

# Enticing students and employers

Gillian Fraser, [g.a.fraser@rdg.ac.uk](mailto:g.a.fraser@rdg.ac.uk)

# Industrial Training

- Departments have offered placements for over 50 years
- CETL-AURS initiative to develop opportunity in School of Agriculture, Policy and Development
- 6 degree programmes ranging from science to business

# Initial Success

- Started developing late 2005
- 2 students (approx 2%) interested
- 1 pulled out (family commitments)
- 1 unsuccessful at interview
  
- Decided had to target students early

# Student Participation

- Developed a 3-pronged campaign,
  - prospective students
  - first year students
  - second year students

# Prospective Students

- Information in Prospectus
- Details in degree programme handbooks
- Fliers available on Open Days
- Discussed in Open Day presentations
- Speak to students

# First Years

- Discuss in Fresher's Week programme presentations
- Speak to each degree programme individually
- Personal tutors discuss and advise students to see me
- Module in Career Management Skills

# Career Management Skills

- Compulsory 5 credit (120 credits per year) module
- June of 1<sup>st</sup> Year 3 ½ day sessions, concentrate on work experience
- Students visit a placement provider (Pepsico, Mars)
- Think about career interests
- Develop CVs and covering letters

# Second Years

- Speak to each degree at start of term
- Give out fliers and invite them to come and see me
- Lunch time session with employers and students
- Career Management Skills Module



## Success so far....

- 1 student currently out on placement
- 15 students interested/applying for next summer
- Lots of interest at open days

# What works

- The earlier the better – prospectus, brochures, OD
- Discussing with personal tutors
- Speaking to students who have been on placements
- Staff participation

# Enticing employers

- Not a huge issue
- Alumni phone
- Companies don't know who to contact - Pepsico