



 Handshake

Careers 2032

An industry research paper looking at the careers sector of 2032 and the role technology could play in facilitating human connections.

15th Feb 2022

Charles Hardy, University Partnerships, Handshake



AGCAS

WONKHE

Institute of Student Employers

ise.

 Handshake



WONKHE



Careers2032 - Imagining Future Careers Services

An industry research paper looking at the careers sector of 2032 and the role technology will play in facilitating human connections.

- Careers Professionals Employers, Students
- Hosted 15 roundtable discussions across the UK, visiting Bristol, Manchester, Birmingham, Edinburgh and London
- Extensive online surveys among each group to gather quantitative data

159 employers
817 students and
students' union
representatives
131 careers
professionals

Diversification of student needs and demand for personalisation of support for their professional development journey

Diminishing confidence: student career prospects confidence dropped from 33% in year 1 to 17% in year 3 - an even greater issue for female students and those from lower socio-economic groups.

27% Students want more opportunities to connect with recent graduates **like themselves** (up to 32% Asian, 34% Black)

21% of students **struggle to balance** career efforts with studies (work experience, exploration and searching for jobs, part-time work, applications, interview prep).

31% of students would engage more with University Career Services if offered **more personalised advice and opportunities**

“Being bombarded by information means students need Careers Services to curate content and help them identify trusted sources.

Tech such as AI and chatbots have the potential to automatically deliver this first line careers support when students want to engage – not necessarily during regular office hours – providing a personalised service and while also reducing the burden on staff to respond.”

Careers Director at Roundtable



Employers casting the net more widely to seek potential rather than skills

78% of employers suggested that doing more to engage students and pupils even **earlier** in their educational journey would be beneficial.

48% of employers think graduate recruitment will **not be tied to the same traditional “Milkround” cycle.**

78% of employers feel technology could play a positive role in creating **dedicated early talent networks** to support graduate to employer connection.

86% of employers agree that recruiters will increasingly be screening for **potential** rather than experience or current skills.

“Technology has the potential to deliver opportunities for students to develop social capital, have a broader view of the opportunities available to them, and allow employers to play more of a continuous role, rather than the time bound ‘milkround’ of old.”

Employer at Roundtable



Use of technology as a facilitator of wider and broader connection

85% of employers feel tech has the potential to **boost social mobility** and ensure that career prospects are open to more people.

96% of careers professionals will increase their use of technology to **integrate** their offer into the wider student experience, including virtual learning environments.

97% of careers professionals will **increase** their use of technology to provide initial basic advice on CVs, applications, interviews and other recruitment practices.

87% of careers professionals see their future role increasingly involving the use of technology to **facilitate human to human connections** between employers and students

“Internal systems are often slow, and don’t compare to what students experience elsewhere. By the time they’ve worked out what to do and navigated the careers systems, they are often ready to give up.”

“Investment in technology will form a key part of helping us work less in silo.

There’s a cultural challenge in encouraging data sharing but it really is so important because otherwise you just don’t know where the gaps are and can’t be as strategic.”

Careers Directors at Roundtable



The need for deeper partnerships and greater collaboration both within and outside universities

79% of Employers support creating **dedicated early talent networks** to support graduate to employer connection

75% of careers professionals see their role changing to link up **employers as part of curriculum design**, while 74% said they could be doing more to advise employers on their recruitment strategies, including EDI initiatives.

89% Careers services will play a more crucial role advising and offering insights that impact **curriculum design**

84% Careers services will play a more active role engaging the **alumni community** in opportunities to connect with students and recent graduates

81% of employers expect that in 10 years' time they will be recruiting for jobs which don't exist today, due to automation and tech.



Connect. Debate. Celebrate



AGCAS

WONKHE

**Institute of
Student
Employers**

ise.

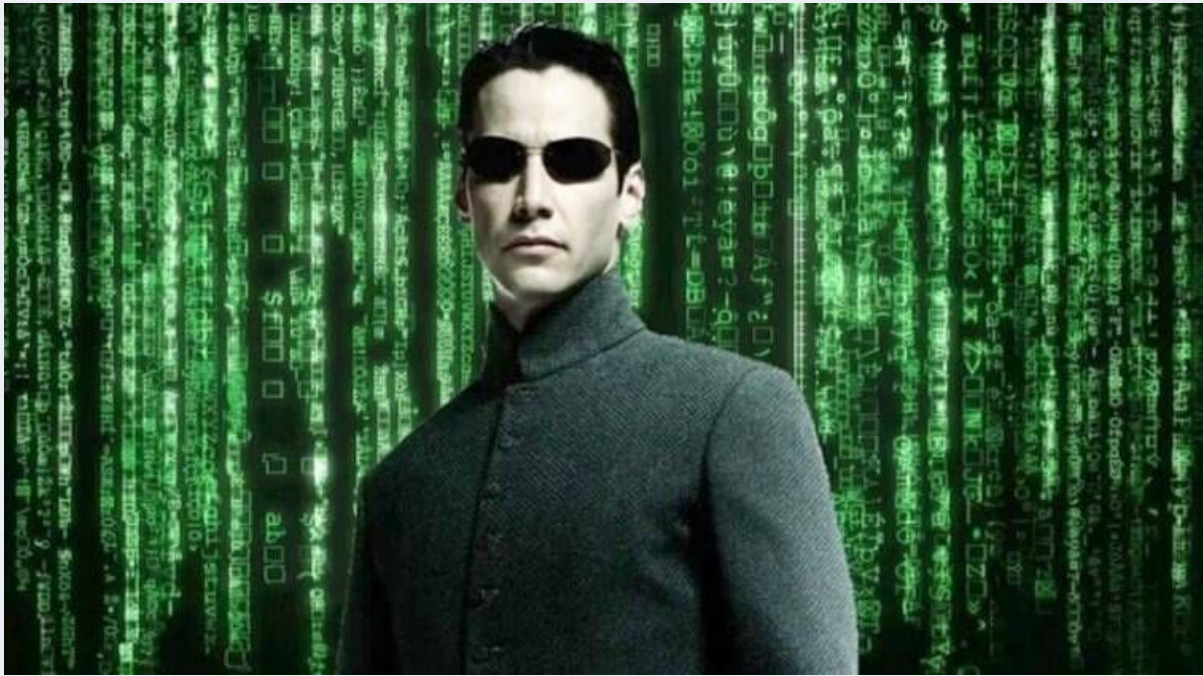
ii Handshake

www.joinhandshake.co.uk/careers2032live





1. Collaboration - How can different departments work more effectively both internally (embed careers in curriculum) and externally (employer involvement) to improve student experience and outcomes?



2. Technology - How can universities better leverage technology to facilitate personalised student engagement at scale?



3. Data - How can universities better obtain meaningful and actionable data insights to optimise value and impact on careers?

Connect. Debate. Celebrate



AGCAS

WONKHE

**Institute of
Student
Employers**

ise.

ii Handshake

www.joinhandshake.co.uk/careers2032live



Future considerations

1. **Collaboration** - How can Careers Services work more effectively both internally (embed in curriculum) and externally (employer involvement) to improve student experience and outcomes?
2. **Technology** - How can Careers Services better leverage technology to facilitate personalised student engagement at scale?
3. **Data** - How can Career Services better obtain meaningful and actionable data insights to optimise value and impact?

