

Developing an Employer Led Assessment Strategy to Increase Employability

Dr Debbie Bartlett CMLI FCIEEM

Principal Lecturer, Programme Leader MSc/PGDip Environmental Conservation

Deborah Sims MSc FCIHT CEng FHEA

Senior Lecturer, Engineering Employability Champion

Elysia Salmon BSc Student member of CIEEM

MSc Environmental Conservation student

Knowledge for knowledge's sake

All degrees provided a basis of transferable skills

Only a few 'vocational' subject areas had defined career paths

Jumping off point for deciding on your career

US graduation as 'commencement'

University Education

Brexit?

Apprenticeships

Employment

Contraction of
HE sector

The future is
uncertain...



Students'
investment in
their future

Higher fees =
greater
expectations
= complaints?

Professional
body
accreditation

Students
want jobs -
how are we
preparing
them for this?

But some things are
certain and not likely
to change:

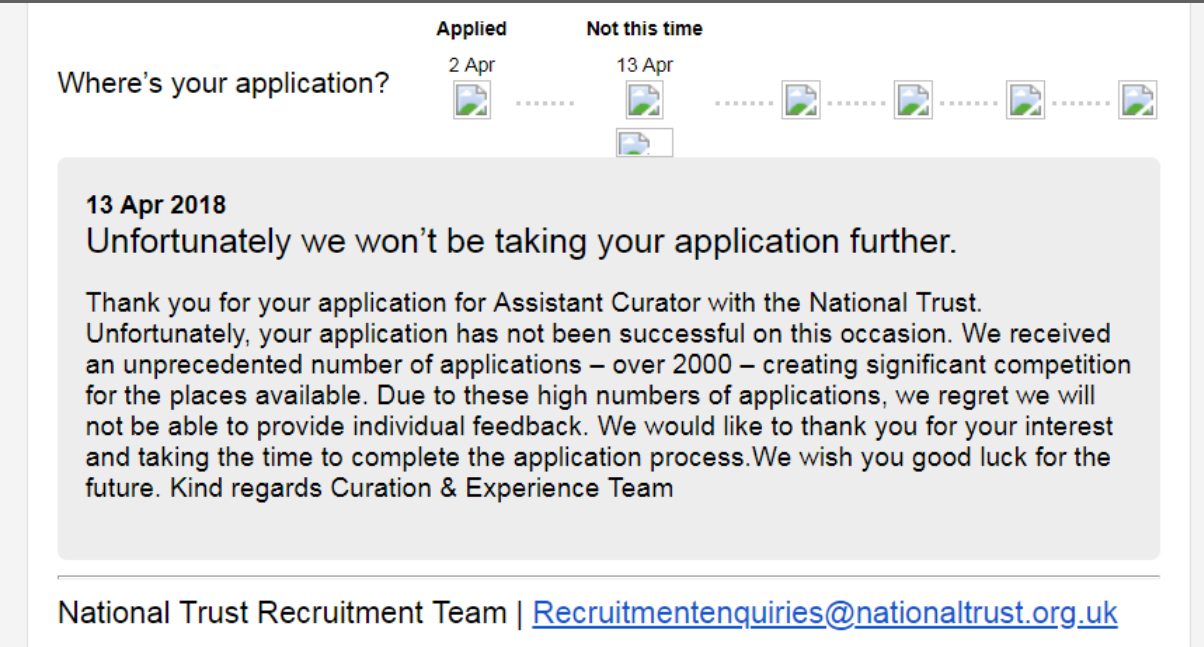
Competition for jobs is tough

"On average I have a few seconds to look at CVs, and if it's a good one, I'll then spend maybe a minute more!"

It's massive difference between someone getting a job and someone who doesn't.

So any poor training is jeopardising people's potential careers...."

Philip Rogers BSc (Hons) PhD MCIEEM MRSB
CBiol Jacobs Divisional Director, Ecology
Environment, Maritime and Resilience



Where's your application?

Applied 2 Apr

Not this time 13 Apr

13 Apr 2018

Unfortunately we won't be taking your application further.

Thank you for your application for Assistant Curator with the National Trust. Unfortunately, your application has not been successful on this occasion. We received an unprecedented number of applications – over 2000 – creating significant competition for the places available. Due to these high numbers of applications, we regret we will not be able to provide individual feedback. We would like to thank you for your interest and taking the time to complete the application process. We wish you good luck for the future. Kind regards Curation & Experience Team

National Trust Recruitment Team | Recruitmentenquiries@nationaltrust.org.uk

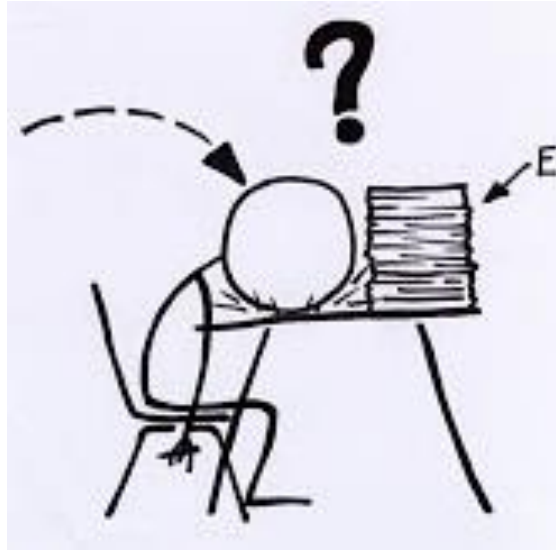
COMPETENCY

Demonstrable characteristics of a person that enable performance of the job.

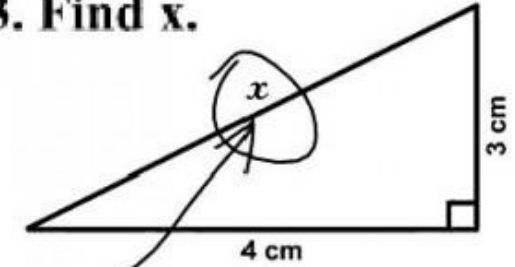


So are we preparing our students for jobs?

This is the basis of degree apprenticeships that are being designed and led by employers



3. Find x .



Here it is

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What do exams demonstrate?

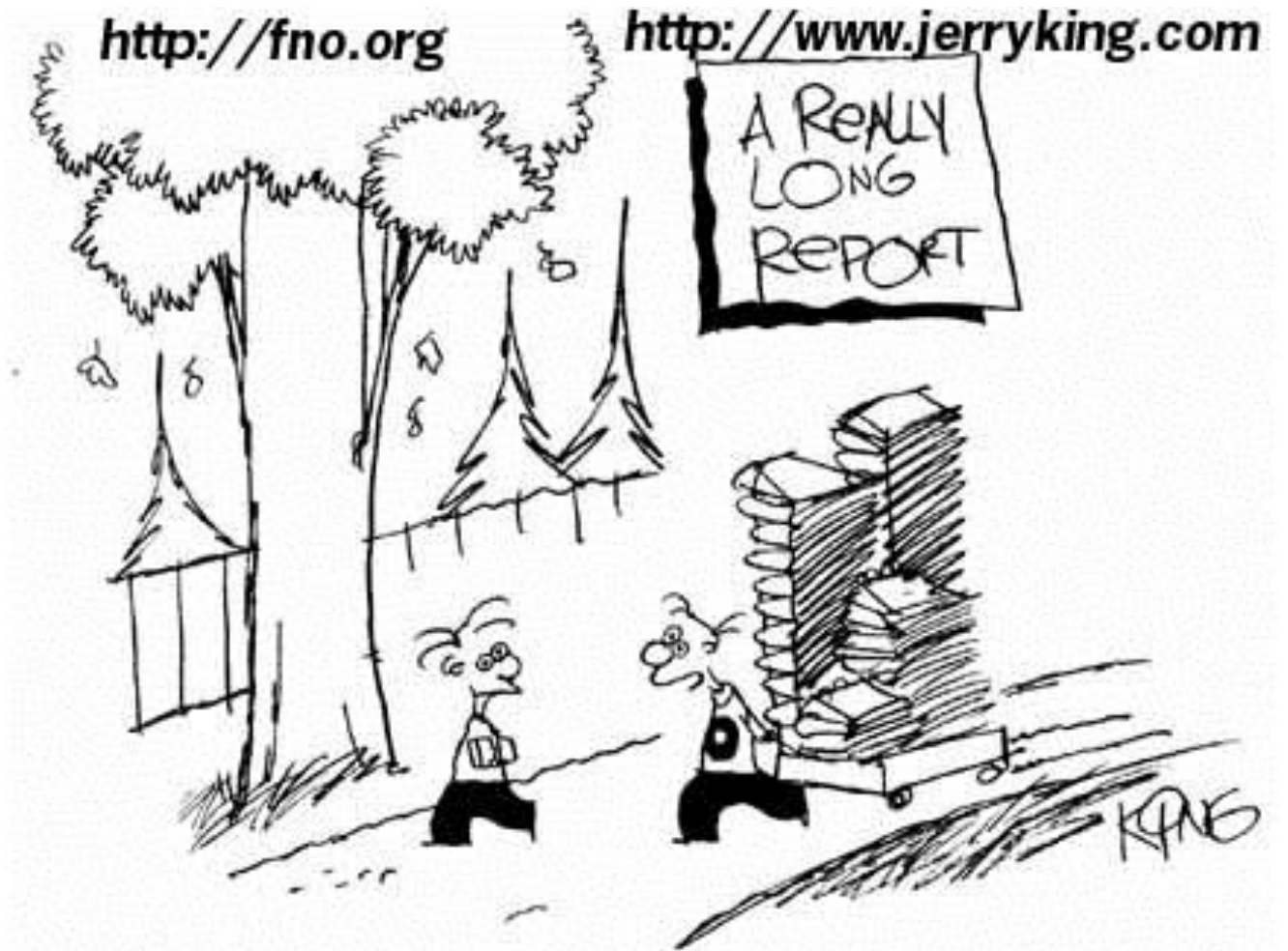
<http://www.justintarte.com/2015/06/is-it-time-to-eliminate-final-exams.html>

ESSAYS VS WORKPLACE SKILLS

But how long?

3000 words?

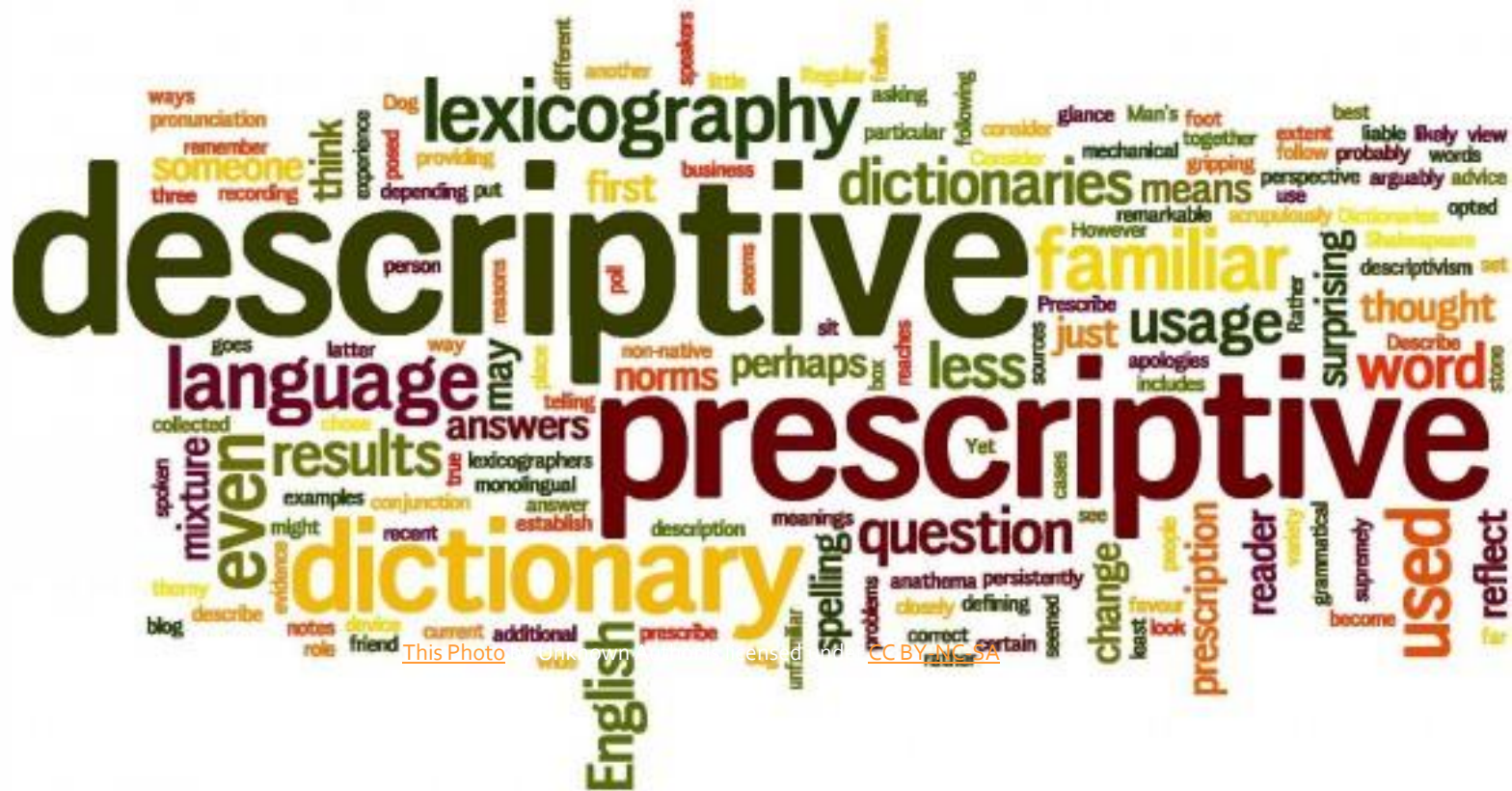
As short as possible?



"This Internet is great for research. I think my report on California breaks a Guinness World Record. 174.513 separate sources!"



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"I didn't have time to write a short letter, so I wrote a long one instead."
- Mark Twain



"Not that the story need be long, but it will take a long while to make it short."

[Letter to Harrison Blake; November 16, 1857]"

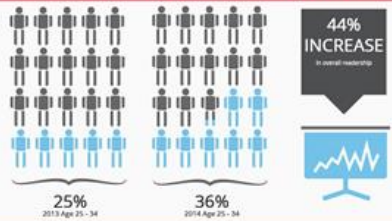
– Henry David Thoreau, Letters to Various Persons

tags: conciseness, precision, storytelling, writing

ADAPTISTRATION READER SURVEY RESULTS

ALL ABOUT MILLENNIALS IN 2014

RISE OF THE MILLENNIALS



44% INCREASE
in overall readership

CAREER TRACK



THE MILLENNIAL MIND

VALUE



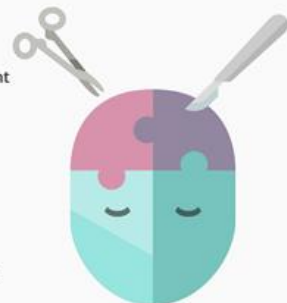
86% find blogs important for cultural news



76% find online newspapers important for cultural news



The majority find radio, television, print newspapers, and all forms of magazines unimportant sources for cultural news



SATISFACTION



88% are satisfied with blogs as a source of cultural news



83% are moderately satisfied with online newspapers as a source of cultural news



The vast majority are very unsatisfied with the quality of cultural news reporting in radio, television, print newspapers, and all forms of magazines

SOCIAL ENGAGEMENT

41%

email, text, IM, or talk with friends and colleagues about something from a culture blog 2-3 times a week

24%

email, text, IM, or talk with friends and colleagues about something from a culture blog once a week



10%

email, text, IM, or talk with friends and colleagues about something from a culture blog every day

17%

email, text, IM, or talk with friends and colleagues about something from a culture blog once a month

RATIONALE



COMMUNICATING INFORMATION EFFECTIVELY....

- Executive summaries
- Graphs
- Tables
- Photos
- Visualisation
- Infographics
- As few words as possible?

WORKPLACE READY?

What knowledge skills and behaviours do our students need in the workplace?

Will they be sitting exams?
Writing long essays?

What will our graduates be doing in the workplace in 2021?



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COMPETENCY BASED INTERVIEWS

A transcript is not enough...

- We need to use competency based assessment.
- Standard in medical disciplines - acronym CBME
- **Attitude, skills and behaviours** that are needed in the professional context

- Increasingly our students face competency based interviews
 - Scenarios
 - Case studies
 - Assessment centres
- Need to evidence their skills and demonstrate competencies

EXAMPLES

setting assignments that reflect tasks likely to be encountered in the workplace, thus equipping students with demonstrable evidence to enhance employability

ENVIRONMENTAL LAW & POLICY

- Removed exam
- Respond to a scenario by advising a client
- Peer feedback to the presentation
- Written up as a client briefing



Environmental Justice



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PRINCIPLES & PRACTICE OF ENVIRONMENTAL CONSERVATION

- Critically evaluate a current policy presented by an outside speaker, the author
- Pull out main details
- Using cross referencing
- Produce a summary



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TECHNIQUES IN APPLIED ECOLOGY

- A portfolio indexed against the Chartered Institute competency framework
- Reflecting on learning, preparation for professional CPD recording
- Each student selected a species
 - Compared and contrasted survey methods
 - Wrote a method statement, as required for planning and licence applications
 - Shared across the class

CCS MONITOR REPORT

- Second year civil engineering students undertake a mock CCS auditor's inspection on a real site
 - Find the site
 - Arrange a visit
 - Complete a risk assessment
 - Carry out an inspection
 - Present findings to the site team
 - Present findings to class
 - Prepare a report
 - Submit feedback form



CASE STUDIES & ROLE PLAY

MSc Civil Engineering students these skills are taught through a real-life case study based on a civil engineering disaster (e.g. the collapse of Carillion) where students are required to take on the role of a team of management consultants and analyse the circumstances leading up to the disaster and formally present their findings in a role play situation



WHAT DO THE STUDENTS THINK?

"a particular highlight was the phase 1 / management plan, EIA critiquing published environment statements and Law scenario advising clients"

"This was the best coursework we'd done all year"

"The visit was incredibly informative, we were walked around the site and all our questions were answered in depth."

"Through this task the group learnt new things about the construction industry."

"assessed work has given me great grounding and the confidence for my future career"

"exams aren't representative of employment related activities"

YOUR TURN

In groups

- What are the assessment challenges for your programmes?
- Is there anything you could adapt for create a more employability focused outcome?
- Do you have any concerns about the way we prepare students for the working environment?



FEEDBACK

KEEP IN TOUCH!

- Debbie Bartlett
- Principal Lecturer
- D.Bartlett@gre.ac.uk

- Deborah Sims
- Senior Lecturer
- D.j.sims@gre.ac.uk