

Making the Business Case for work Placements

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“The importance of highly skilled managers to the future success of the sector is unquestionable. With the sector predicted to require an additional 69,000 more managers by 2017, and only half of current managers possessing managerial level qualifications, there is much work to be done.”

People 1st, 2010



Introduction

- **What the research says about the added value of placements**
- **What our pilot study said about the added value of placements**
- **Making the case for resources – employer and HE institutional perspectives**
- **What can you take back to your organisations and how Path can help**



Benefits for students

- Putting theory into practice
- Developing awareness of workplace culture
- Encourage self development through critical reflection
- Opportunity to develop personal and professional skills
- Short and long term financial benefits
- Enhancement of career opportunities
- Learning to work with others
- Graduate job prospects improved



Benefits for HE Institutions

- Complements knowledge and skills and puts them into practice
- Enhancement of student skills/attributes
- Establishing links with employers and potential for collaboration
- Enhances and extends our academic programmes
- Developing expertise in assessment methods
- It helps with future recruitment of students
- Improves profile as a source of graduates



Benefits for Employers

- Influencing the quality of future employees - graduates
- Development of recruitment channels and flexibility
- Influencing career choices
- Promotion of qualifications
- Raises companies' community profiles
- Creation of management development opportunities
- Increased motivation of employees
- Helps understand changes in the education system
- New ideas and approaches



Pilot study results

Strongly agreed placements

- 68% build useful links with educators
- 53% help attract best graduates
- 68% influence development of future entrants
- 88% valuable operational experience
- 50% raise the profile of career opportunities in companies

Agreed that placements

- 44% reduce recruitment costs
- 41% require additional training
- 47% an alternative replacement
- 52% students integrate well
- 34% dispel stereotypes
- 70% fresh perspectives
- 41% help develop workforce
- 59% greater access to educational resources
- 50% flexible and cost effective



Pilot study results

Issues to tackle ...

- 27% students have unrealistic expectations
- 41% students assessment requirements add to the managerial workload
- 43% educators prepare students well for their placements



Themed Areas for Tackling Issues

- 1. Preparation** - Prepare students for recruitment, Manage their expectations (hours, working patterns, flexibility, learn the job, walk before you can run, value of attention to detail), Prepare them for entry/adjustment
- 2. Duration** - Management of the process, communicate and review progress, use mentoring and liaison
- 3. Re-entry** - Manage their adjustment back to University, continuous communication, assessment clear and meaningful



Pilot study results

Perspectives on Placements ...

60% all courses should include placements

47% agreed that more employers should offer placements

70% placements should stretch and challenge students

50% good for CSR agenda

60% agreed that students complete useful work-related projects

57% agreed placements enhance their managers' development skills

20% strongly agreed part-time work is as beneficial as full-time

37% disagreed with unpaid placements

63% easy to secure resources for placements

40% strongly agreed with 12 month placements



Pilot study results

- **Don't at the minute but would like to ...**
- **Why not?**

Too small, not set up to take placements (budget and training time), insufficient work experiences for degree level students

- **What would help?**

Case studies of those who have successfully completed placements – employer and students experiences captured in 'how to' guides

Operations being open minded to accepting fixed term employees

No involvement in the recruitment of our members properties



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What evaluation do you currently do of the added value of placements?

- **With students**
- **With Alumni**
- **Employers**
- **Within the faculty and admin teams**

What evidence would help persuade your organisation to support placements further?

What research do you want PATH to undertake to understand the added value of placements?



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