

# Using data to shape and target delivery of careers support within a University setting

Becki Lovelady and Janet Willis  
The University of Manchester  
Careers Service





MANCHESTER  
1824

The University of Manchester


Manchester  
2020 The Strategic Plan for  
The University of Manchester

## 2020 Vision

### Goal 2 – Outstanding Learning and Student Experience

*“We will have exemplary fair access, recruiting students and staff based on their potential. We will use contextual data to inform undergraduate student admissions and use outreach, the Manchester Access Programme and financial support to attract the most able students”*

*“We will ensure that all students benefit from opportunities to acquire the core skills, knowledge and personal attributes necessary for employment and further study”*

A photograph of the University of Manchester building, featuring a large stone archway with the university's name inscribed above it. The building is made of light-colored stone and has several tall, narrow windows. The archway leads to a courtyard with trees and people.

UNIVERSITY OF MANCHESTER

42% students  
received financial  
support =  
3rd in the English  
Russell Group

## Access Agreement Targets

- Achieve a year-on-year increase in the % of WP students in positive employment destinations
- Narrow any gap between WP and non-WP students in achieving successful employability outcomes

## **OFFA-funded posts at the Careers Service**

- Careers Consultants
- Data Analyst
- Work Experience Specialists

**Working in partnership with colleagues throughout.**

## **“WP” - Defined in Access Agreement as:**

- ✓ low income households (< £25,000, in receipt of bursary)
- ✓ low socio-economic background (NS-SEC 4-7)
- ✓ low participation neighbourhood Q1 (POLAR)
- ✓ some ethnic groups/sub-groups
- ✓ students who've been in care
- ✓ disabled



## WP Proforma

- Development of document allowing access to all data available on WP students/graduates
- Data includes:
  - Current known population
  - Engagement with Careers Service activities
  - Employability outcomes
- Links to TEF – Disadvantage and Disability

# Current WP Population

**Young, UK Resident Undergraduates in 2016/17 who were from a Low Income Household, as a percentage of all students**

FACULTY	Number of WP students	Proportion	Subject Areas with biggest proportion of WP students
Science and Engineering	1190	25%	Mathematics – Actuarial Science (52%) Mechanical, Aerospace and Civil Engineering (32%)
Humanities	2098	26%	Accounting (39%) Arabic & Middle Eastern Studies (36%) Linguistics & English Language (35%) Religions & Theology (33%) Education (49%) Law (40%) Sociology (34%)
Biology, Medicine and Health*	1284	29%	Healthcare Science - Audiology (67%) Optometry (51%) Pharmacy (42%) Psychology (31%)
All Faculties	4572	27%	

\* Excludes Nursing, Midwifery and Social Work, and fifth year Medics and Dentists



# Engagement with Careers Service



- Attendance at events/sessions compared to known population
- Identify pockets of unengaged WP students
- Split by subject, year group, time of year, type of event etc

# Population vs Outcomes

Mixed outcomes across subject areas

Subject Area	WP Population (16/17)	5 Year DLHE Outcomes (10/11 - 14/15)			
		Whole Cohort	WP	Non-WP	Gap
Mathematics - Actuarial Science	52%	79%	67%	85%	-18%
Mechanical, Aerospace and Civil Engineering	32%	83%	76%	86%	-10%
Accounting	39%	70%	59%	76%	-17%
Arabic & Middle Eastern Studies	36%	56%	58%	55%	3%
Linguistics & English Language	35%	54%	54%	54%	0%
Religions & Theology	33%	57%	54%	58%	-4%
Education	49%	62%	71%	58%	13%
Law	40%	78%	77%	79%	-2%
Sociology	34%	55%	54%	56%	-2%
Healthcare Science - Audiology	67%	81%	84%	80%	4%
Optometry	51%	96%	94%	98%	-4%
Pharmacy	42%	98%	97%	98%	-1%
Psychology	31%	57%	52%	60%	-8%

# WP Targets

## Access Agreement - 5 Year Averages

Years	% in positive destinations		
	Low Income Household		
	WP	Non-WP	Gap
08-09 / 09-10 / 10-11 / 11-12 / 12-13	68.9	73.4	-4.4
09-10 / 10-11 / 11-12 / 12-13 / 13-14	71.1	74.7	-3.6
10-11 / 11-12 / 12-13 / 13-14 / 14-15	73.5	76.6	-3.1



In 2014/15, graduates from low-income households were:

- less likely to be in graduate-level work
- more likely to be in non-graduate level work
- more likely to be unemployed

# Qualitative Research with WP Students

- Barriers around achieving aspirations related to issues of self-confidence or personal circumstances
- Cost of PG across subject/region impacts on decision
- Less willing/able to apply for unpaid/low paid opportunities
- Positive feedback on targeted WP initiatives and bursary



# Targeted Services

## Work Experience Bursary Scheme

- ❖ Break the cycle of “Can’t afford to build up work experience”
- ❖ £50,000 p.a.
- ❖ Up to £1,000 per student



## Student and Graduate Internships

- ❖ Paid roles in Greater Manchester
- ❖ High % are WP students and graduates



# Targeted Services

## Mentoring

- ❖ 600+ mentoring partnerships
- ❖ 30% of UGs are WP
- ❖ BME and disability strands



Undergraduate Access Scholarship Recipient takes on New York City through the award winning Global Graduates programme

by The Division of Development & Alumni Relations | September 22, 2016  
International, Learning Enrichment, Philanthropy Blog, Scholarships



## Global Graduates

- ❖ 28 donor / alumni-funded opportunities
- ❖ Hong Kong, London/Paris, New York, San Francisco, Singapore, Toronto
- ❖ Platinum Finalist CASE Awards 2016



# Targeted Services – Disabled Students

- Employability outcomes for disabled students fluctuate
- Worse for students with mental health conditions as opposed to learning difficulties, physical disabilities or long-standing health conditions
- We offer dedicated services



# Academic Engagement

- Programme Directors: Employability in the Curriculum
- Academic Advising
- Academics Meeting Employers
- New Academics Induction



# Results so far...





Employability is up and the gap is narrowing.  
Over last 3 years, the difference between WP and non-WP students in graduate-level work / further study decreased from 4.4% to 3.1%.





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Making a Difference Award  
for Social Responsibility

**WINNER 2016**

MAKING A  
DIFFERENCE



## More Information

- ❖ The University of Manchester Careers Service

<http://www.careers.manchester.ac.uk/>

- ❖ Careers Service - Social Mobility

<http://www.careers.manchester.ac.uk/findjobs/equality/socialmobility/wp/>

- ❖ Work Experience Bursary

<http://www.careers.manchester.ac.uk/findjobs/workwhilestudy/bursaries/>

- ❖ Student Experience Internships

<http://www.careers.manchester.ac.uk/findjobs/workwhilestudy/internships/studentexperienceinternshipsforpre-finalyears/>

- ❖ Manchester Gold Mentoring

<http://www.careers.manchester.ac.uk/experience/mentoring/>

- ❖ Global Graduates

<http://www.careers.manchester.ac.uk/experience/globalgraduates/>