

The National Placement & Internship Awards 2012

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ON-CAMPUS PROMOTIONS

“An Insight into Engaging with
First-Year Students”

Brought to you by the On-Campus
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Data Capture App



Research



Installation Booking



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Survey

☆ “An Insight into Engaging with First-Year Students”

☆ Topics:

☆ Awareness and engagement with recruiters

☆ Career plan

☆ Social media and online habits

☆ Use of technology



The survey...



862 Total responses

From online.....

☆ 1st year students on the RATEMYPLACEMENT.co.uk database

☆ Facebook 

☆ Twitter 

And on-campus.....

☆ 40 Top universities

☆ Top university careers contacts

☆ 138 Brand managers

☆ Top university society contacts



The results...

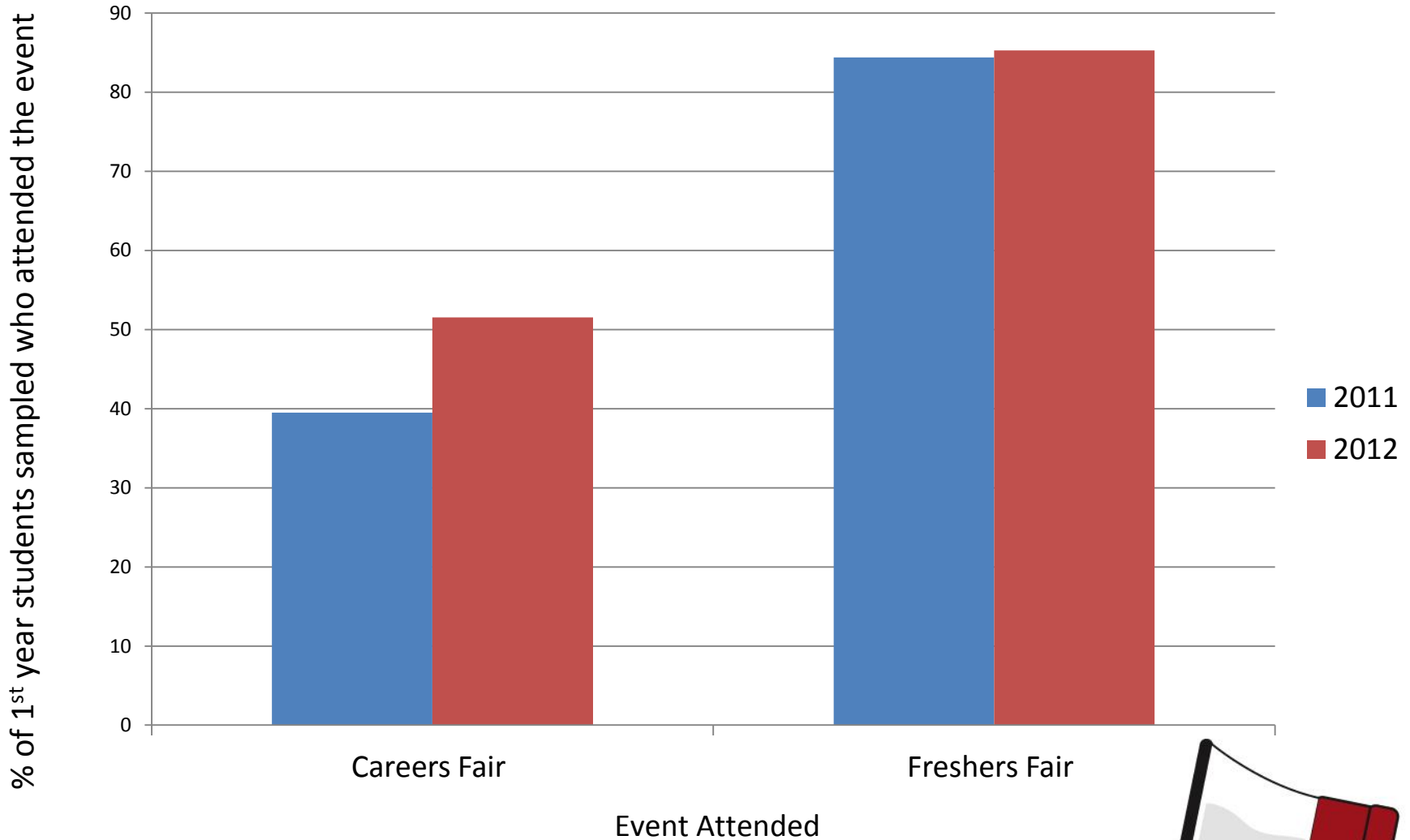


Q1. Which of the following events do you think most first year students attended in 2011/12?

1. Careers fair 51.53%
2. Department fair 19.82%
- ★ 3. Freshers fair 85.28%
4. Recruiter networking event 15.86%
5. Recruiter presentation 21.63%
6. Recruiter skills session 9.06%
7. Recruiter workshop 8.15%



First year students' Careers Fair and Freshers Fair Attendance - 2010/11 compared to 2011/12



Q2. When do you think most first year students plan to get career focused work experience?

1. During 1st year 39.79%
- ★ 2. During 2nd year 41.88%
3. During 3rd year 12.06%
4. After graduation 3.60%
5. Not at all 0.70%
6. Other 1.97%



Q3. How aware do you think current first year students are of career opportunities available specifically for them?

- 1. Very aware 15.43%
- ★ 2. Slightly aware 47.22%
- 3. Not very aware 28.89%
- 4. Not at all aware 8.47%

Students who were very aware were more likely to get career focused work experience in their 1st year.



Q4. Which of these was ranked the most likely source for first year students to receive careers information from?

1. Career service 54.70%
2. Course leaders 18.57%
3. Other students 25.48%
4. Publications 14.72%
5. Recruiters/HR staff/Employers 14.16%
- ★ 6. Recruitment sites (e.g. RateMyPlacement.co.uk) 59.46%
7. Social media 25.48%
8. Societies 24.12%



Q5. Which of these statements do you think best describes first year student's motivations for undertaking their degree?

1. I chose my degree because it directly relates to the career path I want to follow. 39.68%
2. I hope my degree is broad enough for me to go into different industries. 28.19%
3. I chose my degree because I like the subject. 30.39%
4. My degree was recommended to me. 1.04%
5. None of the above 0.70%



Comparing student's motivations for undertaking their degree with how aware they are...

Further Analysis

Students who chose a degree because it directly relates to the career path I want to follow are **VERY AWARE** of first year opportunities

Those who said I hope my degree is broad enough for me to go into different industries **MOST LIKELY** to be **NOT VERY AWARE** of first year opportunities.

Those who said I chose my degree because I like the subject are **MOST LIKELY** to be **NOT AT ALL AWARE** of first year opportunities.





Q6. Facebook is the most common online network used by students, but thereafter which of the following are students most likely to be signed up to?

1. Google+ 24.80%
2. LinkedIn 15.06%
3. Recruitment websites 59.46%
4. Twitter 33.30%
- ★ 5. University careers emails 74.18%



Social Media Statistics

Further Analysis

	(%) 2010	(%) 2011	% change
	96.3	92.3	-4.0
	25.4	33.3	7.9

Facebook still holds the market dominance by a long way, despite a slight decrease in the number of 1st year students signed up to Facebook since last year.

Facebook has 800 million+ users and is growing every day!

Twitter has 300millions users sending over 200million tweets per day!! (up from 65million tweets per day a year ago)

1st year students signed up to Twitter has increased by 7.9 % from last year.



Q7. How long do you think most first year students spend on-line per day?

- 1. 0-1 hour 0.46%
- ★ 2. 1-3 hours 51.28%
- 3. 4-6 hours 35.96%
- 4. 7-9 hours 9.16%
- 5. 10+ hours 3.13%



Q8. Of their time spent online, how much do you think is spent on social media sites?

★	1.	Up to 25%	42.69%
	2.	Up to 50%	36.54%
	3.	Up to 75%	18.79%
	4.	Up to 100%	1.97%

Q9. Do you think more first year students own a smart phone (e.g. iPhone, Blackberry, Galaxy, Nexus) rather than a traditional mobile phone?

- ★
1. Yes 67.17%
 2. No 32.83%

Of those first year students that have a smart phone, 88.95% use it to browse the internet, 83.42% use it to send and receive e-mails and 74.09% use it for social media.



Q10. We asked students,
'How important is it for
recruiters to keep up with the
latest technologies?' What do
you think the most common
response was?

- ★ 1. Essential 33.41%
- 2. Very important 32.95%
- 3. Important 25.29%
- 4. Not very important 4.06%
- 5. Doesn't matter 4.29%



Conclusion

☆ Increasing importance of first year engagement for graduate recruiters

- ☆ High demand for first year opportunities from students who are aware
- ☆ Gap to educate students who are less aware

☆ Important to be forward thinking

- ☆ Recruiters should consider a first year scheme
- ☆ Those who offer one should market it in ways students can relate to

☆ Benefits

- ☆ Graduate pipeline
- ☆ Brand awareness
- ☆ Positive message on campus
- ☆ Reduced cost of graduate recruitment

It is everyone's job to educate first years about the benefits of work experience



☆ Panel Discussion

“An Insight Into Engaging With First-Year Students”

Alex

Brackfield

The Financial
Services Authority

Left-Right

Imogen

O’Mahony

PwC

Richa

Sandill

2nd year student at
UCL

Jenny

Phung

2nd year student at
Manchester

Beth

Collett

1st year student
at Oxford

Celia

McClusky

1st year student
at Oxford



Thank you

You will be sent a copy of the headline results, but please don't hesitate to ask us if you have any questions!

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