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What if SUs were funded only based on academic and graduate outcome?

Tony Payne,
Partnerships Manager,
native

native intro

> native empowers Students' Unions to reinvest in students by building tech-enabled solutions into their campus ecosystems.

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gti

Educators
Specialist Ed Tech powering 90+ UK university systems: unique source of student registration. Multi-year SaaS licensed platforms for all university systems.

Students
1.6m+ students & graduates engaging across platforms, events and competitions. Sourcing users from Uni platforms and beyond.

Employers
1,000+ employers using GTI as their early careers outcome partner. Research, outreach & candidate management.

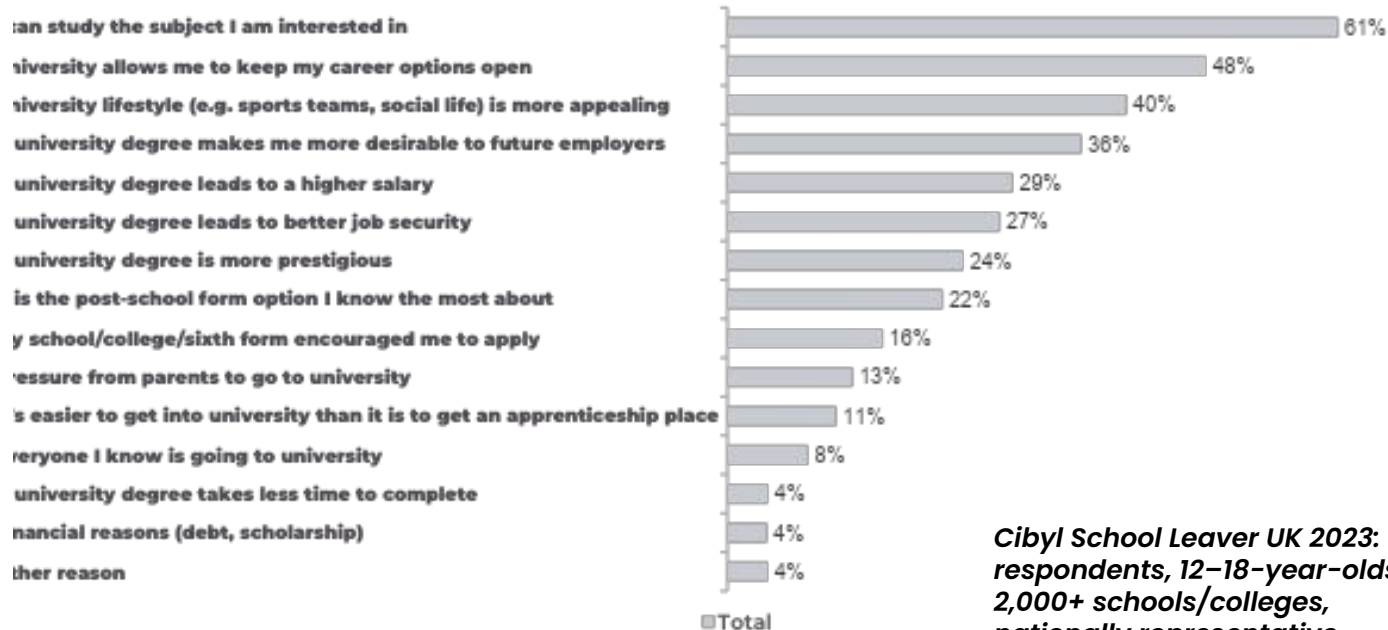## cibyl
The largest survey of UK graduates & school leavers

MRS Evidence Matters™

Belong

WONKHE   cibyl   gti

The student experience insights platform

Reasons to go to **university** over doing an apprenticeship

Reason	Total
...an study the subject I am interested in	61%
...niversity allows me to keep my career options open	48%
...niversity lifestyle (e.g. sports teams, social life) is more appealing	40%
...university degree makes me more desirable to future employers	36%
...university degree leads to a higher salary	29%
...university degree leads to better job security	27%
...university degree is more prestigious	24%
...is the post-school form option I know the most about	22%
...y school/college/sixth form encouraged me to apply	16%
...essure from parents to go to university	13%
...s easier to get into university than it is to get an apprenticeship place	11%
...veryone I know is going to university	8%
...university degree takes less time to complete	4%
...nancial reasons (debt, scholarship)	4%
...ther reason	4%

Cibyl School Leaver UK 2023: 11,720 respondents, 12–18-year-olds, 2,000+ schools/colleges, nationally representative, conducted Jan-March 2023

# "It will be tough to get a graduate job in the following year…"
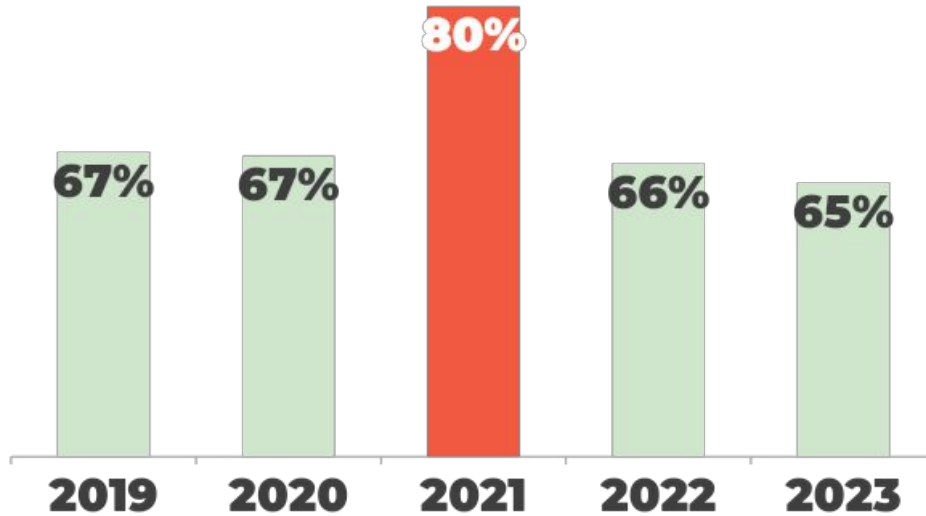
2 in 3 students think it'll be tough to get a job.

Final years are the least confident about their future careers.

Cibyl Graduate UK 2023: 66,181 respondents, 160+ UK universities, all year groups, conducted Oct 2022 – Jan 2023
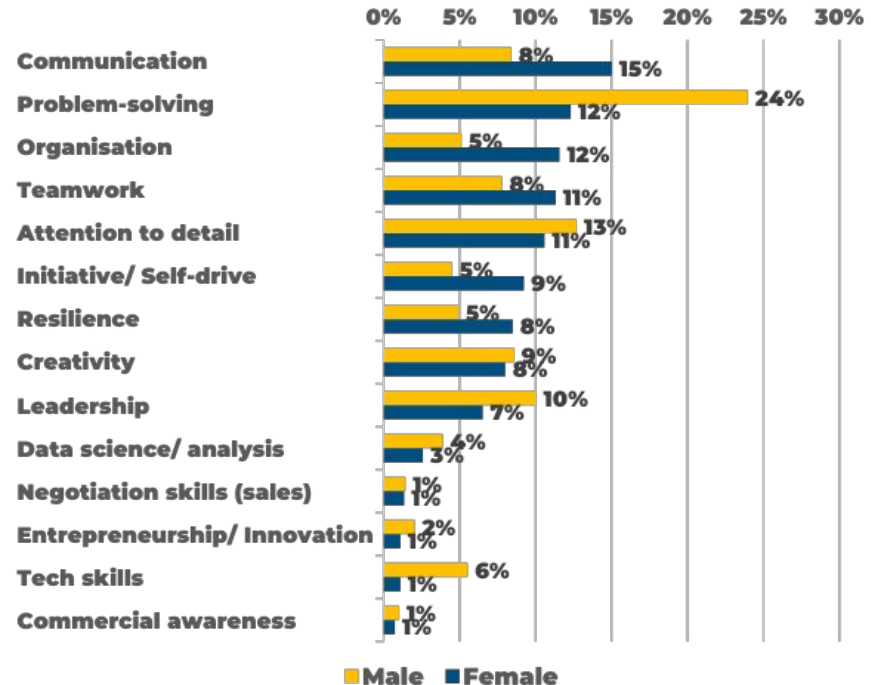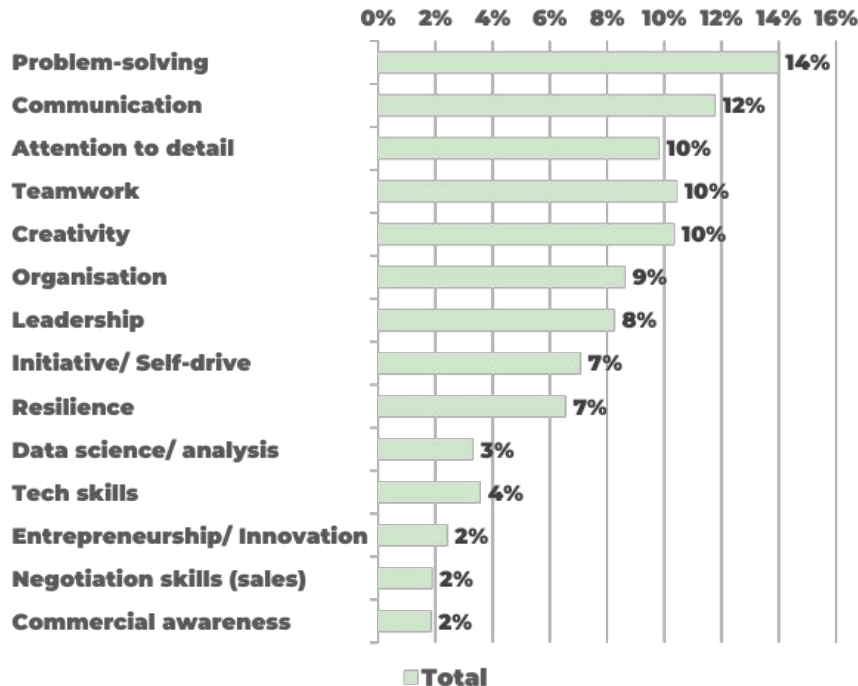
TOTAL SAMPLE

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Have students engaged with your university careers service in any of the following ways?
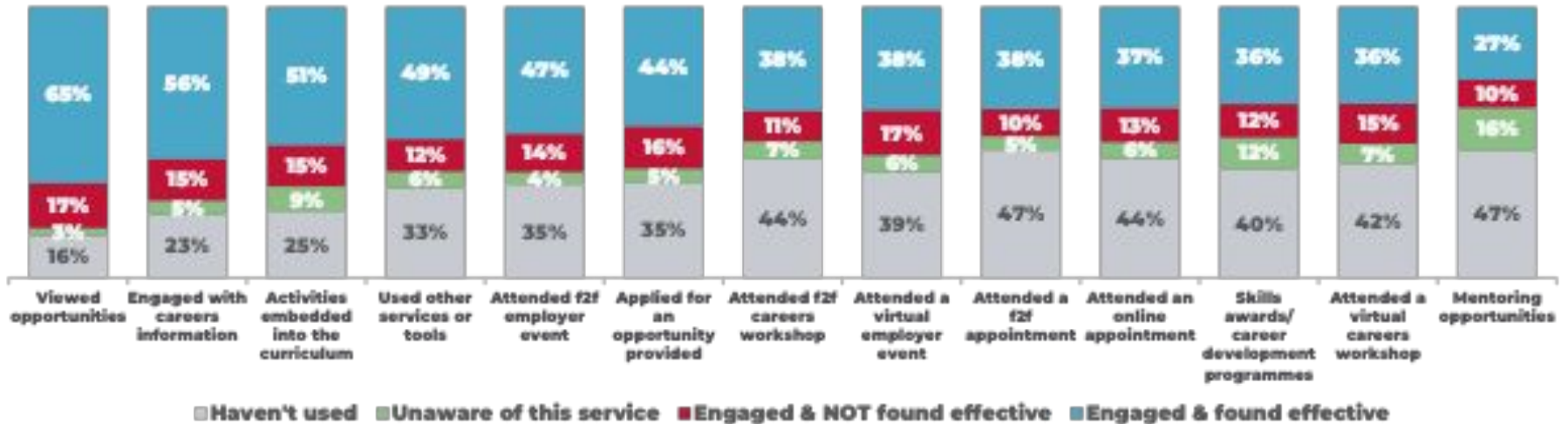
Cibyl Graduate UK 2023: 66,181 respondents, 160+ UK universities, all year groups, conducted Oct 2022 – Jan 2023

How confident you are at certain skills?

	0% 2% 4% 6% 8% 10% 12% 14% 16%
Problem-solving	14%
Communication	12%
Attention to detail	10%
Teamwork	10%
Creativity	10%
Organisation	9%
Leadership	8%
Initiative/ Self-drive	7%
Resilience	7%
Data science/ analysis	3%
Tech skills	4%
Entrepreneurship/ Innovation	2%
Negotiation skills (sales)	2%
Commercial awareness	2%

☐ Total

	0% 5% 10% 15% 20% 25% 30%	Male	Female
Communication		8%	15%
Problem-solving		24%	12%
Organisation		5%	12%
Teamwork		8%	11%
Attention to detail		13%	11%
Initiative/ Self-drive		5%	9%
Resilience		5%	8%
Creativity		9%	8%
Leadership		10%	7%
Data science/ analysis		4%	3%
Negotiation skills (sales)		1%	1%
Entrepreneurship/ Innovation		2%	1%
Tech skills		6%	1%
Commercial awareness		1%	1%

■ Male ■ Female

Cibyl Graduate UK 2023: 66,181 respondents, 160+ UK universities, all year groups, conducted Oct 2022 – Jan 2023

Lab session

> "Your SU is purely funded by employability and graduate outcomes. What solutions would you introduce? What would your primary focus be?"

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Think about

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Career awareness

- What resources do students need to understand their options?
- When should we kick off the student employment awareness journey?
- How can SUs become a starting point for learning about career options - a single source of truth?

Pre-skilling and education

- What are the benefits and drawbacks to students training for their jobs before being hired ?
- In your opinion, who does/should the responsibility of job-readiness sit with at your SU?
- How might an SU facilitate sector-specific training? Have you collaborated with employers before?

The power of the graduate

- How do officer positions make students more employable? How can we help them to articulate this?
- Do you track career-building initiatives? How could these be formalised and measured?
- How do we ensure that students can earn money in the short term, while preparing for their careers in the long term?
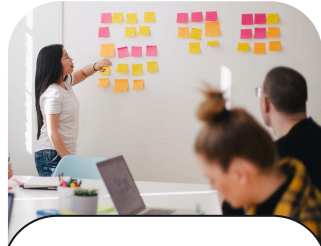
Next steps

1.

Learn more about our acquisition of Gradguide.

2.

Read our blog on shining examples of SUs championing employability.

3.

Meet with us to discuss how together we can improve the student experience - including graduate outcomes.

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