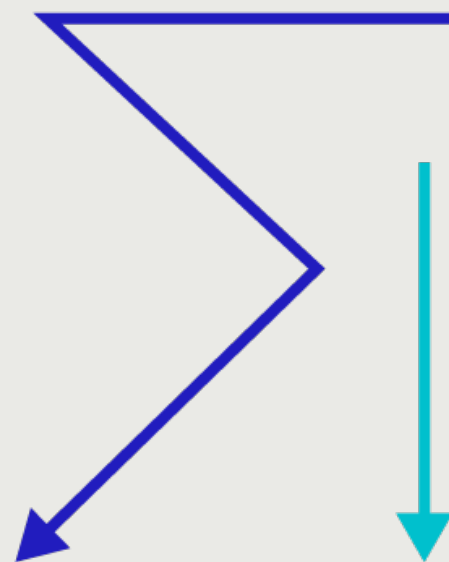


“THE GREAT EMPLOYABILITY DISENGAGEMENT.”



HOW AND WHY ARE YOU HOSTING YOUR EVENTS?

Students are crying out for more in-person events tailored to their course, however employers and universities are still much more likely to be offering hybrid events.



The number one reason why students attend careers events? **The chance to meet a potential employer**, ranking networking events in their top three of things they'd like to attend.

THE TOP THREE THINGS STUDENTS SAID PREVENTED THEM FROM ATTENDING CAREERS AND EMPLOYABILITY EVENTS WERE:



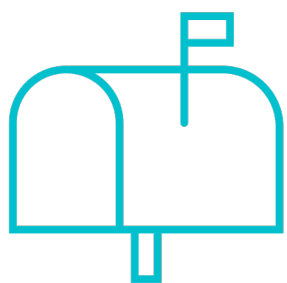
LACK OF TIME (56%),



LACK OF CONFIDENCE (52%)



LACK OF INFORMATION ABOUT THE EVENT (44%)



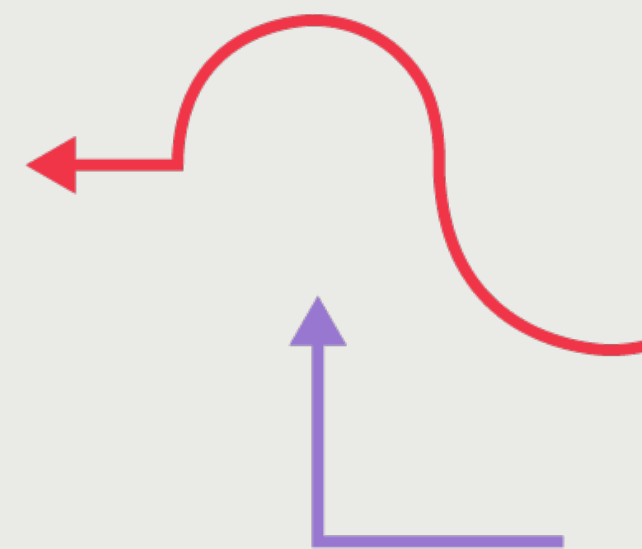
HOW DO YOU COMMUNICATE ABOUT YOUR EVENTS?

We found it interesting how the research emphasised the difference between “engaging” with students and “informing” them about upcoming events.

Students trust and want to see email communications from careers services about employability events, but also want to engage with content in their own time on platforms they're familiar with, such as TikTok.

“A LOT OF EMPHASIS IS STILL PLACED UPON EMAILS, BUT WE’VE SEEN HOW COMMS NEED TO BE MORE CREATIVE AND STUDENT-LED WHEN IT COMES TO FIRST GRABBING THEIR INTEREST.”

**HELEN LIDDLE,
UNIVERSITY PARTNERSHIPS DIRECTOR, SRS**



Embedding is very much the direction of travel with the majority of universities we work with and tackles the issue of engagement at source.

However, there will always still be a place for **extra-curricular employability** delivery, and this is where some of the steer from students in this research is most pertinent.

