

Experience, Expertise and Enthusiasm – How to best utilise Alumni and Employer Engagement to Aid Student Transitions

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Overview of what Alumni relations provide and activities they undertake to maintain links with Alumni of University of Aberdeen.

There are 80,000 contacts on the UoA Alumni database.

Events are held all around the globe. ‘Chapters’ have been set up in “Internationalisation Strategic Areas” such as Jakarta.

Careers Service overview of activities and support for staff career paths and curriculum support as well as student employability and careers support.

Presentation covering the challenges and activities focussed on Student Transitions “In, Through and Out”.

In

Alumni used to support potential applicants. Their experiences shared on one-to-one basis, through personal profiles with first hand testimonials and philanthropic activities.

250-300 students benefit from alumni philanthropic support in this way – equivalent to £800,000 annually.

Through

Careers Service has most employer engagement at “through” and “out” transition stages.

Activities are run by Careers Service, Alumni and jointly.

Career mentoring programme and employer presentations have been very effective for both employers and students.

Out

Alumni run events nationally and internationally (through Chapters) and maintain ongoing relationships with alumni.

Careers Service has found that 50% of surveyed employers want students to have work-based experience on graduation. These can be obtained through placements and internships and work-based programmes if not temp work while studying.

Bruce Craig – Mackinnons law firm in Aberdeen

Bruce has been a mentor since 2011 and has enjoyed it thoroughly. He believes his mentees have benefited too, from seeing how the office works, to sharing issues of a professional or personal

nature with someone in their line of work. He would have wanted this opportunity when he was a student.

He feels that there are so many students, it is hard for them all to get work experience and mentoring shows some involvement and work based experience. In turn it has increased his own involvement with other UoA activities, such as employer Board, employer Liaison Committee. He is a Law Stream Support, UG placement provider, a graduate recruiter and a Law tutor.

Being a mentor has been minimal in terms of involvement and time and he encourages his colleagues to become involved too.

Round Table feedback of Alumni/Careers service involvement in participants' areas of the University.

There is increasing alumni involvement of employers in the STAR award, especially in non-vocational degree students with no direct career path.

Psychology has a networking event with employers and alumni (generally local) for c100 students.

They showcase career paths of alumni, their day-to-day job, how their Psychology degree helped d them and are building an online bank of materials form alumni.

Perhaps ask Enhancements Theme for project monies to set these events up. Use the Careers Service and Alumni Relations.