

UNIVERSITY OF ABERDEEN

EMPLOYABILITY & ENTREPRENEURSHIP COMMITTEE (EEC)

Minutes of the meeting held on Tuesday the 18th of March at 11:05.

Present: John Barrow, Tracey Innes, Danielle Grieve, Alisdair McKibben, Alan McCue, Desidre Coopasamy, Jenna Stuart, Kirsty Wilson, Lenka Mbadugha, Helen Pierce, Amir Saddiq, Monika Gostic, Masha Shaw, Ijeoma Obiagwu, Heather May Morgan, Ellen Minshull

Apologies: Stuart Durkin, Christina Schmid, Margaret Jackson, Alan MacPherson, Alyson Young, David Green, Miles Rothoerl, Jane Melhuish, Darren Comber, Wilfrid Flanda, Susan Halfpenny

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MINUTES

1. Approval of the Previous Minutes (EEC.180325.001)
Minutes approved.

2. Entrepreneurship Education update

Heather May Morgan and John Barrow

An overview of the recent Entrepreneurial Education Review was given. The recommendations (Annex 1) were highlighted and shared via the group findings [report](#).

Members were encouraged to consider how the proposed 15-credit courses might work and any associated challenges. A drop-in consultation session has been scheduled for the 31st of March for those interested.

Opportunities for collaboration were identified:

- regarding the future curriculum review project with considerations made for other institutional projects e.g. sustainability, WBL etc.
- with Online Education (and FutureLearn) regarding the development of short courses.
- with the Careers and Employability Service generally but also including the development of an entrepreneurial mentoring programme, noting the current Career Mentoring Programme.

3. 'Use it or lose it' campaign in the Law School

Kirsty Wilson

Issues with low engagement in employability related events has been identified via the Law School mini EEC despite student enthusiasm for such events. The Law School are considering a marketing campaign to increase participation.

A discussion about engagement across this institution ensued. It became evident that low engagement is not specific to the Law School and can be put down to a range of factors.

Methods for increasing engagement were shared. Including:

- Timetabling events.
- Sending personalised reminders 1 week and 2 days prior to events, including reminding students to add the event to their calendar.
- Monetary incentives.
- Highlighting 'why' students should attend.
- Publicising events via lecture shout outs.

It was suggested that an institutional campaign on professional development in collaboration with Student Experience could be beneficial in the next academic year.

4. Graduate Outcomes Data Dashboard –

The newly updated [Graduate Outcomes data dashboard](#) was presented. EEC members automatically have access to the dashboard but other staff must [request access](#) and will be granted access following completion of the mandatory staff data protection training.

5. Internal UoA Internship Proposals –

Recently, staff were invited to submit proposals for summer internships within their departments. Unfortunately, there was low engagement amongst schools. A related discussion ensued, and feedback concluded that the tight timelines made it challenging to plan and therefore submit on time. In addition, it was noted that not all members received communications about the opportunity from their directors.

6. Work Based Learning Policy Working Group Update

Work on the institutional Work-Based Learning Policy is due to restart on the 19th of March. Routine updates on the group's progress will be shared at EEC and other University Committees.

7. Exploring capabilities of the course-booking system to record users' skills development.

Masha Shaw

Opportunities to add MySkills skills development information to courses on the Course Booking Site have been explored. There is potential to integrate this with the Anthology Milestones project.

A light overview of the Anthology Milestones project was given. The Students' Union noted an interest in this project.

8. PwC Employability Audit Update

The institutional Employability Audit has been completed. PwC's report has given the University 'low risk' status overall. However, some medium risks were identified in individual areas. There are some inconsistencies in messaging that require clarification. Following this clarification, the report will be reissued and circulated to EEC members. The university will be required to create a follow up action report by May.

9. Any Other Business

- [ABDN Internships](#) – Applications close on Monday the 24th of March. Members were encouraged to share the materials via their networks
- [AI Careers Research Survey](#) – The Careers and Employability Service are currently conducting a research project on the use of AI in career learning and job preparation and applications. Surveys for students, and for employers are currently open. Members were encouraged to share the survey with students.
- **MySkills Audit Data** – School engagement data in the MySkills Audit has now been collected and can be shared with members. To request access, please contact John Barrow.

Date of Next Meeting

Tuesday 10th of September at 11:05. Location: QA-AUSA Union Building Rm 101 | Microsoft Teams.