Examining Avenues of Employer-Student Engagement & Sustainability Of These Avenues In The Future

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The Malaysia Education Focus

I. To increase avenues of engagement with employers; to increase employability of students

II. To bridge the gap through better programs and skill development; focus on STEM and soft skills

III. To ensure sufficient work experience elements incorporated within curriculum
Questions we will look to address:

1. What are key reasons employers want to engage?

2. What platforms are employers interested in for engagement?

3. What kind of engagement activities do students like taking part in?

4. How does technology play a role in terms of engagement?

5. What universities & employers need to work on for future sustainable engagement?
Methodology of finding based on:

Survey sample of 70 employers
Survey sample of 700 students
Purpose of engagement
Purpose of Engagement

- Average of To recruit Interns
- Average of To recruit fresh graduates
- Average of To train and develop students
- Average of To collaborate for the purpose of R&D
- Average of To increase awareness among students of your organization, products and deliverable
Purpose of Engagement

- Most common across the range - **INTERNSHIP**
- Most common among bigger organization – **AWARENESS**
- Most common among smaller ones – **INTERNSHIP**
- Most lowest across the board – **R&D**
- **DEVELOPING STUDENTS** is more of a priority for smaller company vs. bigger one
Engagement activities
Engagement activities that interest employers

![Bar chart showing the interest level of different types of activities for employers. The activities are: Career Fair, On Campus Internship, On Campus Interview, Company Visits, Networking, Assessment Centre, Lunch Talks, Business Challenge, R&D. The interest levels are indicated on the vertical axis, ranging from 0 to 45.](chart.png)
Top 5 Engagement events that employers are interested in?

1. Career Fair
2. Networking
3. On-Campus Interviews for fresh graduates
4. On-Campus Interviews for Internship
5. Company Visits
Activities that students engage in?

- Based on survey with graduates – top 3 career activities participation
  - Career Fair
  - Lunch Talks
  - Career Bootcamp

Lowest 3 career activities
- Career Focus Groups
- On-Campus Interview
ENGAGEMENT ACTIVITIES SUMMARY

- Most common across the range (students & employers) - Career fair
- Major discrepancy – On-Campus recruitment/ interview
- Opportunity for employers to leverage on – Lunch Talks
Importance of technology vs usage
Types of Technology tools

Types of Technology Platform Utilized

- Count of Facebook
- Count of Instagram
- Count of LinkedIn
- Count of website
- Count of Jobstreet
- Count of assessment tools
- Count of Applicant Tracking System
Importance & Usage of Technology Platform

- **4.2**
- **4.4**
- **4.6**
- **4.8**
- **5.0**
- **5.2**
- **5.4**

<table>
<thead>
<tr>
<th>Size of Organization</th>
<th>Average of How extensively is technology utilized in your recruitment and branding initiatives?</th>
<th>Average of How important is technology for your organization when it comes to branding and recruitment initiatives?</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-50</td>
<td>Green Bar</td>
<td>Blue Bar</td>
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<tr>
<td>100-300</td>
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<tr>
<td>51-100</td>
<td>Green Bar</td>
<td>Blue Bar</td>
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<tr>
<td>More than 300</td>
<td>Green Bar</td>
<td>Blue Bar</td>
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</table>
Technology usage vs importance

- Discrepancy in importance and usage ESP larger organization *(high importance, lower usage)*

- Across the board you see FB as being important – *bigger companies prioritise LinkedIn*

- Overall LinkedIn and FB is high while *Instagram seem to be lower (perhaps something for employer to consider embarking further in terms of engaging with the new Gen-Z)*
How can employers be better at engaging these applicants and being sure that they are winning the war for talent? Universum research looked at the most used and most effective communication channels and found the top 10 consisted of the types shown below.

### TOP 10 MOST EFFECTIVE COMMUNICATION CHANNELS IN SINGAPORE

1. **Social Media**
2. **Employer Websites**
3. **Career Fairs**
4. **University and Job Related Apps**
5. **University Press & Student Organization Publications**
6. **Lectures/Case Studies as Part of the Curriculum**
7. **Career Guidance Websites**
8. **Job Boards (Sites where Job Openings are Posted)**
9. **Career Magazines/Guides/Books**
10. **Brochures Presenting Career Possibilities at a Company/Organization**

### TOP 10 MOST EFFECTIVE COMMUNICATION CHANNELS IN HONG KONG

1. **Social Media**
2. **Employer Websites**
3. **Career Fairs**
4. **University Press & Student Organization Publications**
5. **Job Boards (Sites where Job Openings are Posted)**
6. **Employer Presentations on Campus**
7. **Career Guidance Websites**
8. **Career and Job Related Apps**
9. **Employer Office/Site Visits**
10. **Lectures/Case Studies as Part of the Curriculum**

Source: Universum Global

Career goal messages around work/life balance, job security and stability, having an international career, and the ability to become a leader or manager of people and to be dedicated to a cause or to feel that they are serving a greater good were the most highly desired amongst business students surveyed by Universum across Hong Kong and Singapore. This was reiterated by a leading expert in the APAC region.

Even if organizations don’t have the resources, or can’t get the buy-in to adopt this approach, the key is in sending authentic messages. Don’t say you offer something you don’t, and choose delivery mechanisms that are true to your organization and the experience on offer. Hearing real stories from those doing the “doing” is significantly more powerful than hearing second hand stories from your recruitment teams!

*Gemma Hudson, Graduate & Early Talent Acquisition Leader formerly of Deloitte Australia*
Engagement
constraints
Constraints that impede engagement

- Count of Lack of Funding
- Count of Lack of manpower
- Count of SunU no talent we looking for
- Count of Not sure how to engage with SunU
- Count of Company Location Concern
- Count of Time
Employer constraints with engagement

- **MANPOWER** is the main constrain for engagement

  - Possible consideration for University :-

    - Do we advise employers the right engagement pathway knowing the constrains that exist?

    - Do we have an engagement cycle to explain to employers on being involved in the university, knowing their constrains, their organization size, etc?
The Employer ENGAGEMENT cycle recommendation (adapted from Satir Systems Model)

- **Awareness** (who am I)
- **Deliverables** (what do I offer, etc)
- **Employment/Recruitment** (intern/full-time, etc)
- **Connect** (how well do I connect, including the culture in the org, etc)
- **Purpose & Meaning** (what impact have I made, continue to create, future plans)

Cycle helps to identify where a particular employer is at a certain point and where they need to move next.

Each aspect looks at different engagement platforms that differ from others.

*e.g.* – *To create Awareness requires a different platform from Recruitment*
Overall Open Comments from Survey from employers
What do organizations think they need to prioritize

“Brand their organization and their offering to students”

“Always look for win-win situation which benefits all parties”

“Constant communication of their needs, growth plans etc to the university”
What do organizations think UNIVERSITIES need to prioritize

“Time and schedule events according to Organization timeline”

“Always look for win-win situation which benefits all parties”

“Continuously communicate with organization”

“Provide creative platform & identify right talents for organization”

“University should start emphasizing on the importance of tech related courses”
Future of Sustainable Engagement
Strategy Shift No.1: differentiation

Branding  
Recruitment
Strategy Shift No.2: talent identification

Quantity → Quality
Strategy Shift No.3: - technology

Face to face

Technology
Strategy Shift No.4 :- size matters

Small Companies → Big Companies
Sustainable avenues in the future

- Utilizing Technology related platform at the different points of employer engagement cycle – can universities do more?

  o **Career Fair** – high demand and interest at both ends
    
    E.g. : Virtual job and internship expo; Interviews via skype

  o **Employability Talks** – employers need to do more off as high demand from students
    
    E.g. : Virtual visits to class and student organization meetings
Important factors for sustainable engagement

1. Look for Win-Win Situation
2. Increase Tech Usage
3. Communication that is Open, Clear & Transparent
4. Be Realistic
5. Clear & Aligned Expectations/Objectives
Shortcomings & Future research

- Expansion of employer data to include a larger pool across the different company sizing

- Qualitative / Quantitative study on the employer engagement cycle

- More data/study on use of technology in conjunction to sustainable engagement

- Study on alumni contribution and impact in the overall cycle of engagement
THANK YOU

Q&A
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