

The role of alumni relations in career services and leveraging in employability rankings...

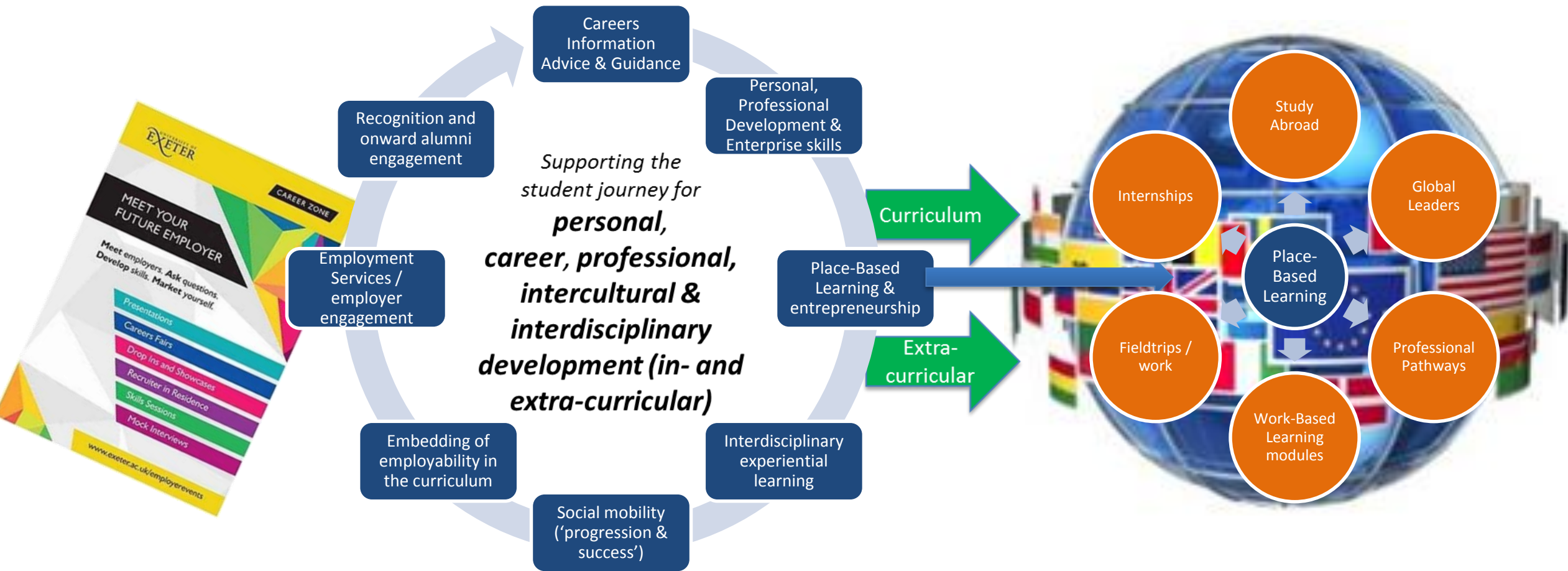
...examples of good practice

Paul Blackmore

Divisional Head, Student Employability & Academic Success (SEAS)



Context: 'Student Employability & Academic Success' (SEAS)



E.g. Careers & Employability + International Office services delivered via the curriculum and extra-curricular

What do alumni bring?

- expertise (subject knowledge, proven experience)
- credibility in the eyes of students and academics
- impartial advice
- ambassadorial assistance
- lend credibility to the University and endorse its services
- added-value to our services & student experience at low cost
- access to their networks (and employers) across the globe



Alumni volunteering & interventions

1. Student-facing activity
2. Employment-related opportunities
3. Strategic (internal/external) & delivery partners
 - Reputation building, ambassadorial roles, funding, donations...

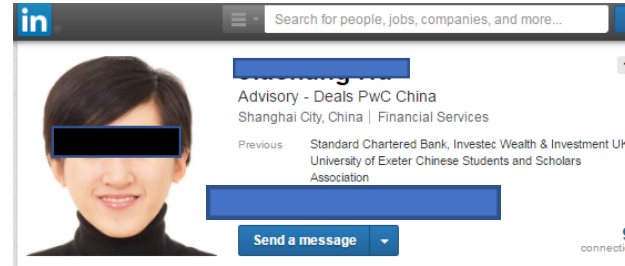


Alumni interventions – student facing

‘Low -> high’

contact/commitment:

- LinkedIn profiles
- Referrals
- Provide ad hoc career / sector information (Expert)
- Presenters / facilitators
- Engage in mentoring scheme



INDUSTRY EXPERTS FORUM

Jon Kwan
Exec. Dir., SEAGE (South East Asian Association of Graduate Employers) & M... Leap Group

Satomi Ogata-Knut
HR Specialist, People... (G)
UN Office for Project...

Shiva Susarla
Founder & MD of RENERGii
& various venture start-ups across Asia.

A yellow banner for the University of Exeter Career Zone. It features the University of Exeter logo and the text 'CREATE YOUR FUTURE' in large, bold, black letters. Below the banner is the URL exeter.ac.uk/careers/employability-schemes/createyourfuture/.

The logo for the University of Exeter Career Mentor Scheme. It features the University of Exeter logo at the top, two stylized owl characters in the center (one yellow and one orange), and the text 'Career Mentor Scheme' at the bottom. There are also small gift icons.



Alumni interventions: work-related

- Preferential targeting for recruitment
- Vacancies (internships & graduate jobs) from alumni in HR / recruitment roles / business owners
- Source of industry / consultancy projects
- Provide access to hidden job markets & competitive job markets
- Facilitate overseas careers fairs & employers presentations



Our Interns

Working in collaboration with Exeter University internship scheme has been an incredible experience. We initially requested to recruit 2 interns and 50 students applied. We have eventually chosen to work with 14 part-time students which has provided us with a range of talented individuals who are coming together to help support a world freer of mental ill health and suicide.



Leonore
Intern

I'm Leonore, and I'm currently studying law at the University of Exeter. I'm originally from Switzerland, Germany and Australia. I've done a lot of work in youth politics and with international youth organisations where I've been lucky enough to travel around Europe, discuss topical issues and meet very interesting people.



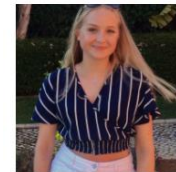
Jack
Intern

I completed my Undergraduate Degree in History at the University of Exeter this summer and am now studying for a Master's in Conflict, Security and Development.



Chloe
Intern

Mental health is something that constantly surrounds us, and we all must play a role in taking active steps, big or small, towards change. This is why I wanted to get involved with Action to Prevent Suicide.



Olivia
Intern



Alice
Intern

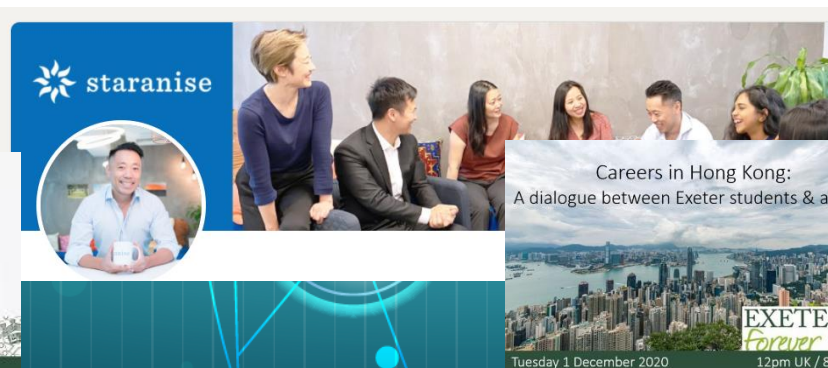
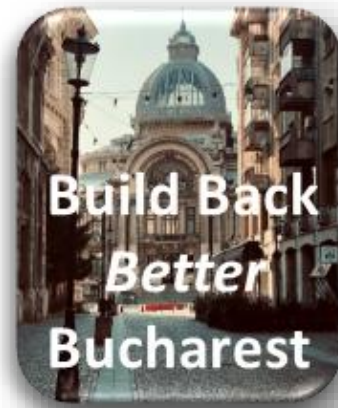


Fa
Intern

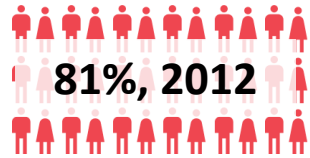
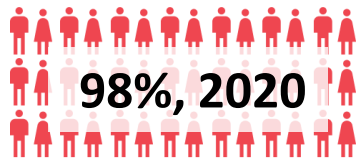


Alumni interventions – strategic & partnership

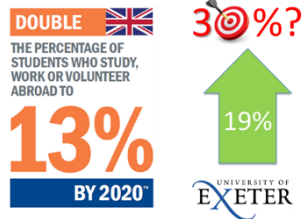
- Advocates / reputation building
- Influencers
- Ambassadorial roles
- Delivery partners
- Funding, donations
- Honorary university roles
- Nurture overseas alumni networks



Student engagement



60,000 face-to-face engagements with central careers services
60-90,000 alumni volunteering hours



Sector recognition & reputation

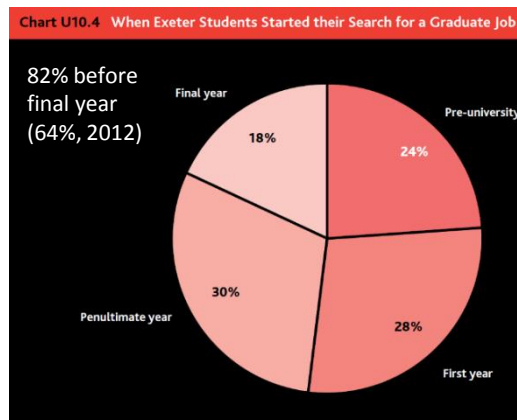


Impact

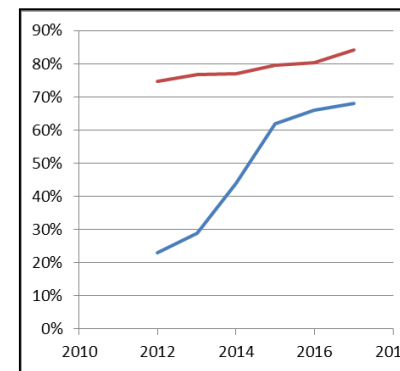
Benchmarking

9% knew which graduate career they wanted before University;
85.6% acquire a graduate job 6m after Uni.

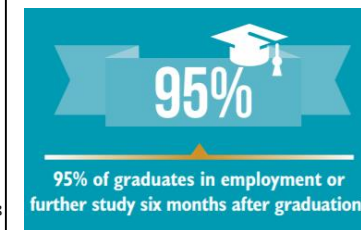
When do Exeter students started their job search...?



Graduate Prospects



— Graduate Prospects score
 — Place-based Learning



85.6% enter graduate-level employment or study

“A great example of the future is the excellent employability centre at Exeter University in the UK “

Factors for success: mutuality and belonging!

E.g. Career Mentoring Scheme as a case study

Benefits for **alumni mentors**

- **Personal satisfaction** from making a difference to the career development of another person
- **Enhance your 'people skills'** in areas such as leadership, interpersonal contact, communication, coaching and facilitating
- Increase your **professional networks**
- Hear **fresh perspectives** from future members of your profession
- **Increase the profile of your organisation** amongst students and staff at the university

Benefits for **student mentees**

- Develop **practical skills and confidence** to enter a chosen profession
- Build personal and **professional networks**
- Increase **understanding of sector** and gain exposure to professional practises and trends
- Be able to **link academic study to industry**
- Broaden your knowledge of **career options**
- **Learn** what **skills** employers are looking for
- Practise **networking skills**

Plus, the pandemic has made connecting international alumni easier!

Careers Support for Graduates



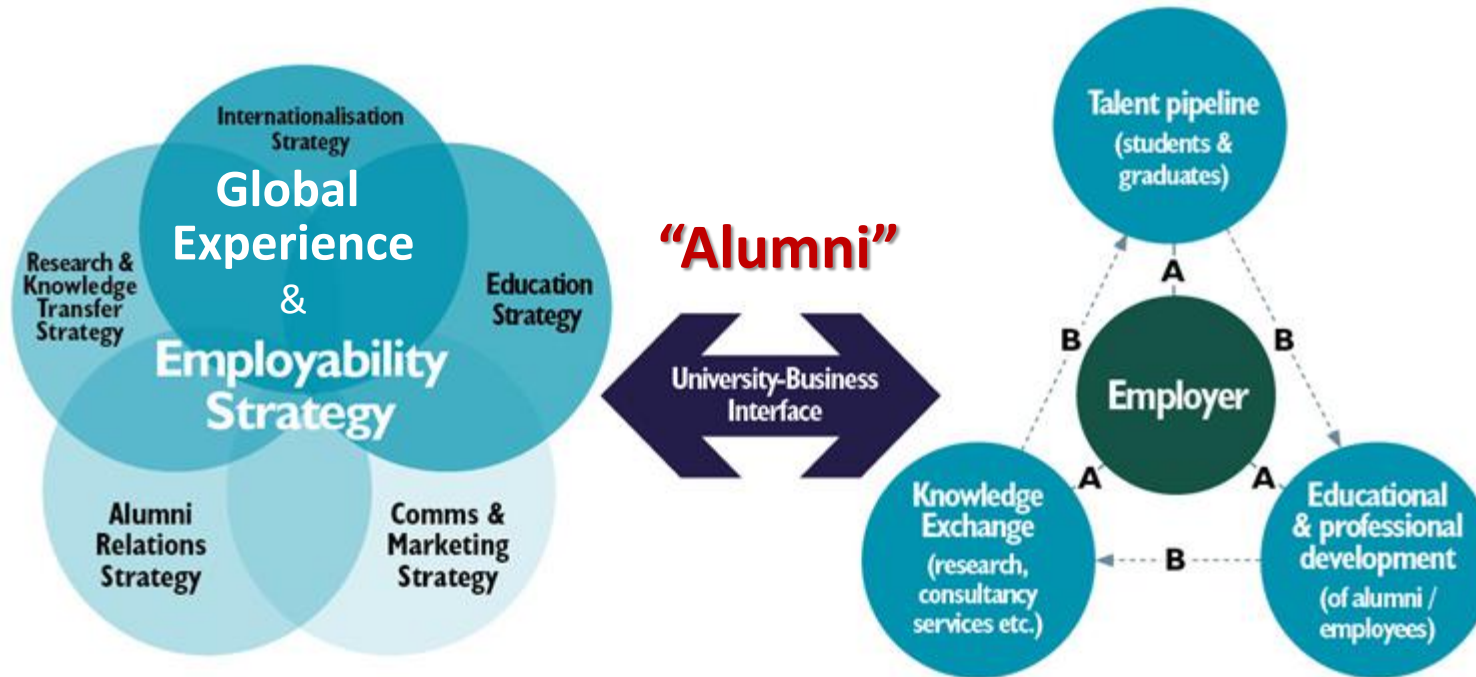
WE'RE IN TOUCH WITH
125,000+
ALUMNI IN
183 COUNTRIES
ACROSS THE WORLD

EXETER
Forever



Factors for success - organisational structures

...to leverage: capacity, knowledge/expertise, networks, influence and innovation



“...where the various offerings of HE are integrated – informing and shaping one another – then they stand a greater chance of long term success”

(Bolden et al., 2009, p.45; see also Cole & Tibby, 2013; UKCES, 2009)



Thank you!

<https://www.linkedin.com/in/blackmore1>
<https://twitter.com/pblackmore67>
<https://www.exeter.ac.uk/careers>



<https://www.exeter.ac.uk/alumnisupporters/>

