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INDUSTRY WEEKLY DIGEST

#HOSPITALITYatSurrey



EMPLOYER ENGAGEMENT WITH STUDENTS

CRITICAL DISCUSSIONS ON EMPLOYABILITY

Students' careers and employability rank high in the Department's priorities. This week, [Dr Leon van Achterbergh](#), SHTM Director of Employability, shares some insights from a study conducted by The Association of Graduate Careers Advisory Services (AGCAS) on employability-related interactions between students and employers taking place at universities.

Have a great weekend!

What's in this issue:

**EMPLOYER
ENGAGEMENT
WITH STUDENTS**

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Employer Engagement with Students

**DR LEON VAN
ACHTERBERGH**

**The employer Engagement Task
Group of the Association of Graduate
Careers Advisory Services (AGCAS)**

conducted a survey earlier this year, before COVID-19 struck, between 108 AGCAS members from 69 different institutions, and interviews with 8 graduate recruiters. There are key findings that are relevant for us at Surrey and for most other UK universities that are concerned about their employability exposure to university students.

Firstly, it's really effective for employers to lead industry skill sessions for students, as it creates opportunity for students to familiarise themselves with some of the best practices in business. Students need the best examples of industry out there to get enthusiastic about their chosen career and explore the trends that prevail.

Secondly, placements and other professional training is a highly effective channel of cooperation and participation between the parties, however most companies don't normally get the opportunity to participate within these academic activities.

Thirdly, live occasions such as careers fairs are still preferred as the prime medium for employer engagement with students and provides opportunity to network with the career's officials of the university. We will have to see if this trend will persist beyond the COVID-19 era, or if the engagement norms will change.

Lastly, performance outcomes are differently measured by employers than universities. The former focusses more on filling their required positions in the workplace and gauging the return on investment (i.e. adjustment period versus eventual student productivity). Universities generally focus more on the valuable and conducive experiential learning environment.

FURTHER READING

AGCAS (2020). Evaluating the effectiveness of employer engagement - Summary Report.
Link: bit.ly/3dTBnNK