

1. Accelerate your first year in Graduate Recruitment

Description:

Getting to grips with the graduate recruitment industry isn't the easiest of tasks. There are a number of elements to consider like where to start with research, what are the market trends, how to get access to the best talent in the market and develop a recruitment process. With that in mind, we have the essential one-stop course for all graduate recruiters who are new to the industry.

Who should attend?

Generally aimed at junior levels and perhaps intermediate levels. Senior levels, especially those that are double hatting as a talent manager/HRBP in a small to medium size firm may also get value out of this course.

Benefits of attending?

- Give an overview of the current UK graduate jobs and education markets
- Find and access relevant market research
- Develop a basic brand and attraction / marketing plan, including how to work with Universities
- Plan a standard graduate recruitment process
- Run a simple tendering process for out-sourced activities
- Identify and use relevant measures and metrics to prove return on investment

Course instructor: Rebecca Fielding of Gradconsult and an ISE associate

Rebecca Fielding has recruited and developed thousands of people for some of the UK's biggest names since the start of 2001, including Aon and the Co-operative Group. Her most recent corporate roles were as Talent Manager for the UK&I with HJ Heinz and Head of Leadership and Culture with Asda. Rebecca was a Director with the Association of Graduate Recruiters (AGR) for six years, worked in a University, won national awards for her work, judged industry awards and sat on several advisory bodies. Since founding her own consultancy business in 2012 Rebecca has worked with hundreds of employers, of all sectors and sizes, and over 30% of the UK's Universities.

TESTIMONIALS

- "The course covered everything (and more!) that I expected; all info was delivered in a very engaging and comprehensive manner. This course is a must-do for anyone entering into GR industry. You will come away equipped with a burgeoning bank of

tips that will assist you in your role day to day. Thank you AGR and Rebecca! - Zoe Brown, **Accenture**

- "A fantastic course, delivered very well with the perfect balance of tuition and activities. I came away with more knowledge on the wider Graduate Recruitment sector and also ideas for adapting our own processes. I would definitely recommend this to anyone at the start of their career in Graduate Recruitment" - Charlotte Hall, **Bond Dickinson LLP**
- "Great introduction to the graduate recruitment profession, I wish I'd been able to do it earlier! - Anonymous

2. Applying a data driven approach to university partnerships

Course instructor:

Mike Grey (Senior Consultant at Gradconsult and Associate at ISE)

Summary

Target-lists are evolving, graduate recruiters and universities are now adopting a much more nuanced and data-driven approach to partnership development. This course will help you to understand universities challenges and drivers and how to source and use data to make informed decisions on universities to target. The course facilitators will share examples of innovative partnerships where both sides have demonstrated flexibility in their delivery of recruitment models and on-campus attraction activities to achieve a return on investment.

Learning outcomes

At the end of the course, participants will be able to:

- Understand universities challenges and drivers
- Critically analyse university league tables and source relevant data
- Make informed decisions when developing target lists
- Use data to inform activities and work flexibly with university partners
- Measure the success of your university partnerships

Course outline

Understanding universities challenges and drivers (presentation, activity and facilitated discussion)

- The challenges careers service face
- How they measure success

- How employer engagement is evolving (case studies)

University league tables and relevant data sources (presentation and Kahoot quiz)

- How they develop the different league tables and which data should be your focus
- Institution wide Vs subject specific
- Graduate mobility and regional considerations
- Sourcing data through careers services (case studies)

How to develop a target list that will deliver efficiently (presentation and workshop activity)

- Challenging perceptions internally
- Engaging universities in the process
- Delivering on your companies' diversity and social mobility agenda
- Becoming an employer of choice

Using data to inform activities and work flexibly with university partners (case studies)

- Identifying relevant recruitment metrics
- Reviewing data in relation to applications and hires
- Effectively targeting activities (case studies)

Measuring success (case studies)

- Tracking return on investment in relation to university activity
- Creating university recruitment reports and sharing the data
- Reviewing targets and identifying areas for growth

3. Understanding UK Higher Education and connecting with Careers Services and Universities

As the student recruitment industry becomes more competitive and employers start reaching out to students earlier in their academic careers, it's important for both employers and universities, and even suppliers, to build strategic and effective partnerships to maximise the benefit for all mentioned stakeholders (students too). This course provides insight and tools as to how to build those mutually beneficial relationships from all stakeholders' perspectives. Added to this, the jargon, the ratings, the university types can all get very confusing. This course aims to enable you with appropriate information to plan your university targeting strategies as you either embark on the student recruitment path or have an existing campaign and want to know how to enhance your university targeting strategy going forward.

Who should attend?

Mainly targeted at junior to intermediate levels but seniors may get value if they are looking to change their university strategy or for those individuals who “double hat” their role in HR and/or work for small to medium organisations where they are responsible for the full recruitment mandate. This course is also suited to members of university careers services teams!

Benefits of attending?

- Discuss current trends in UK Higher Education and understand some key global variations
- Decode some of the key jargon relevant to employers used within universities
- Share practical, contextualised, university engagement ideas with colleagues
- Identify the most critical factors for their organisation in choosing university partners and a process for how to evaluate these
- Feel more confident about building recruitment partnerships with university careers services and discussing the topic with colleagues

Course instructor: Mike Grey of Gradconsult and an ISE associate

Mike is an Associate of the ISE and delivers our training focussed on understanding HE and working effectively with careers services. He also delivers training for Universities, on behalf of AGCAS and is a member of the Employer Advisory Board for Henley Business School.

He is a Senior Consultant at Gradconsult and brings his years of experience working within Higher Education, developing industrial partnerships and employability

strategy, to consult on a wide range of projects with universities and employers. He recently received the Outstanding Contribution Award at the National Undergraduate Employability Awards 2016 and delivered a TEDx talk called 'The Work Ready Graduate Conundrum'.

He is a passionate advocate for graduate recruitment and the employability agenda across the UK and Europe. He Chaired PlaceNet (The professional network for HE employability professionals), has been a member of the Target Jobs Editorial Board and currently features on the EURASHE (European Association of Higher Education) list of European Higher Education Experts.

TESTIMONIALS

- "Although a brief course, lots of room for discussion & idea sharing & 'lightbulb moments.' - Amiee Winney, **SWAT UK**
- "A great session, made even more valuable from sharing thoughts and experiences from others." - Charlotte Robertson, **PwC**
- "A great insight into how other companies are utilising university events and schemes." – Hannah Bore, **Arcadia**
- "For someone like me who is new to student attraction, it's really insightful to hear about what other companies do!" - Francesca DiTano, **Explore Learning**
- "Insightful – made me think from a different perspective." - John Ellis, **SWAT UK**
- "Mike is enthusiastic and very knowledgeable in the graduate market and brings to life the session so the learning can be applied. Very useful for new to semi experienced graduate recruiters from all industries." - Karl Zegarac, **KPMG**

4. Building an Impactful Social Mobility Strategy

Many employers are gaining competitive advantage by smoking out hidden talent, and guarding against overlooking high potential candidates in recruitment.

Through presentation, practical exercises and discussion, this dynamic workshop will explore the key elements of a successful strategy to promote social mobility.

Attendees will leave with strategic insights and practical tools to support their work in this important area.

Who should attend?

Generally targeted towards to senior (and intermediate depending on level of influence in organisation/client/etc.). This is a strategic topic fitting into a broader diversity discussion

Benefits of attending?

- The business case for social mobility
- Monitoring and measuring social mobility
- Campus attraction strategies that access 'harder to reach' talent
- Selection criteria and tools that guard against overlooking talent
- The use and misuse of contextual data in recruitment
- Early engagement with schools, colleges
- Communicating the agenda to internal and external stakeholders

Course instructor: Nik Miller of The Bridge Group and an ISE associate

TESTIMONIALS

- "An interesting, engaging session. Lots of useful information and practical tips. Enjoyable, well- delivered session" – Lisa Powell, **Weil, Gotshal & Manges LLP**
- "Good info about use of data; use of contacts; helping to build a strategy. Practical knowledge as well as theory. It was excellent! Very informative and Nick was brilliant, explained things very well." – Madeleine de Bois, **Royal Bank of Canada**
- "Really useful – given me lots of ideas." – **Suzanne Ingram, Shoosmiths**
- "The workshop was great in understanding the impact of social media on recruitment." - Risha Lakhani, **BT**
- "Most beneficial in the session - the amount of University data that I did not know existed!" – Gemma Bowles, **Weil, Gotshal & Manges LLP**