for a resume that almost looks like they’ve been working for four years in addition to studying. They’ve been working part-time, volunteering or doing community work. I like to find people that look like they’ve been busy and have a full life, that they’re doing lots of things apart from just studying and sitting in their room.’

# Research Findings

3

Students need to be able to present personal brand and distinctive identity





# Research Findings

## 2

Employers hire well-rounded graduates



# Research Findings

1

Employability is everyone's responsibility





# Employability solutions/innovations

<http://student-affairs.uq.edu.au/employability>

# Employability solutions/innovations

# 10

Employability MOOC  
EMPLOY101x – Unlocking  
your employability



*The University of  
Queensland*

# Employability solutions/innovations

## 9

Formal postgraduate strategy  
with employability



→ Strategic commitment to postgraduate  
employability

*Australia Catholic University*

# Employability solutions/innovations

# 8

Clear online presentation of  
Arts careers

→ Informing students' Career identities



*The University of  
Sydney*

# Employability solutions/innovations

7

## Postgraduate concierge

→ Personalised services for all postgraduate students



*LaTrobe University*



# Employability solutions/innovations

# 6

Entrepreneurship incubation  
for all Bond Business students

→ Fostering entrepreneurial mindset for all



*Bond University*

# Employability solutions/innovations

# 5

Career Ready Learning & Practice  
Work-integrated learning for at-risk  
students in non-professional disciplines

*University of Wollongong*



# Employability solutions/innovations

# 4

## Internships for all

→ All students have opportunities to gain valuable work experience



*University of Technology  
Sydney*

# Employability solutions/innovations

## 3

### Graded employability assessment

→ Students do career research and conduct information interviews



*Griffith University*

# Employability solutions/innovations

## 2

Me in a Minute

→ Students make personal brand video



*Deakin University*

# Employability solutions/innovations

1

Beyond Bond

→ Crediting students for employability activities



*Bond University*

# Key Points

- Employability needs to be a university priority
- Universities' approaches to employability make a difference
- Support graduates to be 'well-rounded' & share a distinctive identity