

A faded background image of a smiling graduate wearing a cap and gown, holding a diploma.

# Reshaping the Student Experience

Developing a  
personalised learning experience  
to overcome the crisis of  
graduate employability

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# Developing a personalised learning experience to overcome the crisis of graduate employability

(11:00-11:40am)

- **Employability** research outcomes (OLT 2013 Commissioned Project) based on 705 surveys and 147 in-depth interviews/focus groups
- What a **Personalised Learning Experience** means (OLT 2014 Commissioned Project) which will be based on 8 national postgraduate student breakfasts and 80 in-depth interviews/focus groups
- **HOW** to personalise the learning experience in the context of employability

# Employability

## A relevant factor in reshaping the student experience?

Yes!

“The international economy is evolving. The employment market is changing. ... in an environment of ongoing disruptive technologies and economic structural change, we are preparing graduates for jobs that have not even been defined today.”

Hon. Minister Christopher Pyne  
2014 Speech to the National Press Club

# Commissioned Project Australian Government Office for Learning & Teaching

...

Supporting graduate employability  
from generalist disciplines  
through employer and private institution collaboration

# Thank you to Australian Government Office for Learning and Teaching & Team Members



Associate Professor Linda Crane, Co-Leader, Bond University  
Madelaine-Marie Judd, Project Manager  
Professor Grace Lynch, Evaluator, RMIT  
Professor Sally Kift, Critical Friend, James Cook University  
Associate Professor Cecily Knight, James Cook University  
Professor David Dowling, University of Southern Queensland  
Kirsty Mitchell, GM Career Development Centre, Bond University  
Matthew McLean, Graduate, Bond University



# Definitions

- **Graduate Employability** means that higher education alumni have developed the capacity to obtain and/or create work and that, institutions and employers have supported the student knowledge, skills, attributes, reflective disposition and identity that graduates need to succeed in the workforce (Knight & Yorke, 2004; Yorke, 2006; Yorke & Knight, 2006).
- **Extra-curricular** and **Co-curricular** activities mean student recreational and/or leisure pursuits that take place outside of regular curriculum or program of disciplinary learning outcomes. These activities are pursued beyond the classroom and/or online learning.

**Extra-curricular** activities are separate and apart from the formal learning program.

Higher education institutions align **co-curricular** activities with formal schooling so that such activities are part of the overall learning

- experience.

# The Problem

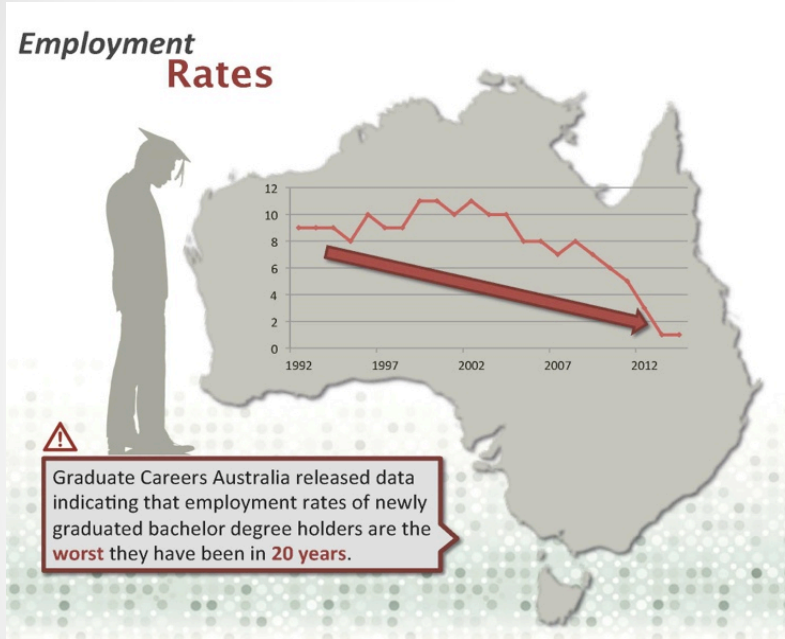


Figure 1: Employment Rates

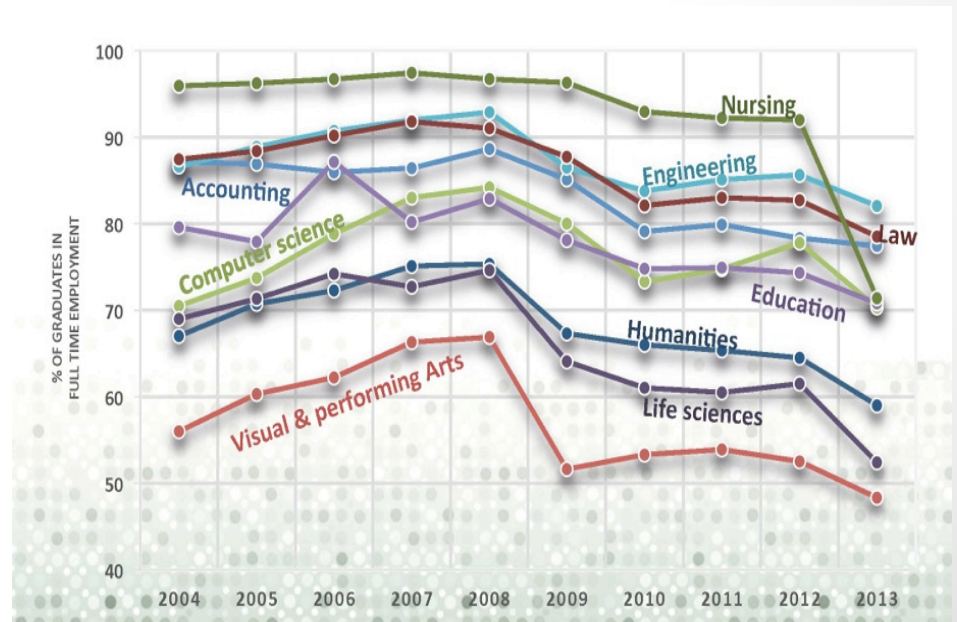


Figure 2: Employment rates by discipline



# What we did

- Literature Review
- Surveys (705 valid responses)

Stakeholder	Valid Surveys Completed	Percentage of Total Number of Surveys	Number of Responses / Response Rates (Including Invalid Surveys)	Percentage Domestic (Within Stakeholder Groups)	Percentage International (Within Stakeholder Groups)
Students	442	63%	800 / 58%	99%	1%
Graduates	102	14%	350 / 39%	91%	9%
Higher Ed	108	15%	250 / 59%	87%	13%
Employers	53	8%	100 / 73%	66%	34%
TOTAL	705	100%	1500 / 55%	94%	6%



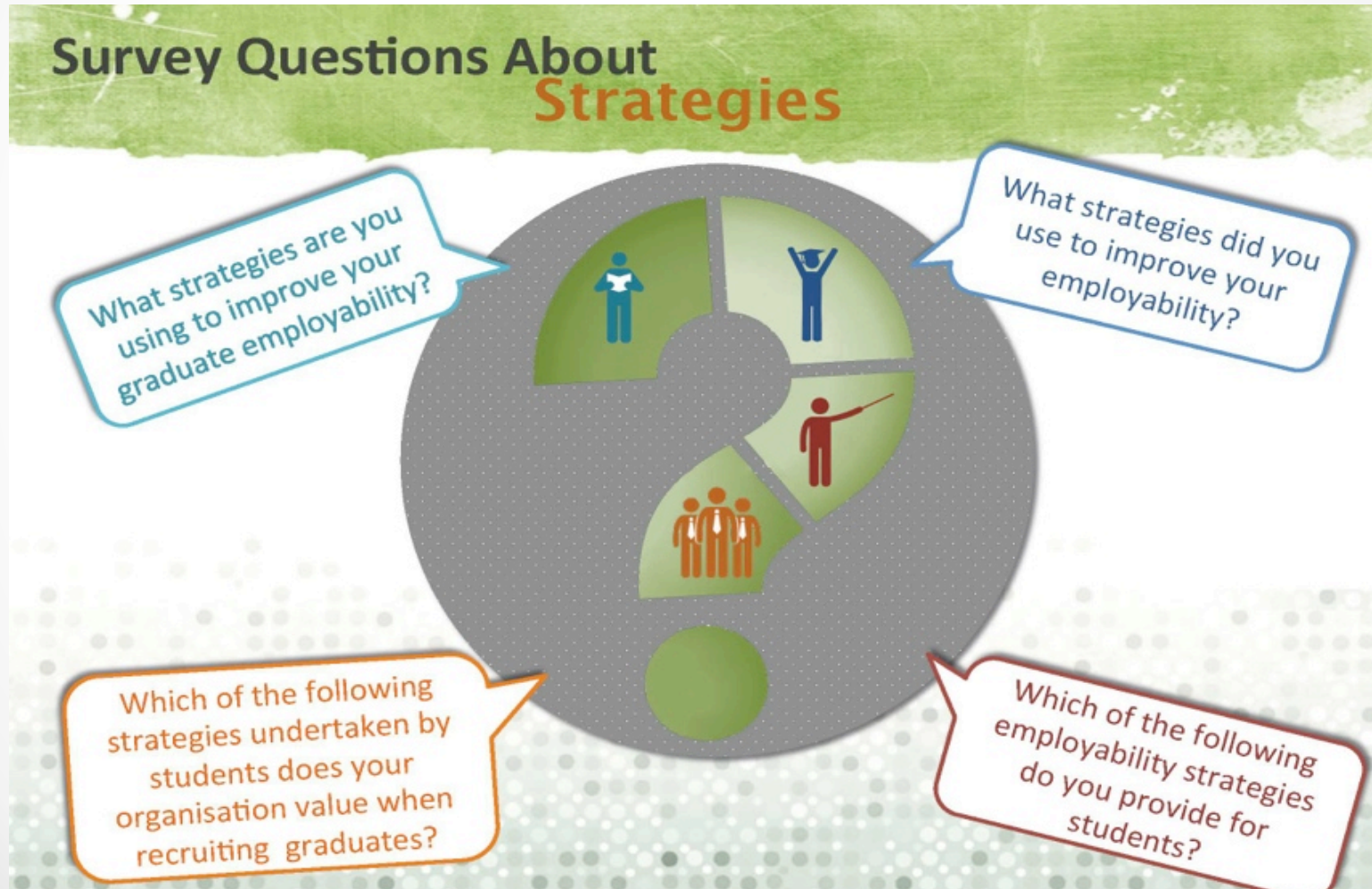
# What we did

- Interviews & Focus Groups (147 people)

Stakeholder	Interviews	Focus Groups	Focus Group Participants	Total Participants
Students	5	5	22	27
Graduates	8	3	16	24
Higher Education	32	17	48	80
Employers	16	x	x	16
Totals	61	25	86	147

- National Graduate Employability Symposium (150 registrants from 18 universities, employers ...)

# Survey Questions



# Mismatch between literature & results

Strategies	Students	Graduates	Higher Education	Employers
Capstone	9%	15%	45%	13%
Careers Advice	59%	47%	64%	28%
Extracurricular	48%	47%	65%	60%
Int Exchange	16%	10%	30%	23%
Mentoring	28%	24%	48%	34%
Networking	49%	52%	51%	40%
PT Work	53%	53%	36%	38%
Portfolios	40%	40%	41%	25%
Prof Assocs	29%	37%	54%	34%
Social Media	33%	37%	40%	15%
Volunteering	47%	50%	48%	53%
Work Experience	74%	74%	40%	87%

# Mismatch between stakeholder perspectives

Strategies	Students	Graduates	Higher Education	Employers
Careers Advice	59%	47%	64%	28%
Extracurricular	48%	47%	65%	60%
Networking	49%	52%	51%	40%
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Volunteering	47%	50%	48%	53%
Work Experience	74%	74%	40%	87%

# Key findings

## Graduate Employability Themes

1. Multi-national corporations
2. Competitive sport, athletes & employability
3. Entrepreneurship
4. Private institutions
5. Career development centres
6. Indigenous employment
7. Commercial employment enterprises
8. Government
9. Emerging careers
10. Generalist disciplines
11. Graduate attributes

# Student Experience Propositions

1. Flexible, personalised education with practical, relevant, efficient learning  
**Employment** – activity other than study; leads to employment outcomes
2. Importance of literacy (including media) & communication  
**Employment** – literacy for employability
3. Technology-enhanced learning and higher order thinking skills  
**Employment** – employer desired attributes

# Postgraduate Student Engagement Breakfasts

To register for any of the Breakfasts, contact our Project Manager -  
Madelaine-Marie Judd

[mjudd@bond.edu.au](mailto:mjudd@bond.edu.au)

Date	City	Time	Venue
27 March	Melbourne	8:00-11:00am	City Convention Centre, VU
16 April	Hobart	8:00-11:00am	The University Club UTAS
21 April	Canberra	8:30-11:00am	University House ANU
30 April	Darwin	8:30-11:00am	Red Room Casuarina Campus
5 May	Perth	8:30-11:00am	The University Club UWA
12 May	Adelaide	8:30-11:00am	Hawke Building USA
4 June	Brisbane	8:30-11:00am	Customs House UQ



# The HOW

# 8 ways universities can improve/enhance graduate employability

1. Support increased opportunities for student work experience, placements and internships.
2. Explicitly articulate the relevant graduate employability skills in the learning outcomes for every subject.
3. Design authentic assessment activities, aligned with industry practices, standards and approaches.
4. Know your disciplines' career options and outcomes and be explicit about career pathways.

# 8 ways universities can improve/enhance graduate employability

5. Make the learning experience about knowledge, skills and attributes.
6. Invite employers to engage.
7. Invite graduates to engage.
8. Explicitly teach students how to be employable.

# Ways universities can improve/enhance graduate employability (Beyond Bond)

- 100 points (Graduation Requirement)
- Engagement in first semester
- Personalised
- Embedded / co-curricular
- Submitted Reflection

# Contact us

<http://graduateemployability.com/>  
<http://postgraduatestudentexperience.com>  
<http://highereducationstudentevaluation.com>

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