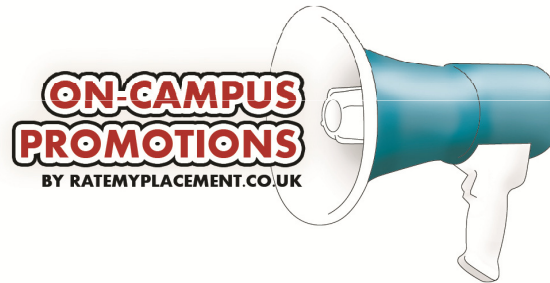


Survey

Undergraduate Engagement Survey

How Well Do You Know Current 1st & 2nd Year Students?



By OnCampusPromotions.co.uk

The new targeted promotions solution from RateMyPlacement

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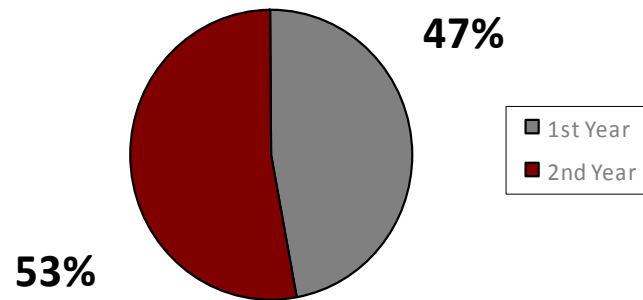
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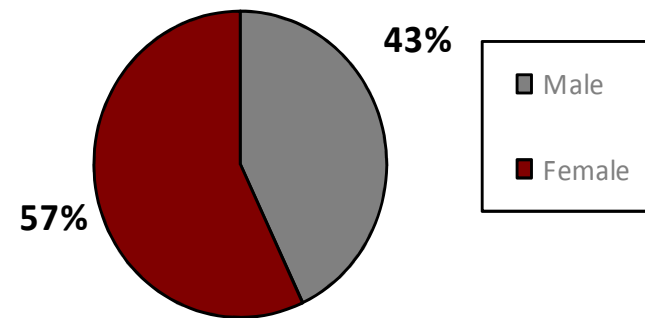
Survey Sample

1,209 students at 53 different universities

Respondents – Year Group



Respondents – Gender



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Which of these has the highest attendance rate?

Which of these has the highest attendance rate?

Fresher's Fairs

84.80%

Respondents who attended a fresher's fair

Careers Fairs

54.70%

Respondents who attended a careers fair

Careers Service

40.50%

Respondents who attended the careers service

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Which of these has the highest attendance rate?

Let's break it down by year group

Careers Fairs

39.5%

1st year respondents who attended a careers fair

68.4%

2nd year respondents who attended a careers fair

Careers Service

22.5%

1st year respondents who attended the careers service

56.6%

2nd year respondents who attended the careers service

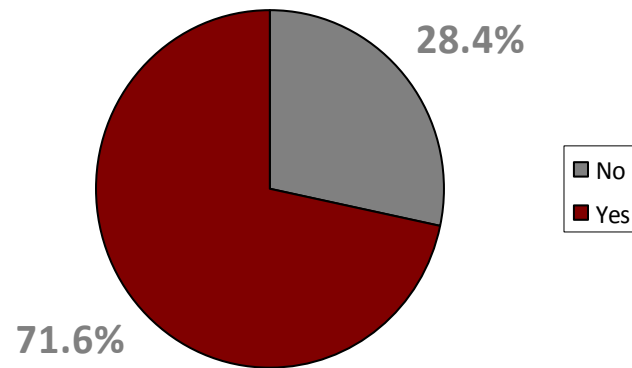
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Society Membership

Percentage of Society Membership



Average 2.54 Societies
Per Respondent

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What did students vote most useful when they are *searching* for a career / job opportunity?

All Respondents (% Very / Quite Useful)

1 st	University Careers website	93.7%
2 nd	Company website	90.7%
3 rd	Recruitment websites eg. RateMyPlacement.co.uk	88.2%
4 th	Publications eg. Guides/Newspapers/Magazines	73.2%
5 th	Search engine eg. Google	69.9%
6 th	Social networks eg. Facebook, LinkedIn	38.4%

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Who did students say were the most influential when making career related decisions?

All Respondents (% High / Moderate Influence)

1 st	Careers Advisors	80.5%
2 nd	Relatives with experience	80.4%
3 rd	Recent interns/graduates	79.7%
4 th	Tutors/Lecturers	79.1%
5 th	Parents	78.2%
6 th	Recruiters/HR Staff	74.0%
7 th	Student/friends	59.5%

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Who did students say were the most influential when making career related decisions?

And what about just 1st years..? (% High / Moderate Influence)

1 st =	Relatives with experience	82.0%
1 st =	Recent interns/graduates	82.0%
3 rd	Parents	81.6%
4 th	Careers Advisors	81.1%
5 th	Tutors / Lecturers	80.9%
6 th	Recruiters/HR Staff	78.7%
7 th	Student/friends	57.4%

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Social Media Usage

Facebook

96.9%

Registered to Facebook

Twitter

24.6%

Registered with Twitter

MySpace

14.9%

Registered with MySpace

LinkedIn

8.7%

Registered with LinkedIn

Bebo

7.6%

Registered with Bebo

FourSquare

1.9%

Registered with FourSquare

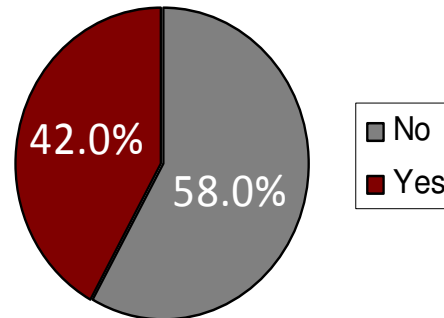
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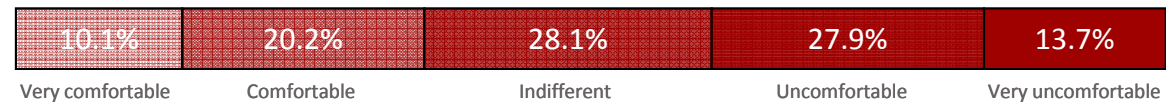


Social Media Usage

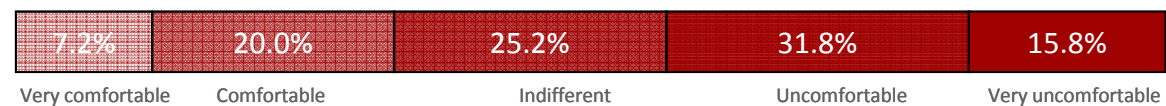
Would you ever interact with company/recruiter Facebook pages?



How comfortable are you combining social network presence with job hunting



How would you feel about a potential recruiter searching for you on a social network?



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Mindset of Today's Students

Students who go to University to improve their future career prospects

77%

Go to university to improve career prospects

Students who are aware of 1st year Work Experience opportunities

28%

Are aware of 1st year work experience opportunities

Students who plan on getting Work Experience before graduating

90%

Plan to get work experience prior to graduating

Students who know what they want to do after University

30%

Know what they want to do after university

Students who are confident that Work Experience will improve their career prospects after graduation

92%

Are confident work experience will help their prospects

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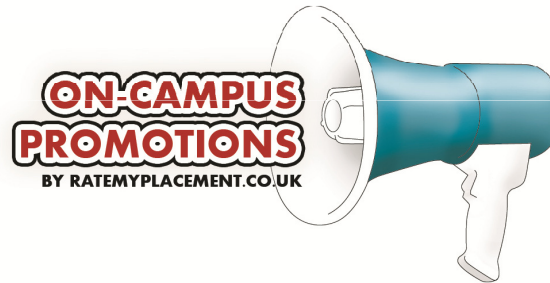
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Panel Discussion

Panel Discussion

The views of 1st & 2nd years on-campus



*By OnCampusPromotions.co.uk
The new targeted promotions solution from RateMyPlacement*

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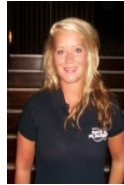
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Meet Our Panel

Name: Grace Gimson
University: University of Birmingham
Course: Business Management



Name: Navin Surtani
University: Imperial College London
Course: Aeronautics



Name: Kimberley Sayers
University: University of Oxford
Course: Law



Name: Scott Rosenthal
University: University College London
Course: Economics BSc



Name: Philip Källberg
University: University of Warwick
Course: Computer and Business Studies



Name: Emma Heath
University: Aston University
Course: BSc Business and Sociology



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On-Campus

Q ***“Have you been to a Graduate Recruiters Event? What could be improved?”***

“Presentations should involve recent graduates, not just HR.”

“Careers fairs allow you to talk to a lot of people in a short period of time.”

“There are 2 aims for a student in meeting a company; 1) Information gathering, careers fairs are good for that, 2) Finding contacts to help your career.”

Q ***“Do students want to make the effort to go to a company’s open day?”***

“Once you have narrowed down your options you want to go to the office to find out more about the company and working culture. I would find it really helpful.”

“Make it innovative, our sponsors ran Trading Floor tours Breakfast Events, they have to be marketed as exclusive events for limited number of students.”

“Market your open day so students go with their friends, then they are more likely to go and will get more out of it.”

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On-Campus

Q *“What would really attract you to an event on campus?”*

“Some company presentations look like a pitch from companies, students are savvy to it. If you do an event, you need to make it different.”

“Companies should go through societies, they have mailing lists, students know they will be interested in it because you have to be like minded to join the society.”

“Some employers who came to Warwick University developed a trading game, this made it interactive, fun and students can learn from it.”

Q *“What would be the best type of Freebie?”*

“It could be a competition, have a prize at the session. The freebie entices people in.”

“Food and drink will get people through the door, stationary is useful for longer term brand recognition.”

“Free booze helps too.”

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On-Campus

Q *“What communication channels can be used on-campus to achieve cut through?”*

“Face to face contact is key, freebies can really work. Sweets handed out in UCL quad went down very well to students from across the uni.”

“The brand managers are a good extension to the company when resources are short, useful for getting the brand out there for extra promotion.”

“Influence by friends and peers is useful so try to harness key decision makers, for example, students on society committees.”

“Email is not useless, even if a small percentage of students open it, companies still get their name out in front of those students.”

“Caricatures of students were done on campus, you can engage them whilst the caricatures are being done.”

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Careers Office & Society Involvement

Q

“What are the roles of careers service in helping undergraduate careers?”

“Main role of careers service is to put on careers fairs which are useful for finding out about a vast variety of companies. Societies have the edge when looking at direct contact, they effectively utilise Facebook & email newsletters..”

“Careers service do great work on CV & Cover letter. Careers service needs to be more active.”

“Careers service are useful when you have a doubt, you can ask them about formatting a CV or cover letter. Personally I have not been using the Careers service but have asked friends, family and scoured the internet instead.”

Q

“When is the right time to contact first years?”

“1st years should be targeted as it’s the best time for interacting with them, especially as it’s not as busy with work and in time for placements & internships.”

“First years should be targeted from the start, every fresher gets a fresher’s pack so would be good to include some information in there.”

“Constant messages but in different ways. At the start, introductory sessions, then offer something more in depth.”

“Students want to hear from people on their level. Slightly older students can use their own experiences.”

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Careers Office & Society Involvement

Q ***“Do students join societies because they enjoy it or because they want access to employers?”***

“It depends on the students; students do sign up to a lot in their 1st year, however they will carry on with what they enjoy doing.”

“I am a member of a sports society; I don’t want to get careers messages through sports teams. Employers should focus on career related societies.”

“I disagree, also contact the sports team with recruitment messages because even if some students don’t want to hear about careers, others will.”

“If you want to be assured of using a society to promote your message, be the sole sponsor of a society”

Q ***“In the Careers Service we have seen a shift between students using website services rather than actually coming in, do the panel agree?”***

“Website is the first port of call. It is important to make a good impression as a careers service, if societies & employers are seen to be more informative than careers service, people will go to them.”

“I would always start my search online, so a good careers website is really important. I may then come in if I wanted to find out more.

“1st years may be a bit more shy so online allows them to ask the questions they really want to ask.”

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Online & Email

Q *“How successful are targeted emails?”*

“Depends on the email address it comes to. University email is the important one, however others have a lot of spam going to it.”

“In some faculties you receive emails from employers who are deliberately targeting that faculty. Not enough companies take advantage of this. Companies send emails to head of departments, the head of department then forwards it around.”

“My society gets so many emails that the committee decide which are going to be most important to members and they then text them out, which they know the students will read.”

“Best way is to get in touch with clubs / societies. Society officers will read your email and then send it around. Society emails are less likely to get caught in spam filters.”

Q *“What is your biggest turn off in your career search?”*

“A company should have a specific part for undergraduate careers.”

“A companies clients won't look at their student careers site so a company shouldn't be too afraid to make the careers part of the site fun and inviting..”

“A clear website where you can easily find the job is so useful.”

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Social Media

Q *“What is the relationship between social media and recruitment?”*

“Employers need to assure students they are not going to Facebook stalk them. You hear in the media about people being fired because of a status or a picture.”

“Keep the information on Facebook more interactive, use the website for the detail.”

“Keep it informal on Facebook, competitions are good for example, you can win an iPod through BNP’s Facebook Group.

“Students should be encouraged to create a LinkedIn profile. It only takes a few minutes and they can be really useful.”

“There is a contrast between an application that shows a student’s best side and social media which could show their worst. Assure students you won’t morally judge them, or if you are going to judge them, don’t use Facebook as a recruitment tool.”

“You can have a social & business internet profile, however students rarely check their business profile and are always on their social profile.”

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About On-Campus Promotions

“On-Campus Promotions is a brand new, highly targeted service that allows employers to communicate their recruitment messages to the student population”

We live up to our name; we help our clients promote themselves to students who are on-campus.

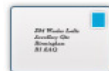
We can promote many client activities on-campus to students, whether they be;

- Campus Installations
- Competitions & games – online & on-campus
- Events
- Participants in surveys and research
- Presentations
- Promotional Material Distribution
- Social Networking Presence
- Vacancies

If you would like to hear more about how On-Campus Promotions can help you engage with students, please contact Ali Lindsay on



0207 824 5245



ali@ratemyplacement.co.uk

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