The oldest trick in the book?
Tailored delivery to engage students in Career Planning

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Career Planning Cycle: oldest trick in the book?

- Seek out opportunities
- Produce tailored applications
- Enhance your interview skills

Make it happen

Become Self-Aware
- Values
- Interests
- Skills
- Strengths (Traits)
- Ambitions

- Rate options
- Do you have enough information?

Make Choices

Explore Your Options
- Research
- Networking

Make it happen
Session aims

• Share practice of engaging students in Career Planning
• How we tailored delivery for:
  • Universal
  • Graduate and
  • WP cohorts
• Example activity
• Lessons to learn and hopes for the future
Introductions

• Name

• Role

• Experience of using Career planning cycle to engage students
Movement Quiz – true or false for your institution?

• Career planning is consistently part of degree module content
• The Career Planning Cycle is used explicitly with students
• We have tailored workshops for graduates/WP students
• We offer courses as well as stand-alone workshops
• We use regular webinars to engage with our graduates
Innovation via tailored delivery methods

1. Open to all (Universal delivery)
2. Graduate
3. Widening Participation
1. ‘Confused about your Career’

- Revamped during Summer 2018
- Career planning cycle made explicit
- Exercises based on ‘VISTA’ – Values, interests, skills, traits
- Away from questionnaire-based activities alone:
  - tying together with ambition statement
  - Accompanying booklet including activities encouraging self-reflection
Our support for you after graduation

Your Careers Service is still available for 3 years after you graduate, wherever you are in the world.

Come in for an appointment or ask for a telephone appointment

Ask a ‘Question’ via our website

For other support see the BristolGrad website
2. Get clear on your Career- BristolGrad Project

- Developed for the first Bristol Grad cohort in 2018, our first Careers Service webinar was launched on September 19th.
- Activities based on career planning cycle.
- Interactive
- Use of Poll
- Accompanying learning materials.
Aims of the Webinar: sent out to participants

• explore what motivates you in a career
• identify your interests and strengths
• understand where to look for jobs and how to take advantage of the hidden job market
• design a step-by-step plan to get a job you love.
Bristol Grad. Lessons Learnt

• More 'to many' provision via webinar programme including more employer led webinars.
• Continue to prioritise 'supporting at risk students and graduates'.
• Introduction of Graduate Careers Boost Webinar
• Gathering more finalists data to inform provision.
Matching ‘ambition statements’ to career ideas - your turn!

I am using my research and writing skills to make a difference to the environment*

- Fundraiser (bid writer)
- Work for environmental charity
- Copywriter
- Environmental Consultant
- Policy analyst specialising in environmental issues
I am using my creative and communication skills to develop ideas within digital and social media.
I am using my excellent communication and leadership skills to make an impact within a charity.
I am using my **numerical and problem solving skills** to lead and manage projects within the financial marketplace.
I am using my design and lateral thinking skills to invent/develop a new idea or product

*
I am using my artistic and attention to detail skills to create something with wildlife and animal conservation.
I am using my language and relationship building skills to help people where I have a global role.
Feedback

• Key learning point for many students:
• the best learning resource in the room is each other!
Tailoring delivery for WP cohort - 'Flying Start'

- All WP students offered chance to ‘opt-in’ by e-mail
- Bursary/LPN/ Aspiring School/ BAME/ Disabled/ Mature
- Weekly term-time e-mail
- Relevant info/ opportunities
- Over 700 students opted in last year (over 10% conversion rate)
Career Planning Cycle -> Intensive WP support

- What to offer to those needing more than information and opportunities to progress?
- 4 week course
- Different section of Career Planning cycle/ week
- Priority given to students with 2 or more WP factors
- Delivery tailored to overcome barriers
1. Finding Time?

- Same time each week
- Choice of days/times (eve)
- 'Doing' over ‘to do’ lists
- Encouragement to complete tasks between sessions for most support
2. More pressing concerns?

- Tangible outcome for now:
- Any career-related experience:
  - p/t work 'upgrade'
  - Volunteering
  - Internship/ work experience
- 4 workshops OR intensive skill for our Bristol PLUS award
3. Concerns about personal narrative?

- Cohort approach:
- Adaptations – info gathered before course
- Closed group
- ‘People like me’, still diverse
- Building relationships in group
- Consistent facilitator/s with variety of 'guests'
- Showcasing relevant opps

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4. No relevant support networks?

- Greater gaps in know how, networking, navigation skills ->
- greater consequences?
- 2 hour workshops vs. 1 hour
- Time to build confidence, knowledge and skills
- Take away tasks build further
- Relationships - each other,
- Careers service staff
- Opportunities – e.g. SME Internships, Bristol Mentors, BIC
5. Free food!

• Have to eat anyway…
• Save time
• Save money
• Networking by stealth!
Would dedicated time and support to secure career-related experience give you a Career Boost?

**Career Boost** is a programme aimed at supporting home Undergraduate students from widening participation* backgrounds to have **equal opportunities** to secure **career-related work experience**.

Through our programme of **4 action-focused workshops once a week** you can work with others to
- Identify goals & opportunities
- Build confidence & networking skills
- Make applications & practise interviews

**Give yourself a boost into your future career!**

Find out more and apply [here](#)

*Priority will be given to students meeting **two or more** of the following criteria: From an 'Aspiring School'; BAME; Bristol Bursary recipient; Disabled; From a Low Participation Neighbourhood; Mature
4 week action-based Career Planning course

- Week 1: Confidence Boost
  - ‘VISTA’ – state ambition
  - Info on opportunities
  - Task: find an opportunity you would like to apply for.

- Week 2: Options boost
  - Real life research – networking
  - Task: More opportunities

- Week 3: Decision Boost
  - Decision making
  - Tailoring CV/application to a specific opportunity.

- Week 4: Action Boost
  - Interview preparation
  - Mock interview for specific opportunity
How did it go?

• 64 applications – 45 from students with 2 or more WP factors
• 3 courses, 15-20 students per group (March smaller)

• 50 students completed at least 1 session
• 46 students completed at least 2 sessions
• 22 students completed all 4 sessions

• All WP factors & all year groups represented in all groups
• Bristol Plus Award link a good incentive
Student reflection on benefits- official feedback

• 21 end of course feedback forms – “most useful” recurring themes:
  • Interview (7)
  • Interaction (6)
  • Confidence/ future planning less scary (4)
  • Structure/ forces you to think (3)
• 3 focus group reflections on benefits gained since taking part, June 2019
  • “I realised not all jobs are advertised”
  • “The course helped me...be open to the idea of networking”
  • “I secured two jobs for the summer...felt prepared because of the Career Boost course”
Student reflection on benefits of Career Boost

I really needed a ‘get up and go’ to push me towards doing better in my uni life, something to strive towards and make it worthwhile, as I was in a circle of mised enjoyment in aspects of my course. I’ve learnt how to tailor my cover letter and CV, about the SME/ internships and how to network. I continued to keep up to date each week and it set me in the right path, working with like-minded people and I now feel (for the first time) I have a career goal

(From Bristol Plus Reflective Report)
Challenges/ Areas for improvement

• Resource intensive vs. request for more personalised service
• More effective monitoring of outcomes & follow up support
• Different starting points of different students
• Most valuable parts to some (CV tailoring) = repetition to others:
  • “similar to the workshops I had completed”
• Drop out rate - ok?
  • “liked the fact that groups got smaller”
  • “I really enjoyed the two sessions I was able to go to”
• Take away tasks split opinion
Your turn: how do you tailor your delivery to engage students in Career Planning?
Hopes for the future

• Confused about your Career
• 2 x 1 hour sessions next year, encouraged to book onto both
• Time for self-awareness separated from rest of activities

• Graduate webinars. These are now embedded within the BristolGrad offer on a range of careers and employability themes.

• Career Boost
• Shared delivery; considering resources/application for non WP
• Track outcomes better – WP administrator
Any Questions?

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