Enticing students and employers

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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 1st 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