

Succeeding in a Global Job Market: Articulating Intercultural Experiences for Increased Employability



national union of **students**

NUS Research on Global Employability and Employment

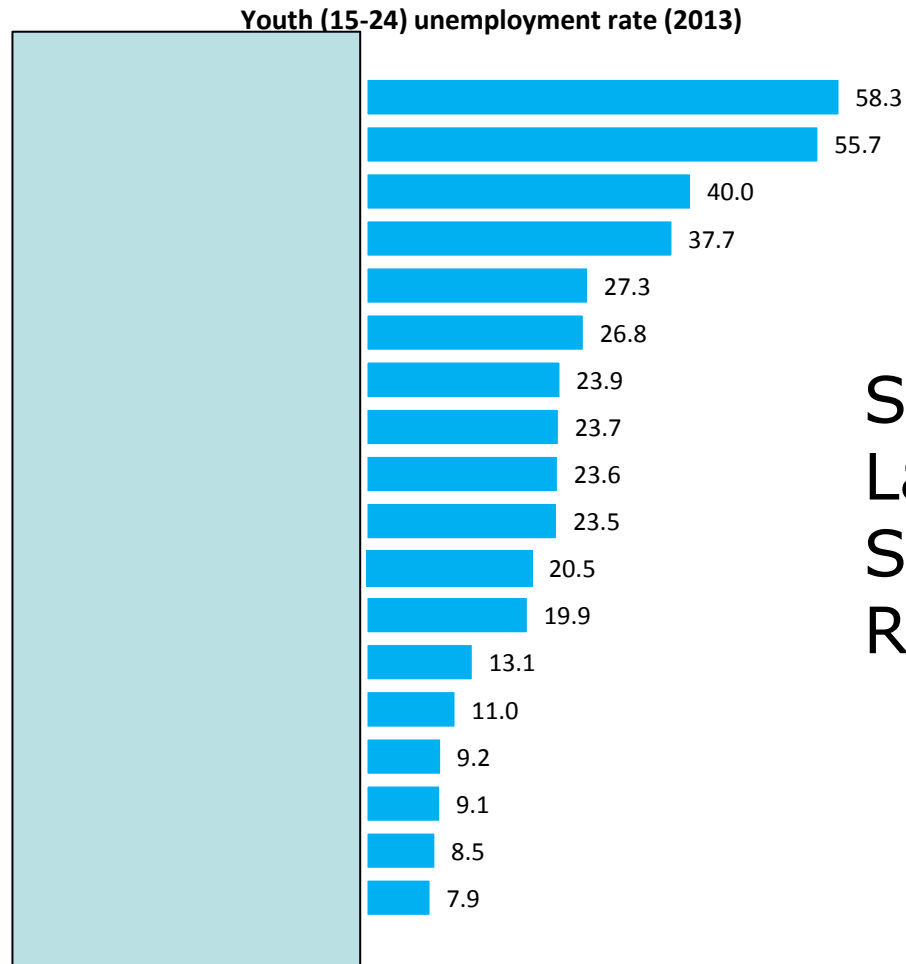
May 2015

Joy Elliott-Bowman, Policy Officer: International

NUS Research on Global Employability and Employment

- 2012 and 2014 – EU and Non-EU International Students
- 2012 UK students with and without a study-abroad experience
- 2012 Graduate Employers and institution staff

Why did we look at these areas?



Source: ONS
Labour Market
Statistics First
Release, 2014

Why did we look at these areas?

A British Council/Think Global survey,
79%

Of surveyed chief executives and board level directors of businesses in the UK think that in recruiting new employees, knowledge and awareness of the wider world is more important than degree classification.

The Global Skills Gap: Preparing Young People for the New Global Economy (British Council/Think Global, 2011), p. 3.

Why did we look at these areas?

Why do International Students come to the UK?

Top reason: The quality of education

Which of these make up the top 5?

- To improve my English
- To improve my job prospects in the UK
- To gain a different cultural experience
- Improve my job prospects globally

- Improve my job prospects back home
- To gain a different cultural experience
- Opportunity to work in the UK after my studies

Figure 1: Reasons for studying in the UK.

Why did you choose to study in the UK?	
The quality of education in the UK	62.70%
To gain a different cultural experience	46.70%
Improve my job prospects globally	46.70%
Opportunity to work in the UK after my studies	36.80%
Improve my job prospects back home	32.00%
To build up links with people from around the world	31.60%
Improve my job prospects in the UK	21.10%
To improve my English	17.80%
To build up links with people in the UK	14.80%
Other	5.40%

Why did we look at these areas?

Figure 20: Connection between post-study work and changes in student numbers.

	Decline	Importance of post-study work	Percentage Which Would Not Recommend the UK (June 2014)
India	-25%	51%	60%
Pakistan	-19%	33%	54%
Nigeria	-1%	42%	47%
China	6%	23%	35%

Who did we ask?

- 2012 survey by NUS Scotland of Scottish students – 133 students from 11 Universities and 20 Colleges - funded by NUS Scotland and the Scottish Higher Education Employability Forum (SHEEF) AND 27 Institutional Interviews
- 2012 (1075) and 2014 (1599) survey of EU and non-EU international students from across the UK
- 2012 survey of 46 graduate level employers in Scotland from a diverse range of industry – funded by NUS Scotland and the Scottish Higher Education Employability Forum (SHEEF)

What did they say?

NUS Scotland Research

<http://www.scotlandgoesglobal.co.uk/research-videos/>

- Developing Scotland's Graduates for the Global Economy: From Here to Where?
- Study Abroad Experience and Graduate Employability: Scottish Employers' Perspectives

NUS UK Research

<http://beta.nusconnect.org.uk/resources/nus-submission-to-the-all-parliamentary-group-on-migration-inquiry-into-the-post-study-work-route>

And

http://www.adamsmith.org/wp-content/uploads/2014/11/Made-in-UK_Final1.pdf

- Unlocking the Doors to International Entrepreneurship

What did they say?

UK Students

International Students

- 38% believed studying in a different country made them more employable to some extent
- 47% believed studying in a different country improved opportunities in the global job market
- 21% would be interested in a work placement for less than one year in another country
- 92% thought that graduates who studied in a different country had a better chance of employment

Contrasting Views

BEFORE

38% of students felt that an intensive shorter-term study abroad trip of 2-4 weeks was too short to make experience valuable. following interviews

AFTER

All students, regardless of study trip length, felt that it was of significant value to their personal growth, inter-cultural competencies, and in their employment upon graduation.

What did they say? Employers

Do graduates with a study abroad experience have a better chance of employment?

7%	Definitely
18%	Significantly
15%	Somewhat
29%	Not at all

Contrasting Views

NUS Scotland Survey suggested 50% of employers feel they would recognise the benefits of transferable skills gained during a short-term study abroad period lasting 2 to 4 weeks

2011 research from the British Council on the importance of language skills in graduate employability and earning potential, only 1 out of the 45 valid responses mentioned language skills as a possible study abroad graduate attribute in the open responses.

Contrasting Practice

Employers were overwhelmingly supportive of shorter study abroad windows, with 58% of respondents supporting such moves, stating that they would definitely (9%), significantly so (7%) or to some extent (42%) support such moves. Less than a quarter (24%) would not be supportive with 18% responding that they didn't know

In Scotland the most popular study abroad programme is Erasmus which is between 3-12 months in duration. Uptake currently stands at only 1% of the Scottish student population.

Research Conclusions

- Students are aware of employability benefits of study in a different country
- “Employment” opportunities vary by country – it is important that employability is not just transferable skills but knowledge about employment sector in different countries
- A global commons for employment and employability in our institutions is a way to ensure that students see the value in a study abroad opportunity and those that already have, know how to put their experience into practice.

Abi Sharma

Senior Careers Consultant, The
Careers Group & Deputy Head,
Queen Mary, University of London

Where we are going.....

- *Identify what a 'global mindset' is in the context of employment*
- *Identify tools to help students can articulate their global mindset to employers*
- *Evaluate tools to help students conduct an international job search*



Value of the global mindset

Workplace skills

“Graduates who have done a year abroad are generally good problem solvers, good at working on their own initiative and have good communication skills.”

Senior Recruitment Consultant

Employment prospects:

- 5.4% of 2013 graduates who were mobile were unemployed
6.7% of non-mobile graduates
- Graduates who were mobile were earning more in 40 out of 67 subjects (with available data)

Gone International, UK HE International Unit, 2015

What do we mean by 'global mindset' in the context of employment?



<http://pixabay.com>



<http://pixabay.com>

Global Mindset Inventory

Intellectual Capital

Social Capital

Psychological
Capital

Intellectual capital

- global business savvy
- knowledge of different cultures
- problem solving

Social capital

- intercultural empathy
- intercultural impact
- diplomacy

Psychological capital

- desire for diverse experience
- quest for adventure
- self-assurance

Identifying a global mindset exercise

- (1) How are the ISP capital components useful in a work environment?
- (2) Map components of ISP capital onto given job advert(s). Where did students develop these components on years abroad?
- (3) Introduce STAR technique
- (4) Select a skill from job advert and using STAR give a 250 word example of when demonstrated that skill on year abroad
- (5) Share with partner: peer feedback

What activities could you do to help students further develop their global mindset, as defined by Javadin?

Discuss

OR

How might you work with your students to help them identify their own global mindset?

International job searching



Globetrotting: combining work & travel abroad

Hear from a selection of organisations who can help you decide where, how and what to do to gain the best skills for your CV whilst seeing the world.

→ HLT2



3 February 6-8pm

Careers & Employability Service



For more information and to register:

[royalholloway.ac.uk/careers/](http://royalholloway.ac.uk/careers/events/eventlistings.aspx)

events/eventlistings.aspx

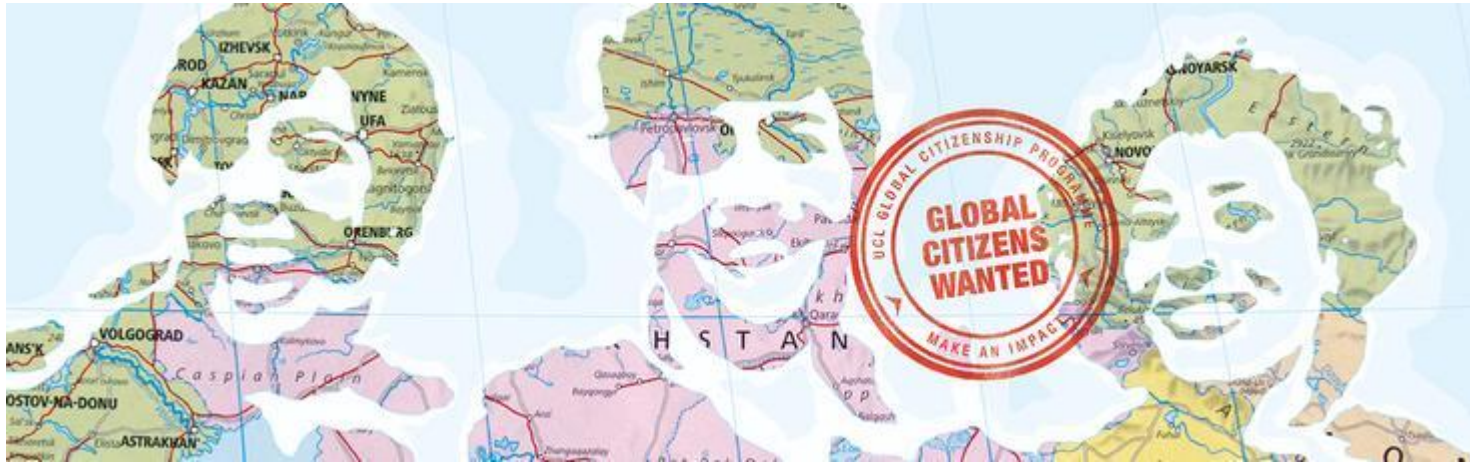
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International job searching



Careers service workshop:
*International Job Search
Treasure Hunt*



- (1) Quiz: 1 question for each category: recruitment practises, job search methods, visas, personal contacts, living costs/practicalities
- (2) Demonstrate resources for each category
- (3) Choose a country & use resources to find the following:

Recruitment practises: write down the major sections and 3 differences between your CV and the one you have chosen

Job search: find 5 general job search websites and 2 in your field. Find 2 live job adverts for your field. What qualifications do they require?

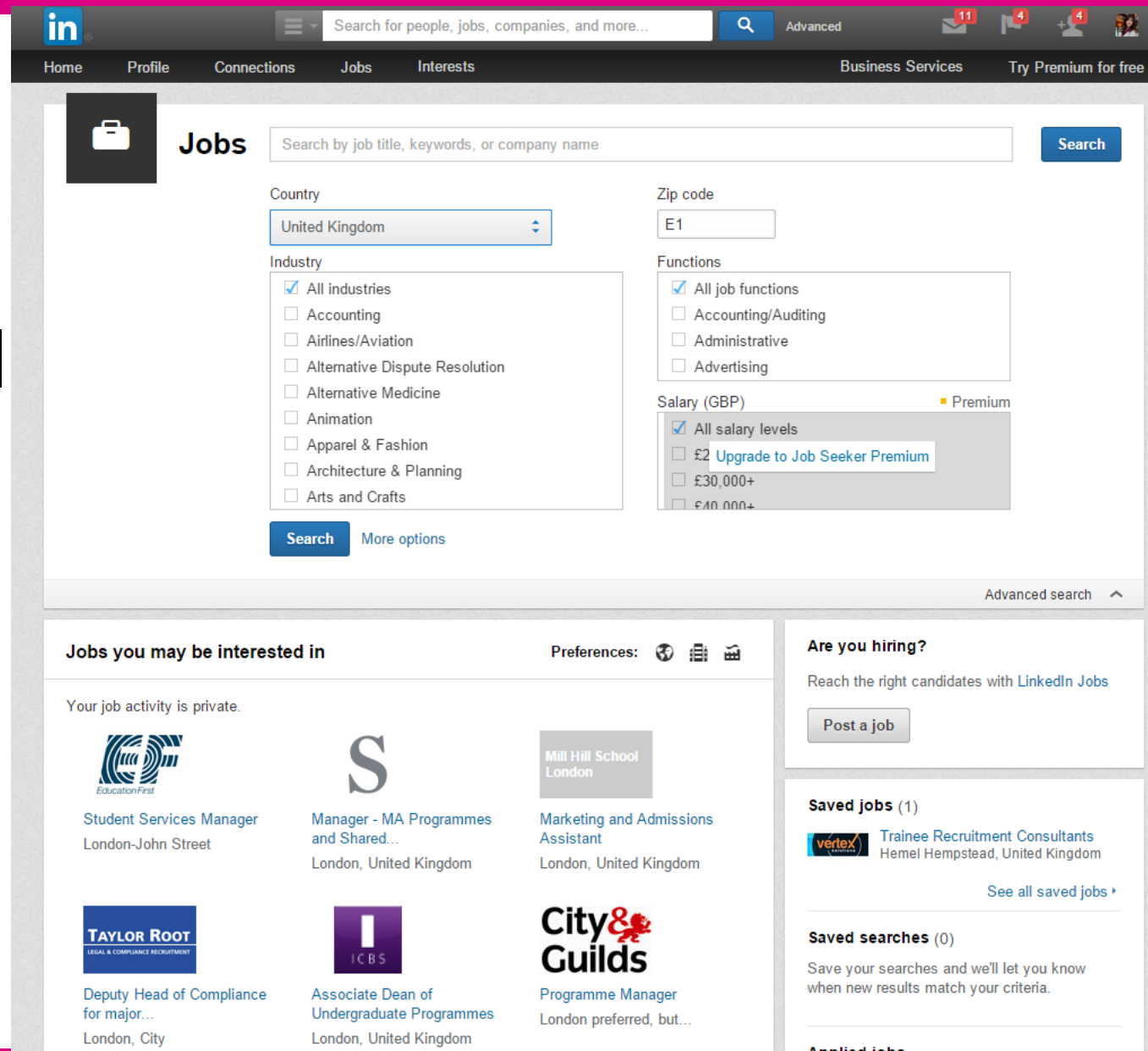
Personal contacts: find one person from the UCL alumni database with knowledge of your chosen country

Visas: what is the process for getting the required visa? What is the cost?

Living: Find 2 accommodation possibilities in the country's capital. What is the rental process? What does a Big Mac Meal cost in your chosen country? What's the cost of a return flight?



International job searching



The screenshot shows the LinkedIn Jobs search page. At the top, there is a search bar with the text "Search for people, jobs, companies, and more...". Below this, the navigation menu includes "Home", "Profile", "Connections", "Jobs", "Interests", "Business Services", and "Try Premium for free". The main section is titled "Jobs" and features a search bar with the placeholder text "Search by job title, keywords, or company name". To the right of this search bar is a "Search" button. Below the search bar, there are several filters: "Country" (set to "United Kingdom"), "Zip code" (set to "E1"), "Industry" (with "All industries" selected), "Functions" (with "All job functions" selected), and "Salary (GBP)" (with "All salary levels" selected). A "Search" button and a "More options" link are located below the filters. On the right side of the page, there is a "Premium" badge and a "Upgrade to Job Seeker Premium" button. Below the search filters, there is a "Jobs you may be interested in" section with a "Preferences" dropdown. The jobs listed include: "Student Services Manager" at Education First, "Manager - MA Programmes and Shared..." at a company with an 'S' logo, "Marketing and Admissions Assistant" at Mill Hill School London, "Deputy Head of Compliance for major..." at TAYLOR ROOT, "Associate Dean of Undergraduate Programmes" at ICBS, and "Programme Manager" at City & Guilds. On the right side, there is a "Are you hiring?" section with a "Post a job" button, a "Saved jobs (1)" section with a job listing for "Trainee Recruitment Consultants" at Hemel Hempstead, and a "Saved searches (0)" section.

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 Greater Boston Area • Computer Hardware
 Similar
 Education: Queen Mary College, Univ of London **Connect**

Katie Wohler, MBA GROUP
 Strategic Marketing Consultant at Halloran Consulting Group, Inc.
 Greater Boston Area • Marketing and Advertising
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 Education: Queen Mary, U. of London **Connect**

Mitch Evans 3rd
 Marketing and Advertising specialist
 Greater Boston Area • Marketing and Advertising
 Similar
 Education: Queen Mary, U. of London **Send InMail**

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 Greater Boston Area • Higher Education
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 Education: Queen Mary, U. of London
 Current: Student Marketing Manager at Neato **Connect**

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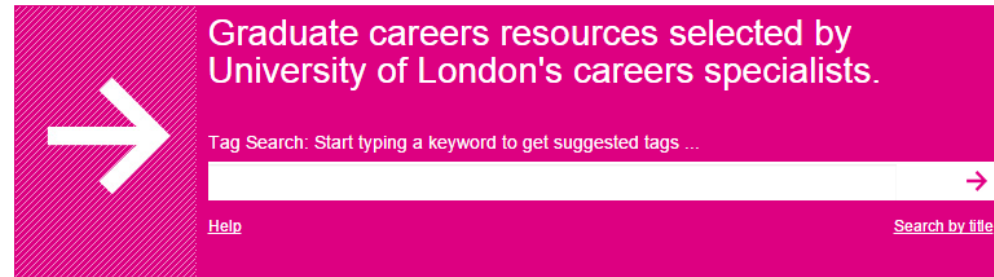
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Graduate careers resources selected by University of London's careers specialists.

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Current highlights

Becoming a Doctor

This guide from the British Medical Association, updated annually to reflect changes in medical education, is designed to help those students who are considering a career in medicine. It provides general information on medicine as a career choice plus more specific info on UK medical schools, application procedures, entrance exams, funding and sign-posts other resources.

The Postgraduate Study & MBA Fair

Meet face to face with representatives from a range of course providers from both the UK and abroad.

2.2 Your Options - blog post

Written and researched by Careers Consultants at University of London this blog posts includes links to graduate schemes which accept 2.2's and has useful advice about next steps.

Employer profiles

The Careers Group, University of London has a [directory of graduate employers](#).

You can search for other employer directories by sector / job type by first using a search tag for the area you're interested in then adding the "directory" keyword to your search results.



GOINGLOBAL

Expand Your Horizons... Your Career... Your Future

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Queen Mary University of London

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Discuss

Pick one of the international job search ideas that you think would be useful to run in your context. Who would be your audience? What would you adapt? What partnerships would you need to run it?

Thank-you and Questions

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