

CAREER READINESS: MEETING STUDENTS WHERE THEY ARE

Case studies in strategy and practice

EDITED BY BOB GILWORTH AND SANDIE TOWNSLEY

Published by University of Huddersfield Press

University of Huddersfield Press
The University of Huddersfield
Queensgate
Huddersfield HD1 3DH

Email enquiries university.press@hud.ac.uk

Text © The authors, 2024

This work is licensed under a Creative Commons Attribution 4.0
International License



Images © as attributed

Every effort has been made to locate copyright holders of materials included and to obtain permission for their publication.

The publisher is not responsible for the continued existence and accuracy of websites referenced in the text.

A CIP catalogue record for this book is available from the British Library.

ISBN: 978-1-86218-235-6

Contents

Contributors	i
Acknowledgments	iii
Institutional membership of CR+	v
1. Introduction: setting the scene	1
SECTION 1: MAKING IT HAPPEN AND MAKING IT WORK: CRITICAL SUCCESS FACTORS	21
2. More than just the data: the Careers Registration origin story	23
3. Making it work: critical success factors in implementing Careers Registration post-hiatus	33
SECTION 2: CONFIGURATION AND COMMUNICATION OF THE CAREERS AND EMPLOYABILITY OFFER TO STUDENTS	45
4. Career Mapping: bringing data and framework to service	47
5. Operationalising the conceptual model	61
6. Revisiting the conceptual model	69
7. Using Career Readiness to support group career guidance	79

8. Socialising Career Readiness with students and tutors to enhance engagement	91
--	----

SECTION 3: PARTNERSHIP: THE CAREERS AND EMPLOYABILITY ECOSYSTEM 109

9. Embedding Careers Registration data through the careers and employability ecosystem	111
10. The use of Career Registration data to develop and support employability initiatives	119
11. Meeting students where they are: Career Readiness in real-time, through the VLE	131
12. PG Career Pathways: applying Career Readiness to postgraduate researchers	139

SECTION 4: CAREER READINESS AND INSTITUTIONAL STRATEGY 151

13. Enabling our Student Opportunities and Futures Strategy: developing and embedding new performance indicators and aligning to corporate KPIs	153
14. Career Readiness and KPIs: establishing the link and delivering benefit to students	163
15. The use of Career Readiness data in strategy, planning and monitoring	175
16. The developing role of Career Readiness data in university and service strategy	183

SECTION 5: LOOKING AHEAD 191

17. Looking ahead: emerging developments	193
--	-----

Contributors

(listed in chapter order)

Dr. Bob Gilworth – Senior Lecturer in Careers Guidance, University of Huddersfield, UK

Dr. Nalayini Thambar – Director of Planning, Performance and Strategic Change, University of Nottingham, UK

Sandie Townsley – Research Officer, CR+ Project, University of Huddersfield, UK

Kathy Ryan – Coordinator, Careers and Employability, University of Melbourne, Australia

Jane Black – Careers Specialist, University of Melbourne, Australia

Andy Blunt – Student Opportunity Insight and Engagement Manager, University of Leeds, UK

Dave Stanbury – Deputy Head of Careers and Employability Service, University of Huddersfield, UK

Matthew Howard – Deputy Head of Careers, University of Leeds, UK

Cerian Eastwood – Careers Consultant, University of Leeds, UK

Oliver Laity – Careers Information and Systems Manager, University of Exeter, UK

Bea Carter – Data and Insights Manager, Careers Service, Manchester Metropolitan University, UK

Dr. Stephen Boyd – Director of Careers and Employability, Manchester Metropolitan University, UK

Leoni Russell – Capability Lead, Employability and WIL, RMIT University, Australia

Luella Leon – Careers Educator, RMIT University, Australia

Anna Branford – Careers Educator, RMIT University, Australia

Dr. Julian Lee – Associate Dean, Global and Language Studies, RMIT University, Australia

Abigail Blower – Careers Consultant, University of Huddersfield, UK

Sally Crosland – PhD Researcher, University of Huddersfield, UK

Gabriella Holt – PhD Researcher, University of Huddersfield, UK

Professor Karen Burland – Professor of Applied Music Psychology and Academic Lead for Student Opportunities and Futures, University of Leeds, UK.

Jane Campbell – Head of Student Careers, University of Leeds, UK

Jason Hardman – Student Progression Manager, Careers and Employability Service, University of Leicester, UK

Acknowledgments

The production of this publication, its launch and dissemination were supported by the University of Huddersfield International Collaboration Fund and the Huddersfield University Press. Thank you to Dawn Beaumont Cockcroft of the Huddersfield University Press for guiding us through the publication process.

In addition to the direct contributions, this publication was informed by the supportive exchange within the CR+ group. The membership of the group is listed below. Many thanks to Truong Nam Nguyen (Nam), for his valuable work in setting up and supporting the group.

Institutional membership of CR+

CR+ is an informally constituted network of colleagues drawn from institutions which are established users of the Careers Registration approach. Its purpose is mutually supportive exchange of strategy and practice. All the colleagues listed below have contributed to that exchange.

- University of Huddersfield: Claire Aydogan
- University of Leeds: Jane Campbell, Andy Blunt
- University of Exeter: Paul Blackmore, Oliver Laity
- Manchester Metropolitan University: Stephen Boyd, Bea Carter
- University of Leicester: Jason Hardman
- Queen's University, Belfast: Trevor Johnston
- University College Dublin: David Foster, Kevin De Groot
- University of Melbourne: Kathy Ryan
- RMIT University: Leoni Russell, Luella Leon, Rebecca Peachey, Nigel Atkinson
- Griffith University: Caroline Reuckert
- University of Otago: Jackie Dean, Patrick Mazzocco
- Massey University: John Ross

Dr. Noel Edge, CEO of Graduate Careers Australia, Fiona Brammy and Michelle McKinnon of the University of Adelaide and Chris Bridgman of the University of Canterbury, New Zealand, have been welcome guests to the group.

In addition to presentations made by group members, there were also presentations from Abi Blower, Sal Crosland and Gabriella Holt.

