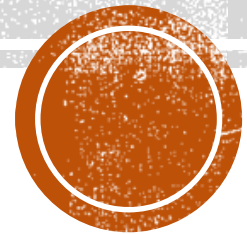


Examining Avenues of Employer- Student Engagement & Sustainability Of These Avenues In The Future

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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?

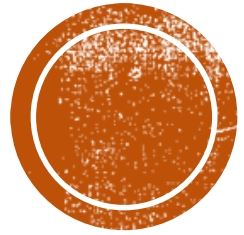


Methodology of finding based on:-

Survey
sample of
70 employers

Survey
sample of
700 students

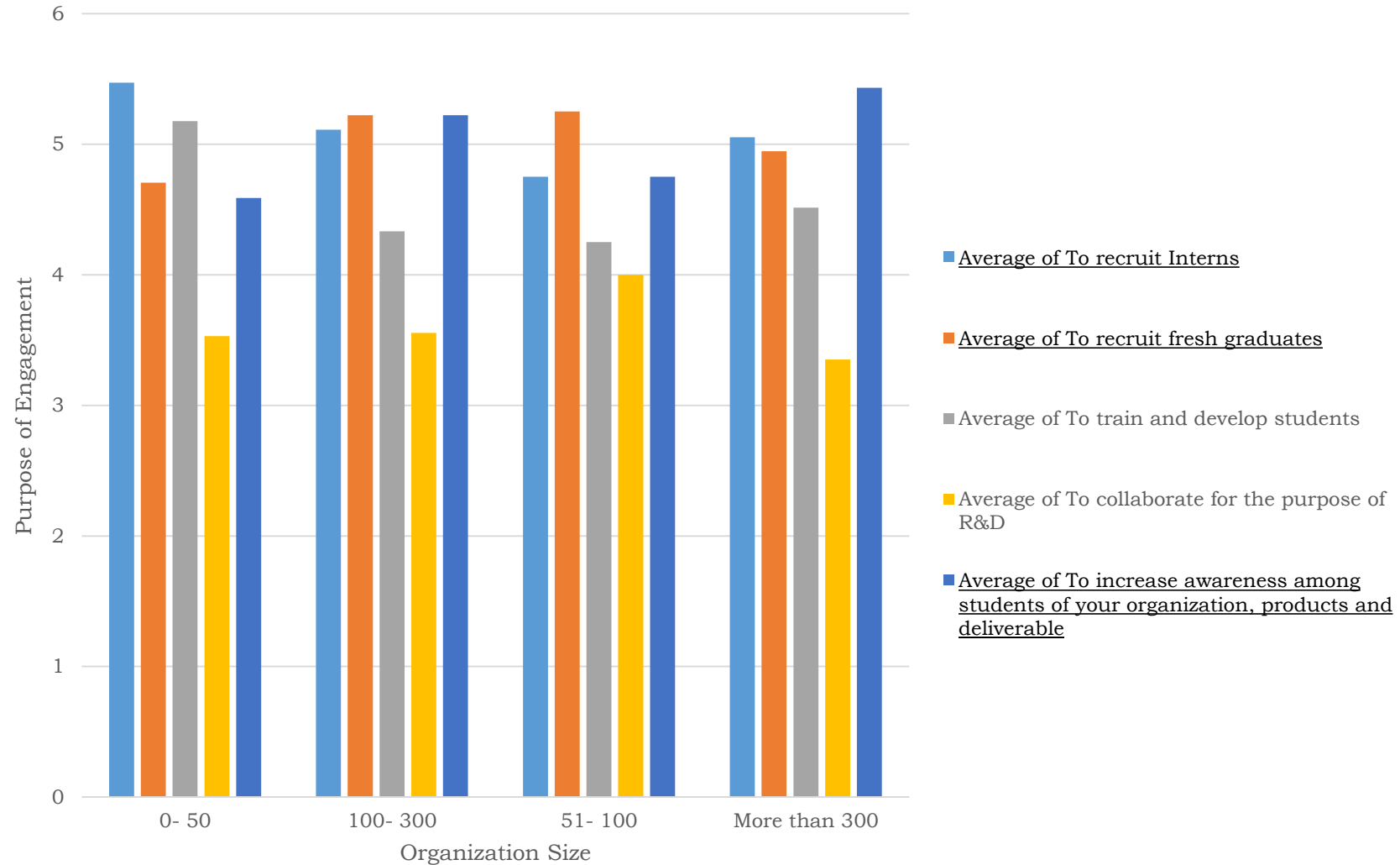




Purpose of engagement



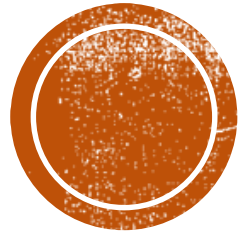
Purpose of Engagement



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

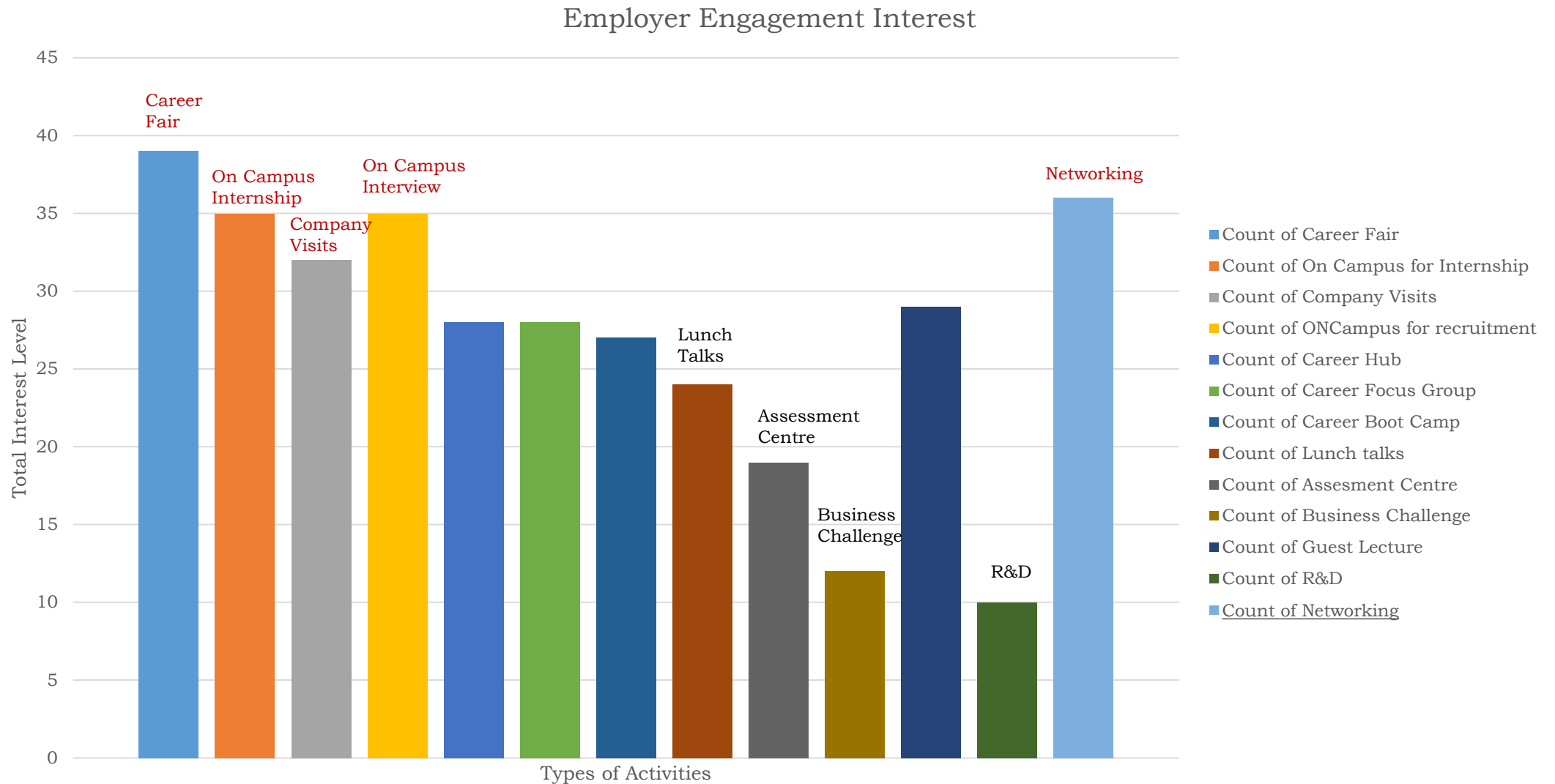




Engagement activities



Engagement activities that interest employers



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

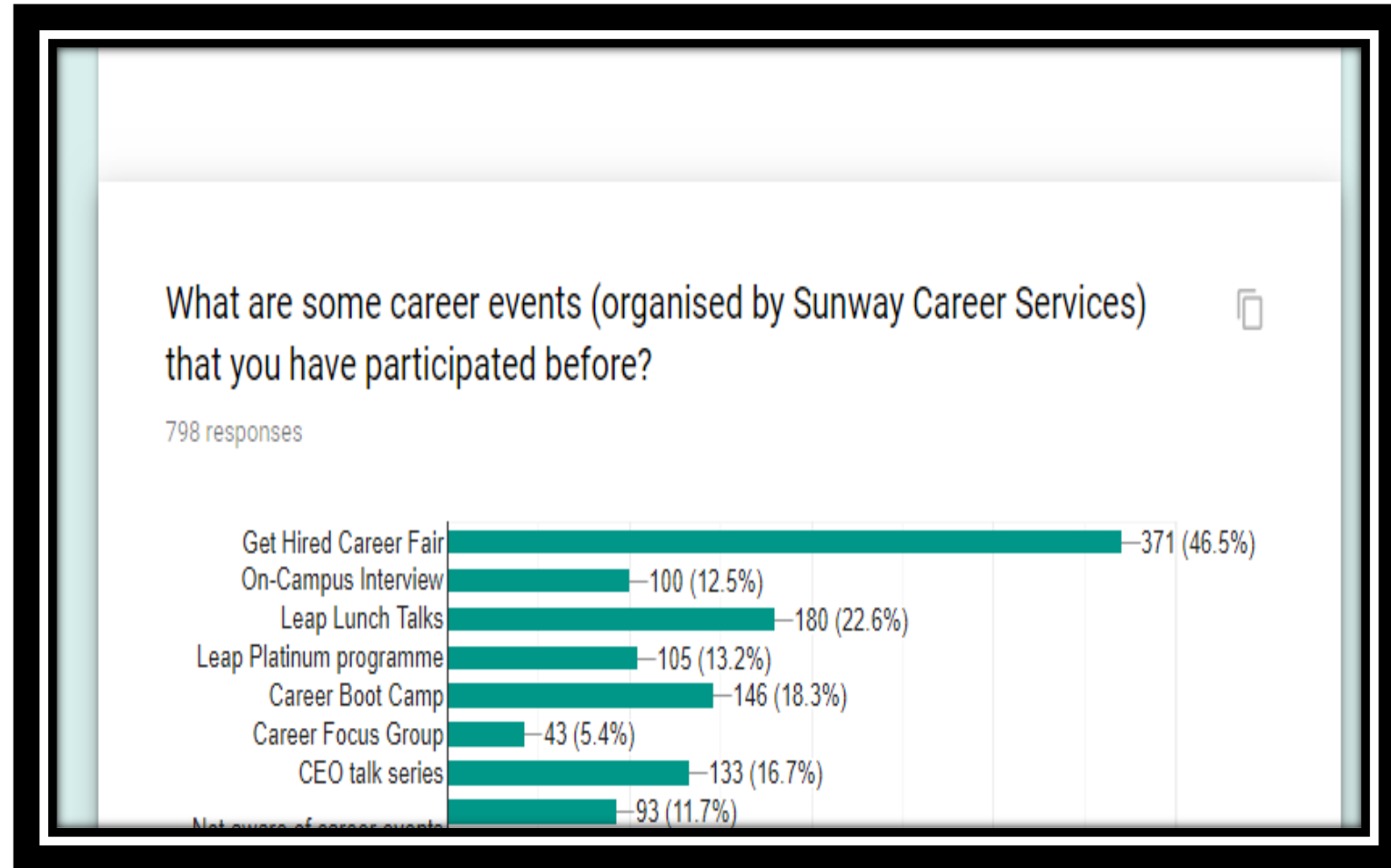


Activities that students engage in?

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

Lowest 3 career activities

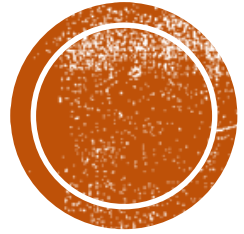
- **Career Focus Groups**
- **On-Campus Interview**



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*

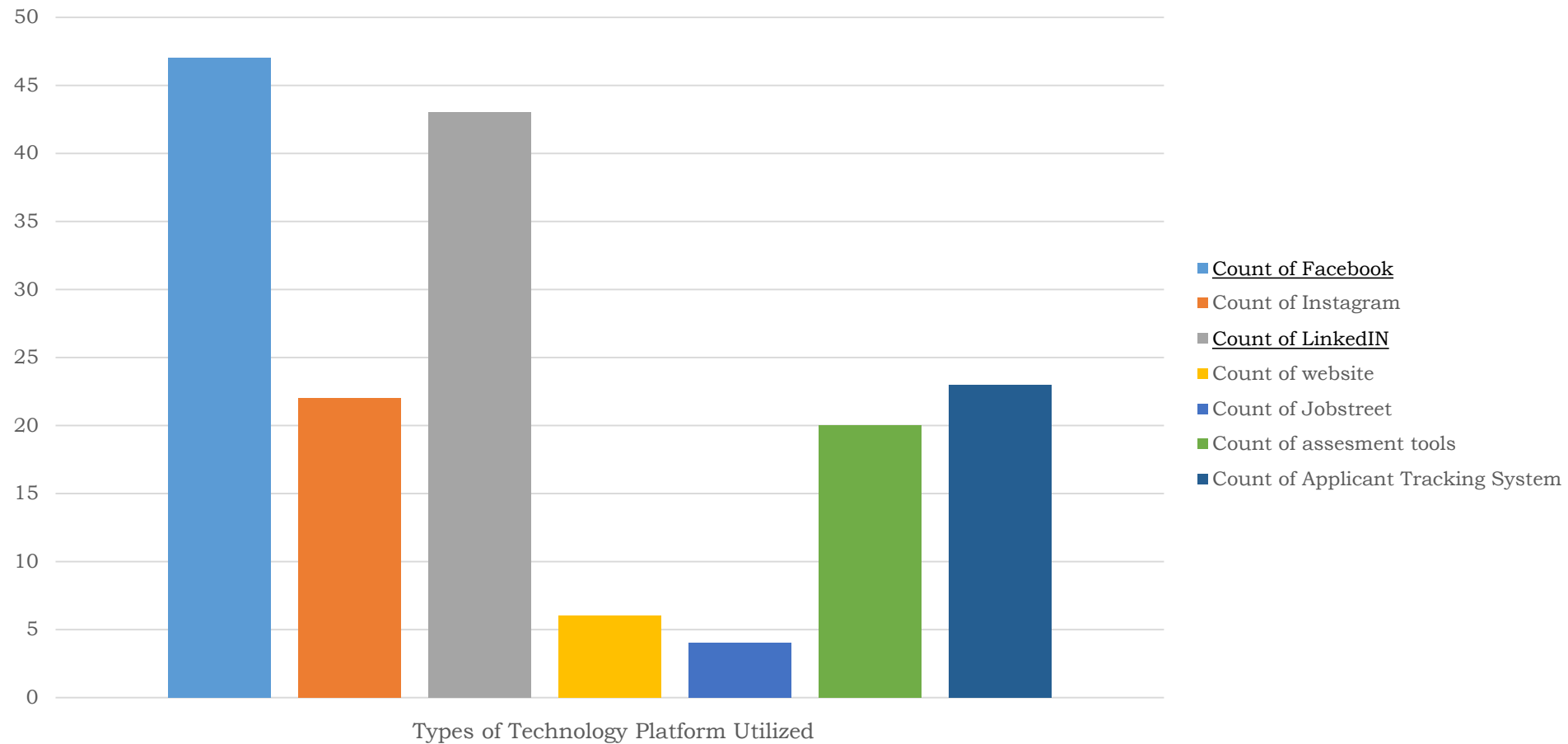




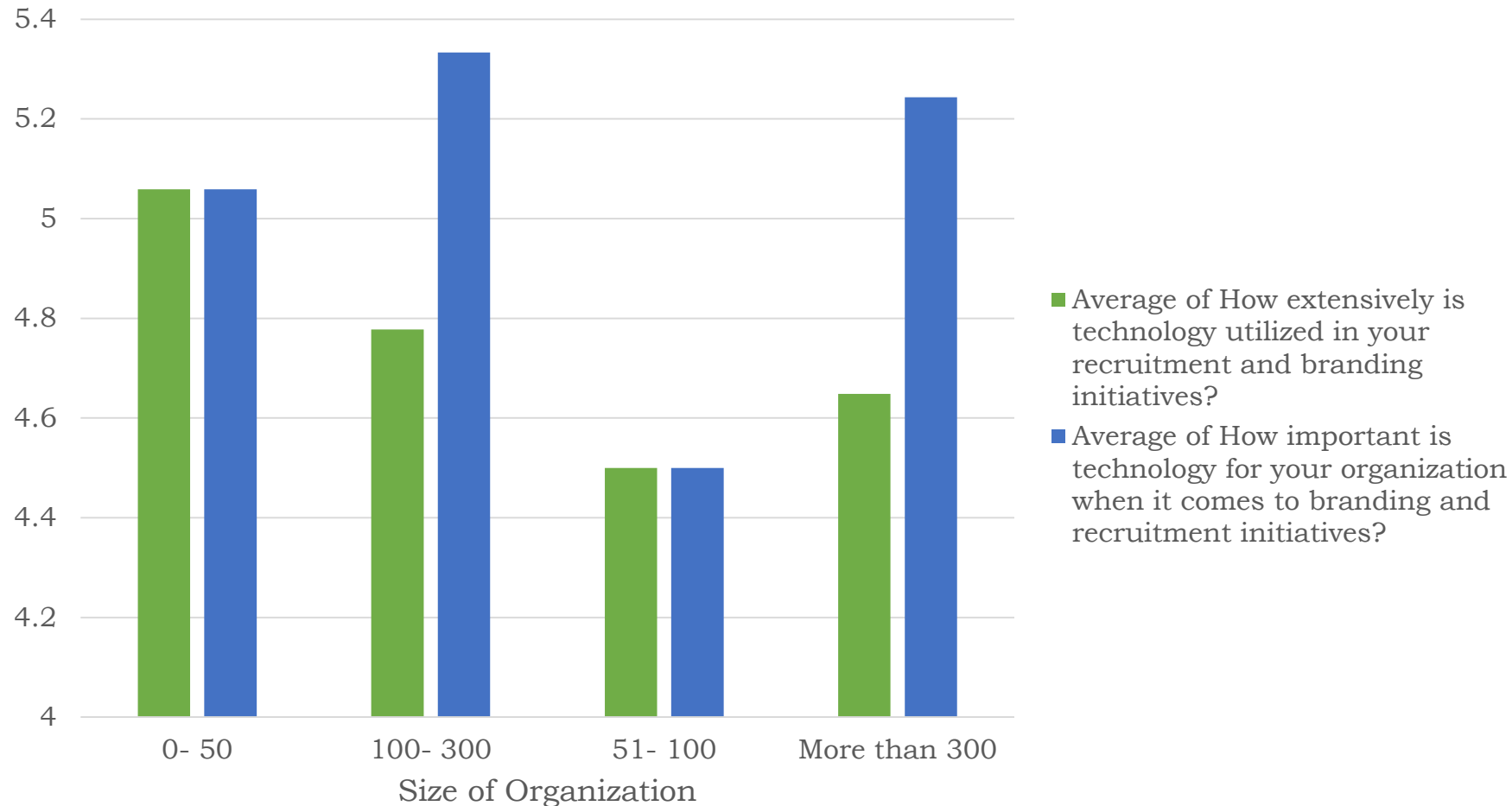
Importance of technology vs usage



Types of Technology tools



Importance & Usage of Technology Platform



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)*



UNIVERSUM SURVEY

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



Source: Universum Global

Figure 13

TOP 10 MOST EFFECTIVE COMMUNICATION CHANNELS IN HONG KONG



Source: Universum Global

Figure 14



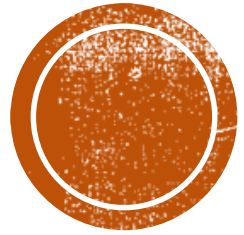
Career goal messages around work/life balance, job security and stability, having an international career, and the ability to become a leader or manager of people and to be dedicated to a cause or to feel that they are serving a greater good were the most highly desired amongst business students surveyed 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 our recruitment teams!”



Gemma Hudson,
Graduate & Early Talent Acquisition Leader formerly of Deloitte Australia

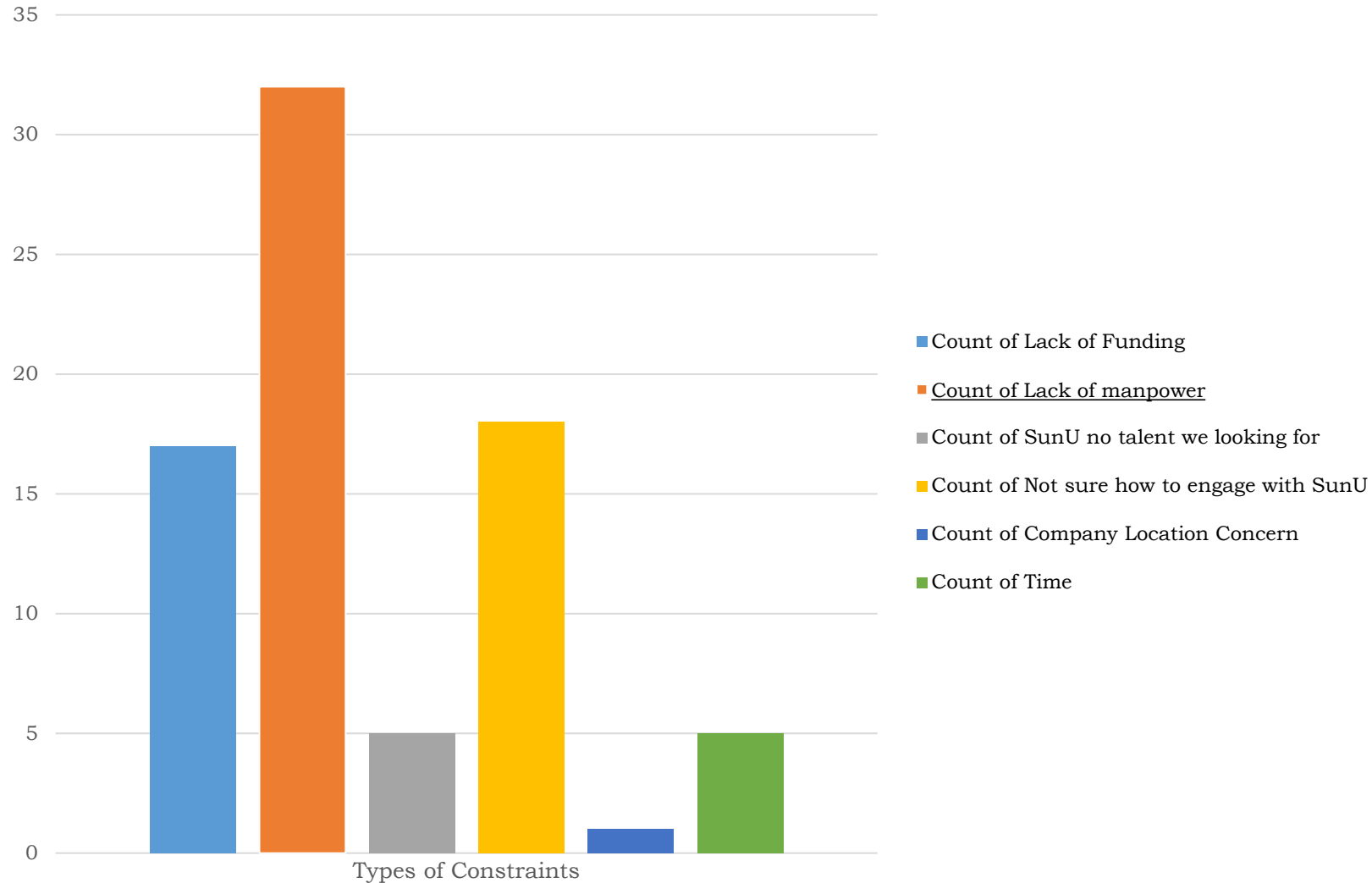




Engagement constraints



Constraints that impede engagement

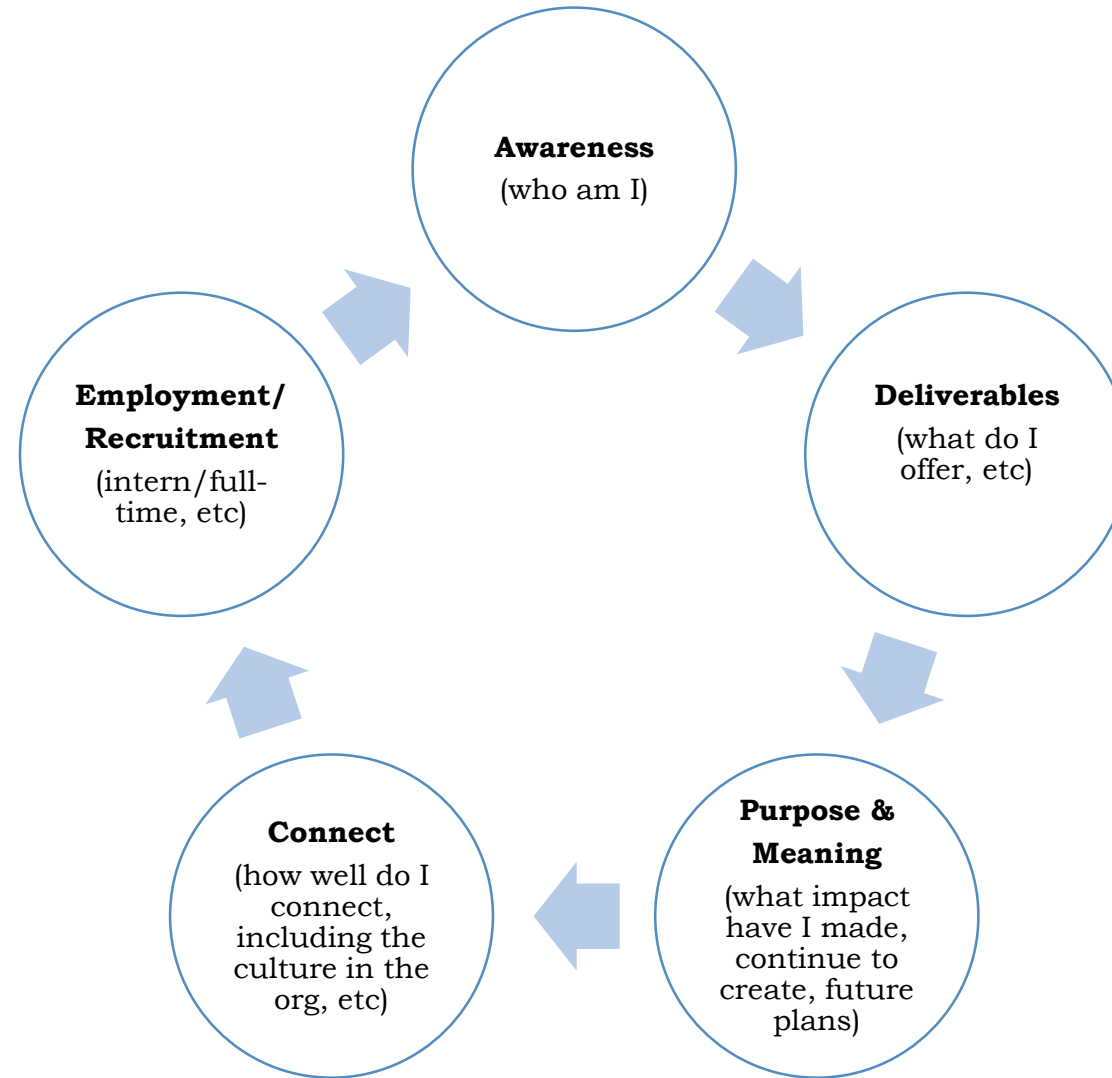


Employer constraints with engagement

- **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?



Employer ENGAGEMENT cycle recommendation (adapted from Satir Systems Model)

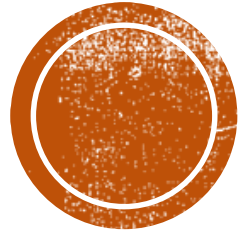


Cycle helps to identify where a particular employer is at a certain point and where they need to move next.

Each aspect looks at different engagement platforms that differs 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”





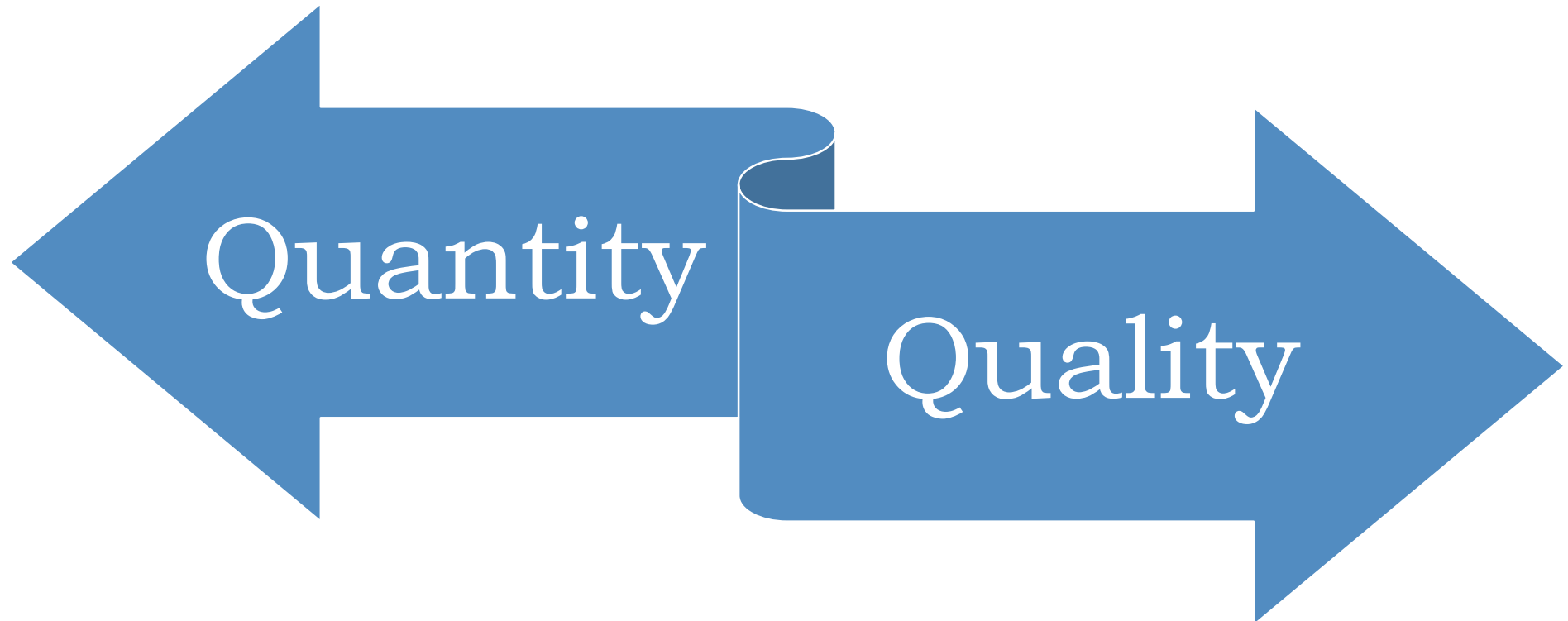
Future of Sustainable Engagement

MOVING FORWARD

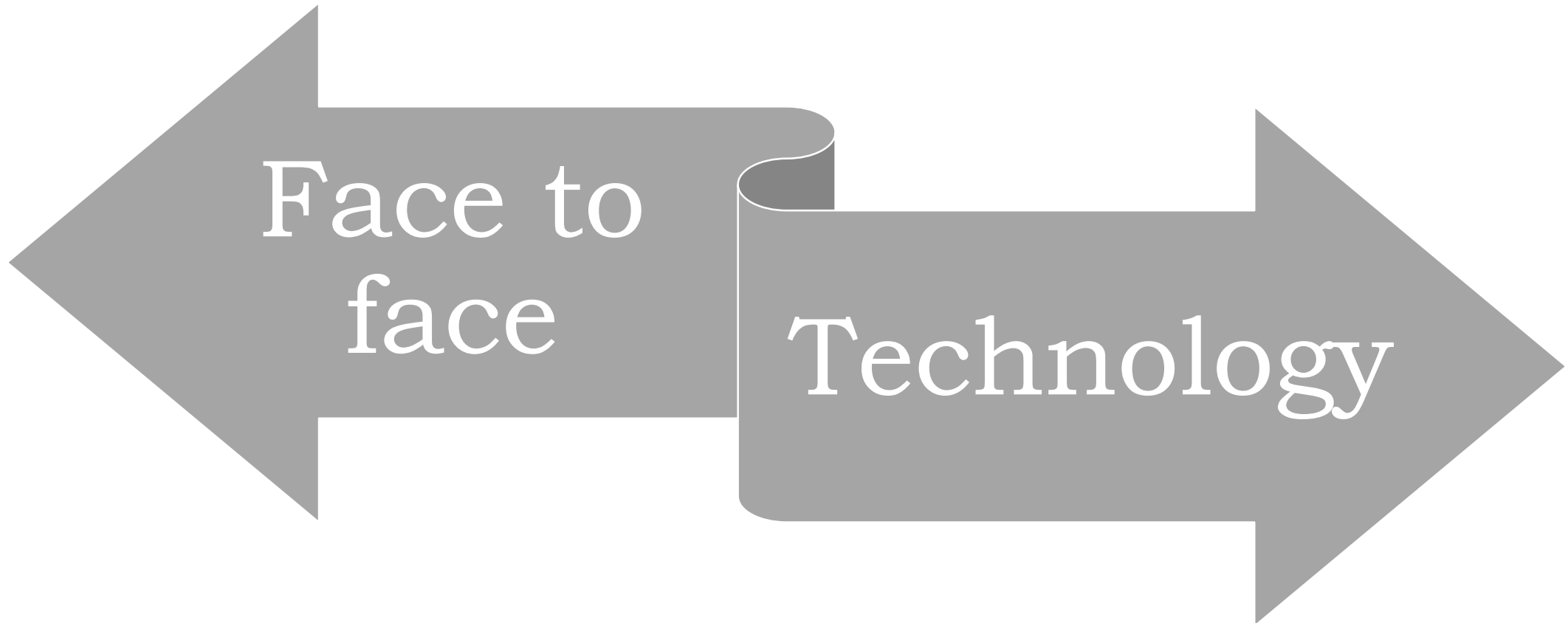
Strategy Shift No.1 :- differentiation



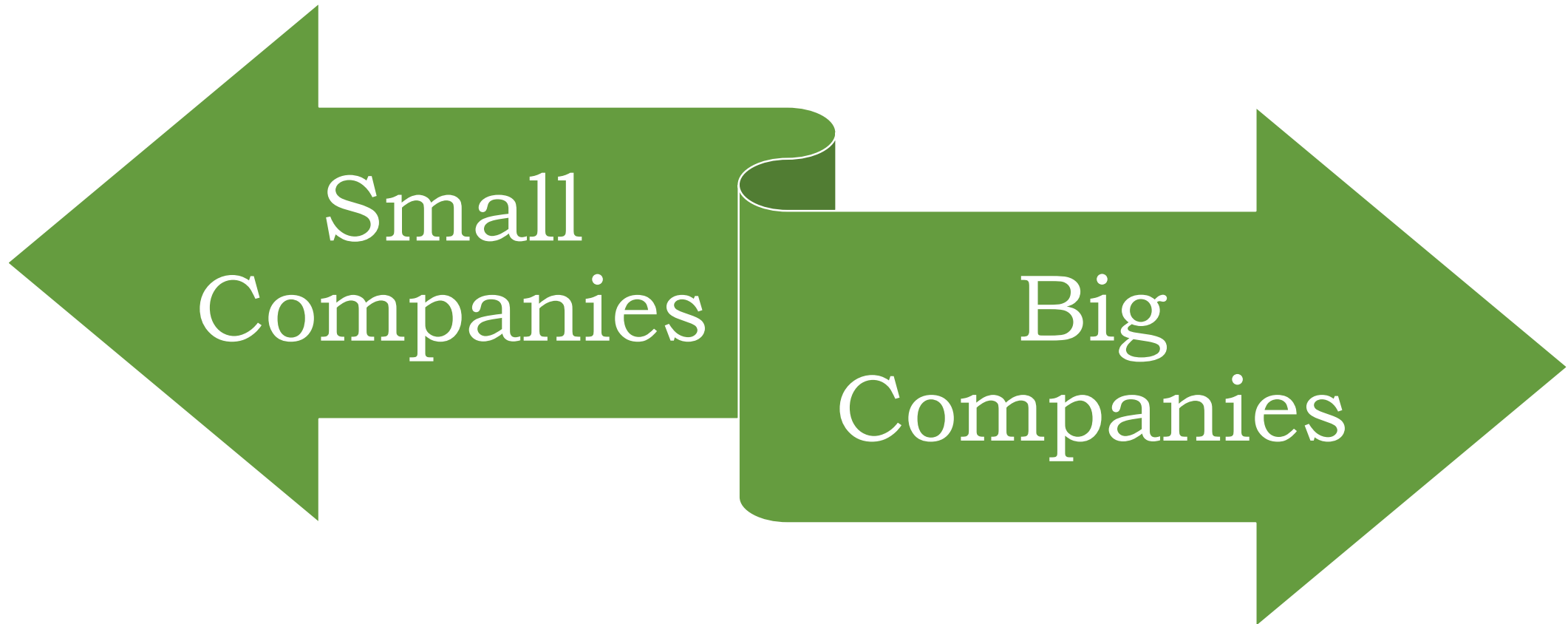
Strategy Shift No.2 :- *talent identification*



Strategy Shift No.3 :- technology



Strategy Shift No.4 :- size matters



Sustainable avenues in the future

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

- **Career Fair** – high demand and interest at both ends

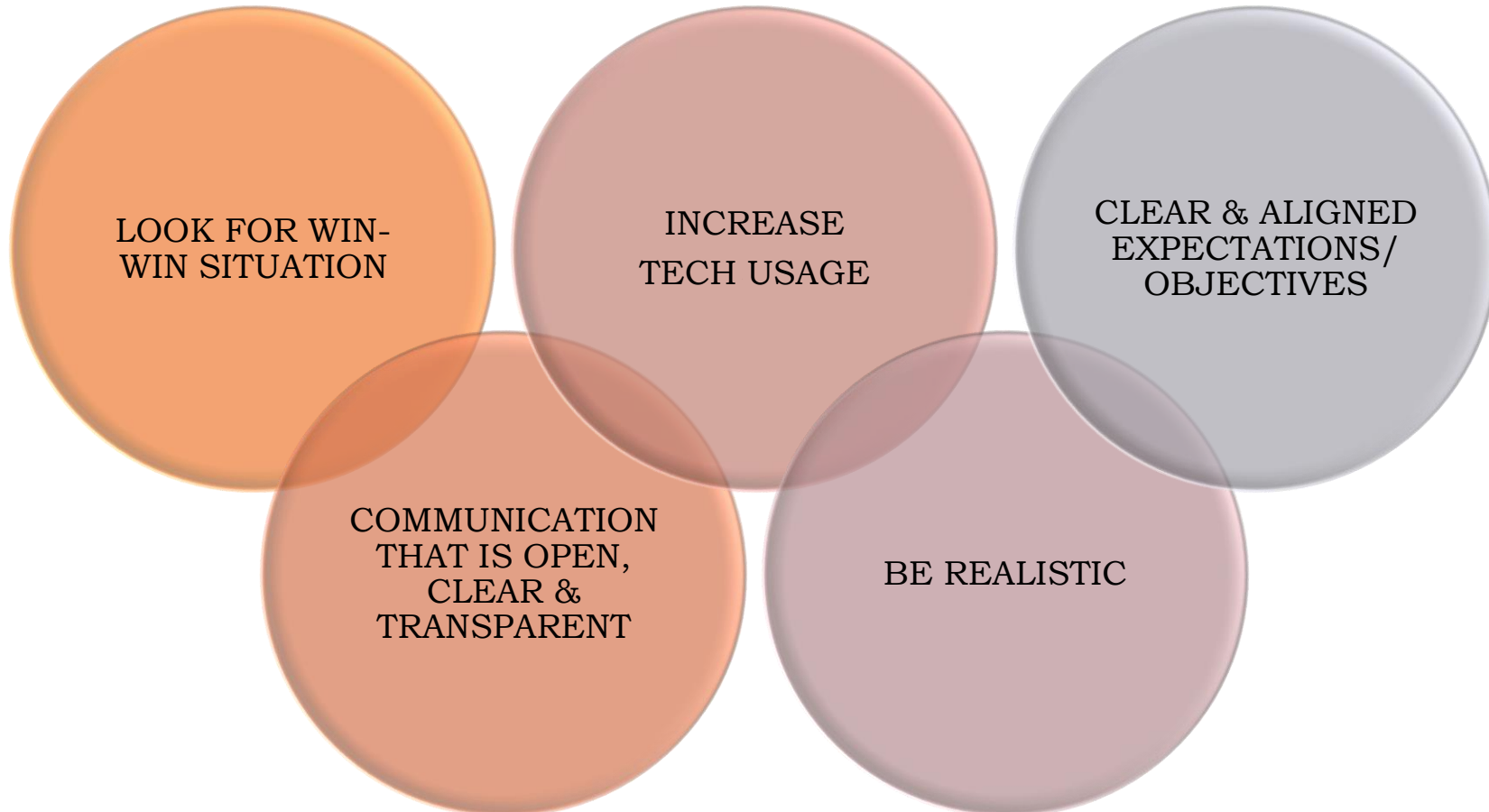
E.g. : Virtual job and internship expo; Interviews via skype

- **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



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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