

Institutions New Model Partnerships Between Students and Employers

The factors which positively impact the student's career success are: work with others, make connections, identify opportunities and adapting to change." It is also important to promote internships, work placements and partnerships between students and employers at the level of institution.

According to a recent survey by McGraw-Hill Education, "Only 4 in 10 college students feel very or extremely prepared for their future careers."

Students also feel that their college courses and instructors are the most helpful in preparing them for careers, and that their choice of major will help them to get a job. On the other side, from an employer's perspective, there are concerns about the working abilities of graduates and the skills they have acquired, or have not acquired, throughout the institution.

If students feel their universities are not doing enough to support them after graduation or to prepare them for the working world, there needs to be an emphasis on new model partnerships between students and employers.

Setting up new strategic partnerships with local and global companies will expand a learner's prospects as well as increasing the credibility of the institution at hand. Often, universities promote their existing industry partnerships to prospective students, but how often are they expanding and updating these connections for the annual graduates?

Here are a few *innovative ways* to increase / strengthen industry partnerships which can be done through the Institution's Career center:

- **Networking:** Hosting a range of regular networking opportunities for employers to connect to job seekers, including industry-specific career fairs, job and internship fairs, and open house and recruitment events at employers' offices.
- **Workplace confidence workshops:** Request a monthly event where students gather at the university career centre and discuss their concerns or fears about entering the workforce. This would increase student engagement rates with the centre, it would also help lower stress for the future graduates.
- **Meet the Employers Day:** This would be a great way to connect your skills to potential employers. Institutions can arrange a day where you take a behind-the-scenes look at a workplace, ask questions to employers and get a feel for the workplace culture, you may have a clearer understanding of what you want out of your degree and where it could take you. There

will also be opportunities to share tips on topics such as virtual networking and virtual interviewing.

- **CV Renewals:** We tend to stick to the same CV format and drop it all over the sources without even checking whether there are current / updated. If your career centre does not help out with your CV already, ask them to ensure they are keeping up with the latest trends and portfolio styles.
- **Employer Advisory Board:** Gather with other Employer Partner organizations to share recruitment insights, challenges, and success stories.
- **Employer Spotlight in Newsletter:** Employers can reach out thousands of students by sharing their opportunities, company news, initiatives and branding through focused emails, newsletters etc.
- **Student Leaders:** Connect with leaders from student organizations across campus who are interested in meeting with employers. This can include presenting at a club meeting, special invitations to company events, or gaining feedback on company initiatives from a targeted group of student leaders.

These are just a few simple suggestions to help renew your university's current partnerships to help you prepare for life after studies, speak up and discuss solutions with your campus career centre.
