



Loughborough – Tsinghua: The story of a collaborative project developing Chinese student employability.....

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Agenda

- Why did we do it?
- What did we do?
- What were the difficulties?
- What did we learn?
- Was it worth it?

A long time ago in a country far far away.....

- 2009: AGCAS PMI 2 visit

Key learning points:

- More thorough research was needed around Chinese employers' perceptions
- The importance of gaining work experience in China needed more emphasis.
- There was no careers preparation for Chinese students going to study overseas
- Nobody knew Loughborough University

The project is born

- Key aims:
 - Understand the requirements of employers
 - Increase understanding of UK and Chinese higher education
 - Resource development to support Chinese students
 - Development of an international careers adviser network
 - Sharing employability approaches through training

What do employers say they want?

- Survey of employers in the UK and China-450 employers surveyed in total
- Questions covered areas such as:
 - Recruitment cycle
 - Desired qualifications
 - Required skills and attributes
 - Comparison of UK and Chinese students












CHINA: Main factors influencing employers to recruit

1. Academic situation including variables such as degree major, academic results, school, degree qualification and research papers.
2. Extracurricular activities and work experience including such variables as social work/extracurricular activities, student leader roles, volunteer work, Communist party membership and internship/part time work experience.
3. Career motivation including such variables as professional competence or accomplishment, job motivation and assessment/interview results.

UK: Main factors influencing employers to recruit

1. From the following list could you indicate what evidence of skills and qualities you require candidates to provide (tick all that apply):

Response Percent Response Total

	Participation in clubs and societies e.g Students' union		63.9%	76
	University recommendations		24.4%	29
	Aptitude test results		44.5%	53
	Academic results		80.7%	96
	Voluntary work or part time work		69.7%	83
	Student responsibilities e.g. class monitor		46.2%	55
	Interests		60.5%	72
	<input type="button" value="View"/> Other, please specify:		37%	44

Statistics based on 119 respondent(s) 6 skipped.

British Employer Perception of Chinese Student Qualities

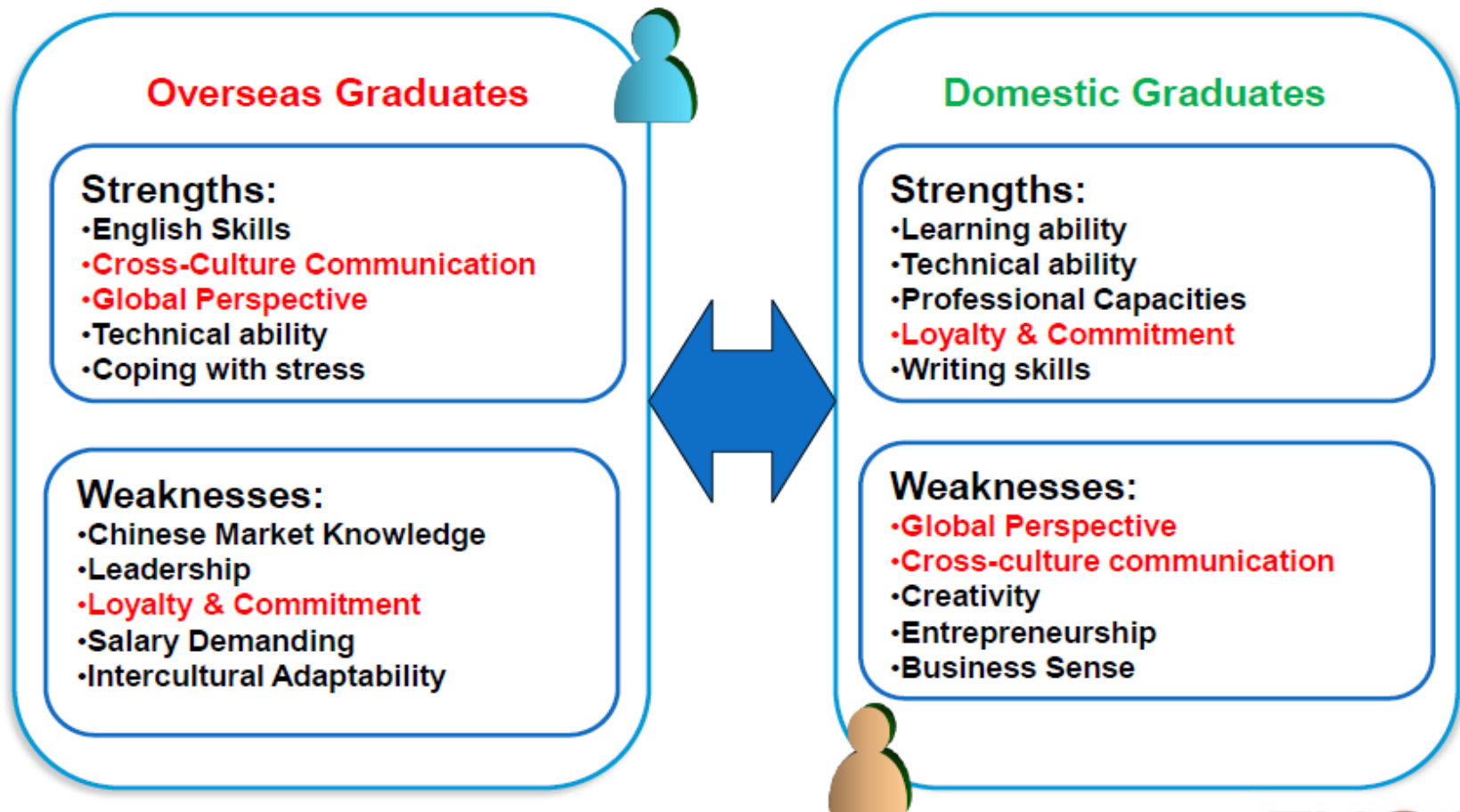
Strengths

1. Chinese Language Skills
2. Chinese Market Knowledge
3. Intercultural Adaptability
4. Professional Capabilities
5. Practical Business Knowledge

Weaknesses

1. English Language Skills
2. Lack of awareness of British Business Culture
3. Lack of work experience
4. Visas and work permits
5. Lack of knowledge of UK markets

Chinese employer perception of student qualities

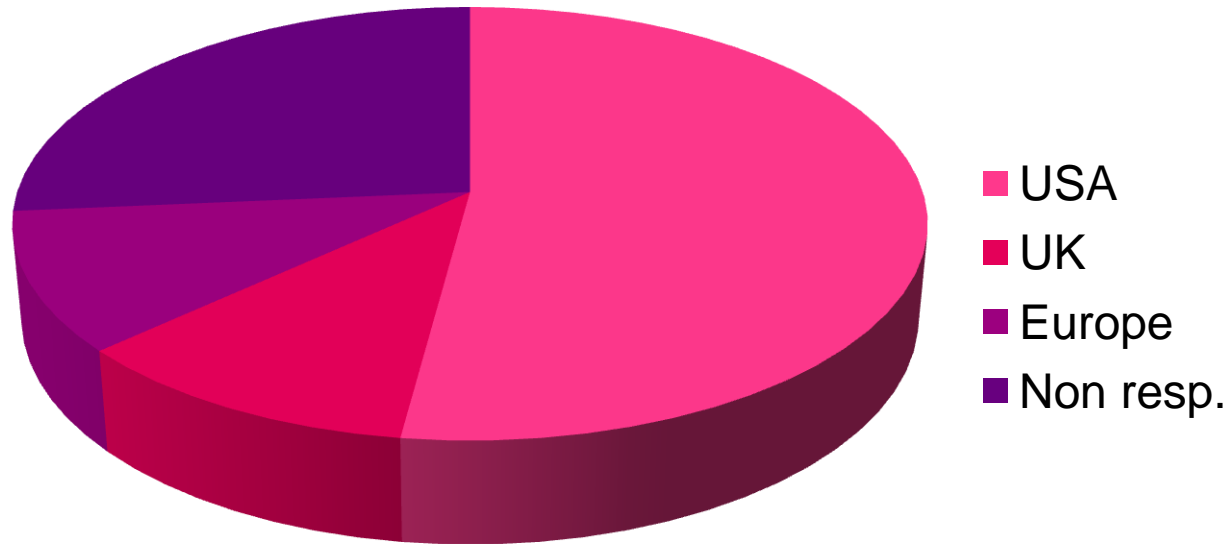


Employers in China targeting preferences

- Highest number of recruiters at 65.6% target top 10 universities in China
- 56.2% stating they would target other 211 universities.
- 53.6% of employers would target universities with advantages in specific research areas.
- 35% of employers would target universities from which they hired excellent candidates
- 7.3% of employers stated that they would target foreign universities.

From where would companies like to recruit returnees?

Graduate returnees



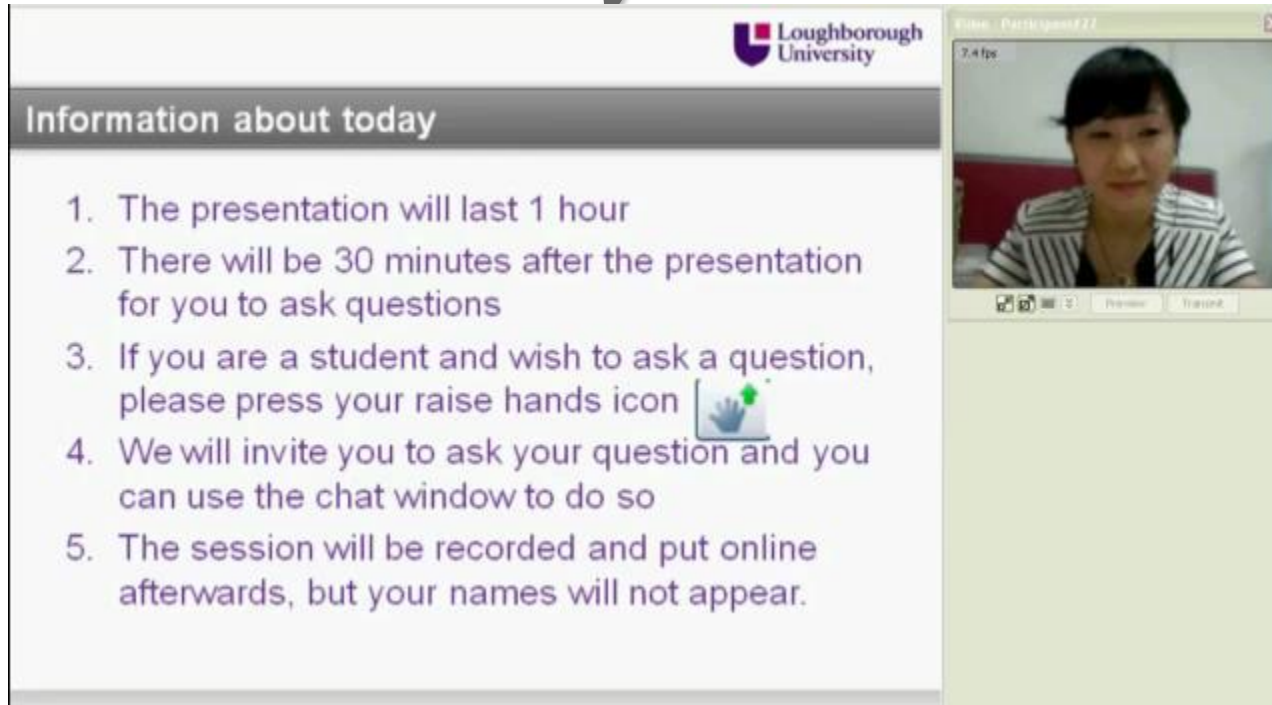
What about targeting overseas Chinese students?

- 99.3% of employers advertise on Chinese universities' employment centre websites
- 64.3% stating job fairs in China
- 63.7% Build relationships with Chinese universities
- 54.9% online job fairs
- 51.7% using professional HR companies or websites.
- 39.5% said provide information to Chinese recruiters on how to recruit from overseas

Bi-lingual information resources




Example of working together internationally



The screenshot shows a Zoom meeting window. On the left, a slide from Loughborough University is displayed. The slide title is "Information about today" and it contains a list of five items. On the right, a video feed shows a woman with short dark hair wearing a striped shirt. The Zoom interface includes a toolbar with icons for mute, video, chat, and a "raise hand" icon. The video feed also shows a "7.4 fps" label and "Mute" and "Unmute" buttons.

Loughborough University

Information about today

1. The presentation will last 1 hour
2. There will be 30 minutes after the presentation for you to ask questions
3. If you are a student and wish to ask a question, please press your raise hands icon 
4. We will invite you to ask your question and you can use the chat window to do so
5. The session will be recorded and put online afterwards, but your names will not appear.

7.4 fps

Mute Unmute

- Delivered real time
- Recorded and accessible to all Chinese students

Difficulties

- Agreeing a set of project aims
 - Different perspectives: UK=student, China=staff training
- Budget management
 - University finance systems
 - Exchange rates
- The use of public money
 - Accountability was on UK institution
 - No recompense for staff time

Learning points and gains

- Chinese culture favours a relationship-based approach as opposed to a task-based approach.
- Manpower makes a difference
- Consistent support is needed at a strategic level
- Chinese, film making, data collection, bid writing, budget management.....

Conclusions

- Joint projects are enriching on multiple levels
- Support needed on how to run them e.g. from academics used to international collaborations
- More strategic alliances will create gravitas in cultures where rank is important

Resources

- [Developing Your Employability with Overseas Study - 通过海外学习培养就业能力](#)
- Industry Insights videos
<http://www.lboro.ac.uk/service/careers/info/current/international-students/industry-insights/index.html>
- Loughborough University-Tsinghua University Reports
http://www.agcas.org.uk/agcas_resources/273-Loughborough-University-PMI2-China-visit