



Employer Engagement Strategy 2024-2027

Enhancing outcomes for employers,
students and graduates

Careers Team

Contents

	Page
Introduction	2
Our Mission, Vision and Values	4
Context	6
Pillars	7
Why we're set up for success	11
Our KPIs and KPTs	13



Introduction

Higher Education and the business world are more connected than ever before. We continue to support and prepare a talented, skilled and confident graduate talent workforce equipped with the skills that employers need to succeed.

This strategy has been designed with the wider departmental strategic objectives in mind, including, but not limited to:

- Positive graduate employment outcomes which in turn support league table performance
- Regional graduate retention
- Supporting SME growth
- Enhanced graduate employment outcomes for students from ethnic minority backgrounds, disabled students and those from lower socio-economic backgrounds

The Employer Engagement Team has had positive impact by working with relevant and appropriate employer partners and supporting them with activities centred around three key areas:

Aware

Activities we develop with you e.g. social media takeovers, 'meet the employer' events and on-campus activities

Recruit

Activities dedicated to support you to recruit the right talent for your organisation e.g. Careers Fairs, Interviews and Assessment Centres.

Support

Activities you take part in with us, such as joining our Employer Advisory Panel, or becoming a mentor for our students



Our Mission, Vision and Values

Mission

Establishing and managing successful relationships with employers, enabling and facilitating them to access our students and graduates to enhance graduate outcomes for DMU students.

Vision

Creating a gateway for employers to access collaborative support to raise awareness and recruit students and graduates which enhances graduate outcomes for DMU students.

Values

- **Collaborative**
We don't work alone and take pride in shared successes
- **Supportive**
We support each other to achieve desired outcomes
- **Agility**
We are agile in our solution-focused approach



Context

Our values come into play when looking at trends and statistics and highlight the need to be flexible, collaborate both internally and externally and support others.

Through the ISE Recruitment Survey 2022¹, we know that the student labour market is directly affected by global and national economic forces, the political environment, and the changing needs of employers and students:

- Recruitment for all types of student hires increased by 26% in 2021/2022 and is expected to increase by 6% in 2022/2023.
- In 2022, only 20% of employers required a subject specific degree for their graduate jobs/schemes.

Prospects Luminate² have highlighted some of the key headlines from Graduate Outcomes published by HESA which reveals the destinations of students who graduated in 2020/21, one of the cohorts most affected by the pandemic:

- Research into the job seeking behavior of recent graduates has repeatedly shown that most graduates are 'Loyals' - these are graduates that not only stay within their home region for university but they also go on to find employment within that region. The 2020/21 Graduate Outcomes data shows a continuation of this trend with the majority of graduates in UK work at the time of the survey working in the same region as that which they were domiciled from.
- Previous research has also shown that London receives more incoming graduates than any other region in the UK. Similarly, Graduate Outcomes data shows London to be the most popular destination for 2020/21 graduates.

All of the above findings help us to shape our approach and focus in this strategy. We want to continue the successes that we've seen during 2022/23 and navigate these challenging external factors.

¹ ISE Recruitment Survey 2022 - Institute of Student Employers

² 5 key takeaways from new Graduate Outcomes data | Luminate (prospects.ac.uk)



Pillars

Four pillars will shape our approach to achieve our vision. These have been identified through the successes of the previous two strategies as well as the work from the past academic year.

1.
**Collaborate
to Achieve**

2.
**Data Driven
Approach**

3.
**Digital
Transformation**

4.
**Be
Adaptable**

1. Collaborate to Achieve

We will collaborate with a variety of key stakeholders to help drive success. These stakeholders include:

▪ **Employers**

- Our account management model is key as it enables a needs-led approach of each relationship. Naturally striving for mutual benefit through all engagement, each relationship will be treated as individual and therefore something of value for all – centered around activity to raise awareness, achieve recruitment goals and reciprocal support.

▪ **Careers Team**

- Including, but not limited to the Career Development Teams, Placement Teams, Enterprise Team and Internships Team. With a high trust model, we will rely upon these colleagues to promote our organised activities to students. As well as needing them to promote our activities to their students and academics, we provide a route into employer engagement for them.

▪ **University departments**

- Alumni
- DMUSport
- Procurement
- Commercial

▪ **De Montfort Students' Union (DSU)**

- Regularly meeting with colleagues in the DSU and establishing some key touch points of collaboration is vital to increase the reach of our service to the student body, but also to further widen and vary the offer to our key employer partners.

▪ **Local universities**

- Continuing to run collaborative events and activities with local universities aims to address a multitude of agendas including regional graduate retention. Through the Civic Partnership we will continue to work closely with teams at University of Leicester as well as Loughborough University. Outside of this, we will engage with colleagues across the east midlands as well, sharing opportunities to help employers maximise their reach.

2. Data Driven Approach

To ensure we achieve the highest returns for our work, it is vital we understand the need to be data driven, allowing us to focus resources appropriately.

- **Account Management model**

- With an updated model to better categorise those who we closely account manage and are responsible for the relationship with, a detailed framework has been created.

- **Evaluation matrix**

- To allow us to ensure a needs-led approach, an evaluation matrix has been developed to attribute a score to, and identify relevant mutually beneficial strategic objectives.

- **Recruitment data**

- Through regularly collating and analysing recruitment data we will monitor how our activity impacts the number of DMU students recruited and retained.

3. Digital Transformation

Much like the University as a whole, as highlighted in our institutional Digital Strategy, we want to ensure we have Data, Technology and Digital that is fit for a leading and innovative Employer Engagement Team.

More specifically, as highlighted in the Careers Team Digital and Student Comms Strategy we will ensure we provide digital experiences for employers to complement our face-to-face opportunities thus allowing employer brand awareness to continue without them necessarily being on campus.

As well as running a range of employer engagement events online, we will:

- Raise awareness of Labour Market Information (LMI) within the student and graduate community
- Embed employer input into the Shortlist. Me platform to provide video interview experiences for students and graduates
- Embed employer input into the Abintegro platform to create bespoke workflows for students and graduates
- Continue to build a portfolio of key sector and employer profiles which can be accessed by students and graduates at any time.

4. Be Adaptable

Continuing to provide a flexible, agile partnership approach to employer engagement, we will:

- **Directly support employer needs**

- Continuing to adapt our offer, and not simply offer a 'menu' for employers to pick from, but create bespoke solutions that respond to individual employer needs and opportunities for all continues to enhance our service and be popular.

- **Gather and utilise Labour Market Information**

- This is not only about keeping abreast of Labour Market Information. It is equally important to the team to share this information internally utilising structured communication plans thus ensuring key stakeholders such as careers colleagues and even students and graduates are aware of key information and trends.

- **Evolve with Technology and AI**

- Supporting employers with their questions and queries is vital, but also informing key stakeholders such as careers colleagues and even students and graduates so that they are aware of key developments and trends such as how AI is being used in application processes.

- **Learning from COVID – continued**

- Whilst the height of the pandemic is behind us, it is vital all stakeholders continue to support students and graduates into future workplaces. Naturally, a shift in focus is needed due to the new skills that are expected of graduates entering the work place since Covid³.

³ Welcome, graduates, to the post-pandemic workplace | Wonkhe



Why we're set up for success

To get this right and deliver genuine progress and success, we need to build on the foundations and processes developed during the 2022/23 academic year:

Account Management Model

- We've developed a model which utilises a customer value proposition, thus becoming employer centric.
- It allows us to place a greater emphasis on relationship management and understand the appropriate level of resource that should be applied to each relationship.

Tailored Approach

- We are able to support employers in a tailored way, including the opportunities we encourage them to work with us on.
- This allows the relationship to be focused on meaningful and worthwhile activity bringing the best outcomes for the employer, ourselves and our students.

Internal Communications

- We channel all relevant and reliable information through appropriate channels internally, to ensure it reaches the right people at the right time.
- Whether this is working with peers within the Career Development team, or across the Careers Team, we share our knowledge to increase engagement.

Employer Voice

- The employer voice and feedback is listened to and actioned with a view to aid continuous improvement.
- Whether this is captured in the twice-yearly employer advisory panels, individual calls or ad-hoc surveys, it all feeds in.

Student Voice

- Despite not being directly student-facing, student voice is vital to all our activity and our approach.
- The new student advisory panel will connect with the team and importantly the employer advisory panel.



Our KPIs and KPTs

Graduate Outcomes

- An overall increase in Positive Graduate Outcomes, as specifically highlighted in the Empowering University Strategy:
 - An increase in Graduates in employment and/or further study
 - An increase in Graduates in highly skilled employment
- Closure of any progression gaps between different student groups, as highlighted in the Access and Participation Plan
- DMU to be a leader in Graduate Outcomes amongst its comparator HEIs
- An increase in the number of graduate-level roles secured within the East Midlands, as specifically highlighted in the Empowering University Strategy
- An increase in the number of graduate-level roles secured with our employer partners

Employer Feedback

The quality of our service provision will also be monitored through our Employer Advisory Panel members, standardised event/engagement feedback and Employer surveys.

Employer Engagement Metrics

Number of:

- New relationships generated
- Opportunities offered exclusively or semi-exclusively for DMU students and graduates
- Opportunities advertised to DMU students and graduates

External Recognition and Awards

The success of DMU in sector specific and relevant awards, either shortlisted or winning, will allow us to test the success of our employer engagement initiatives in competitive processes against best practice institutions.

Example awards would be:

- ISE (Institute of Student Employers)
- AGCAS (Association of Graduate Careers Advisory Services)
- A National Undergraduate Employability Award from Rate My Placement
- GTI Group
- Times Higher Education
- Guardian Awards
- Student Social Mobility Awards from UpReach



@dmuleicester



@dmuleicester



@dmuleicester



@dmuleicester



De Montfort University



De Montfort University



+44 7970 655 800

De Montfort University
The Gateway
Leicester, LE1 9BH
UK

T: +44 (0)116 257 7595

E: employerengagement@dmu.ac.uk

W: [Access our students](#)