

DISCOVER OUR STORY





WELCOME

Dear colleagues,

It is with much pleasure that I present to you our Career Services Guide for University Staff for 2021.

I have appropriately named it “Discover our Story” because there are many components to us here in Career Services and it is important to me that University Staff are aware of our services, who we are, and what we strive to achieve to support our students.

As Head of Career Services since January 2021, I felt it was important to help you, our university partners, discover our staff, discover our services and discover how we can work together.

We'd like to partner with you to promote student career success. Our collaborations are based upon a blended service model:

- As a central University Career Services available to all UCC students, we offer a broad and deep collection of educational services and employer connections to address universal career planning needs.
- We're dedicated to building specialty services and liaison relationships with academic departments and campus offices to foster student engagement with career development.

University College Cork graduates are highly sought-after by employers: 93% of our graduates are in employment or further studies within nine months of graduating.

Employability is central to UCC's Academic Strategy 2018-2022, and skills and attributes development is also a fundamental aspect of UCC 2022, Pillar 3, Student Success where we set out to resource and embed the Graduate Attributes Programme across all colleges.

As we embark on a new journey of discovery and learn from the past year during the Covid Pandemic, I would like to take this opportunity to invite you to discover more about us. We are preparing for our first ever university-wide Employability Strategy and we will be reaching out to you to be part of that journey together.

To discover career services and work integrated learning opportunities for students in your classes, department or unit, email careers@ucc.ie.

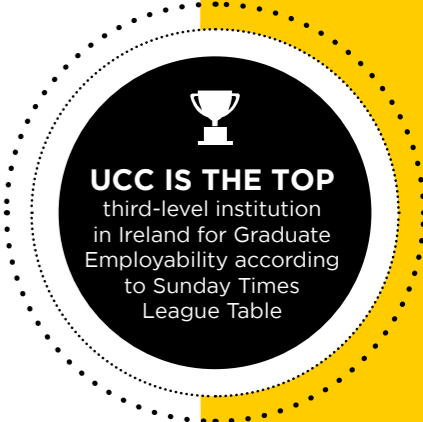


With warmest regards,

Eleanor Donoghue

ELEANOR DONOGHUE

HEAD OF UCC CAREER SERVICES



- ADVICE**
- PLACEMENT**
- JOBS**



OUR VISION

VISION STATEMENT

Our vision is to design and deliver high quality, flexible, inclusive and innovative career services to support students in achieving their desired career and personal development outcomes.

UCC CAREER SERVICES MISSION STATEMENT

We facilitate students' professional development and successful career transition through and out of UCC by providing access to careers advice and coaching, employability skills development classes, industry-led workshops and events, work integrated learning opportunities or postgraduate opportunities, both nationally and internationally. Students are provided with access to online, digital, self-serve resources to support them in making job applications and securing their first graduate role.

OUR OBJECTIVES

To lead the development, integration, and delivery of University College Cork's Employability Strategy. To be known for our expertise, agility, and strategic significance, as employability is a paramount outcome from the university experience.

We aim to drive innovative, transformative employability projects within the university and work with Academic Leaders, Employers and the Graduate Attributes Programme to ensure successful work-integrated learning and transversal skills are embedded in the curriculum to enable our students to be digitally fluent, agile and resilient. Our graduates will show initiative and respond to unknowns in an enterprising and innovative manner to achieve positive outcomes to their futures.



WWW.UCC.IE/CAREERS

OUR APPROACH

- Working collaboratively with students, academic departments, and industry representatives as partners.
- Providing a careers advisory and coaching service to students.
- Working in partnership with university colleagues to deliver customised employability workshops and events to meet the bespoke needs students.
- Administering work integrated learning modules on behalf of academic programmes.
- Creating opportunities for students and recent graduates to meet and connect with national and international employers.
- Offering a personal, bespoke service to create employer-student connections that form exciting futures for learning, living and working in a global society.

HOW CAN CAREER SERVICES HELP YOU?

- Assist you in identifying the key knowledge, skills and attributes that will enhance students' employability and how they might be taught within your programme.
- Design and deliver/co-deliver career development and employability learning opportunities, including micro-credentials, case studies, role plays, simulations, alumni events, skills clinics or a combination of these, and more, depending on the particular needs of your students.
- Create customised career development and employability micro-credentials that are tailored to the needs of each cohort of students.
- Contribute to the planning, design and delivery of all accredited career development and employability initiatives in partnership with academic staff.
- Organise innovative employer-led events for students, including sector and career-specific fairs and skills sessions, in collaboration with the Employer Engagement Team.
- Provide student-led, confidential, one-to-one consultations as required by students as they move through their student journey.

SERVICES AND SUPPORTS FOR STUDENTS

WE CAN:

- Facilitate a decision-making process and the achievement of goals that are aligned with personal strengths, values and interests.
- Make intelligent use of psychometrically validated self-assessments to help clarify students' individual interests, values, personal characteristics and aspirations. <https://www.ucc.ie/en/careers/areyouacurrentstudent/advice/profilingforsuccess/>
- Provide professional impartial, person-centred, confidential support.
- Raise students' awareness of local, national and international development opportunities, on and off campus, voluntary and paid, educational and work-based.
- Enhance students' ability to source and access career opportunities successfully.

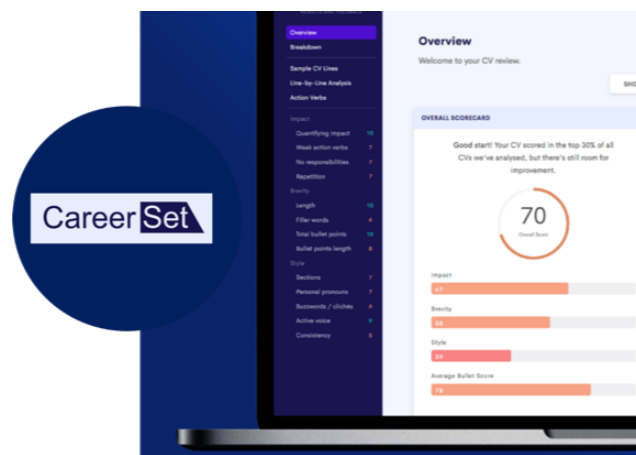
DIGITAL TOOLS TO SUPPORT OUR STUDENTS

CAREER SET

Supported by the Graduate Attributes Programme, we have launched the **Career Set** CV Review tool. Career Set's Artificial Intelligence algorithms have been configured to generate personalised CV feedback and the tool has been designed using recognised best practices, applicable across industries and academic disciplines. All current students and recent graduates of UCC can access the tool to score the impact, style and brevity of their CV. The tool can also help applicants target their CV to a specific job description.

BIG INTERVIEW

Big Interview, an AI-based Practice Interview Tool is also supporting students in 2021. Once registered on the platform, students and recent graduates can use the 'Learn' option to undertake short courses to help them understand the interview process and STAR technique. Users will also get hands-on practice with interactive mock interviews tailored to specific industries, jobs, and experience level. The growing use of AI Careers tools is transforming the way in which students and graduates can prepare for transitioning to the world of work.



PERFECT YOUR CV



ACE YOUR INTERVIEW

SEMINARS AND WORKSHOPS

YOUR BEST FUTURE

- Recognise the link between careers interests and choice of role.
- Identify work opportunities aligned with their career interests.
- Use a career investigation tool to research relevant careers.

YOUR PERSONALITY AND YOUR CAREER

- Identify the four scales that comprise the type dynamics framework and its 16 types.
- Grasp the concept of personality type and how it may interact with career choices, environments and behaviours.

YOUR VALUES AND YOUR CAREER

- Appreciate the link between values and career-related behaviour and decision making.
- Recognise that overt, consciously stated values may differ from our true values (of which we are often less conscious).

YOUR EMPLOYABILITY AUDIT

- Identify the attributes and skills needed of graduates by today's employers.
- Plan specific actions to develop relevant attributes and skills in order of their personal priority.

YOUR NETWORK

- Recognise the impact of personal relationships on their careers.
- Identify the "people who matter" in relation to their career plans.
- Build relationships with potential allies, mentors, role models.

YOUR JOB SEARCH

- Identify the most proven, proactive job search techniques.
- Use practical techniques to network in person at events.
- Conduct informational interviews that showcase your employability.

YOUR ONLINE PRESENCE

- Protect your online presence.
- Leverage social media tools to develop their personal network.
- Create an effective LinkedIn profile.

YOUR JOB APPLICATIONS

- Identify the structure and organisation of a graduate CV.
- Recognise the content that must be included and prioritised.
- Describe each role/project using succinct bullet points that emphasise outcomes (including measurable results).
- Write a cover letter that is customised to their targeted company, role and sector.

YOUR JOB INTERVIEW STRATEGY

- Prepare relevant information in advance of an interview.
- Recognise the most widely used types of graduate interviews.
- Dress appropriately and adopt positive body language to make the best possible impression.
- Prepare effectively for the most commonly used interview questions, including competency-based.

YOUR NEXT ASSESSMENT CENTRE

- Recognise the behavioural competencies best assessed through assessment centre activities.
- Prepare mentally for assessments by knowing how and when employers use them.
- Identify the "positive and negative behaviours" sought by assessors when assessing group tasks and activities.
- Access material that will help you to prepare for assessments used by graduate employers, including psychometric and group exercises.

STRENGTHS WORKSHOP

- Identify their unrealised strengths, learned behaviours and areas to improve.
- Link their strengths to roles and careers in which they are most likely to succeed.
- Use their self-knowledge to make important career choices.

GENDER DIFFERENCES AND PERSONALITY

- Recognise how gender and personal characteristics (e.g. the "Big 5" Traits) can interact.
- Identify their own personal preferences and way to leverage and adjust their approach to communicating and relating to others.





EMPLOYABILITY AND ENTERPRISE ENGAGEMENT

Career Services teams work in partnership with employers to connect industry with skilled, competent and well-rounded students and graduates. We are instrumental in providing employers with opportunities to connect with students as they transition through university to preparing for transitioning out.

We are experts in designing and developing pre-placement and transition to professional life modules. Career Services staff contribute to the iterative design process annually through employer and student feedback and we are instrumental in the set up and management of alternatives to traditional

work placement. We teach on employability modules, assist in designing outcomes and learning of accredited work placement modules, source work-integrated learning opportunities for students and developing strong employer relationships and networks. We also contribute to the national conversation on employer-university connections and provide and source employability opportunities and work-integrated learning initiatives such as hackathons, entrepreneurship opportunities, internships, case studies to support students of all disciplines.

EVENTS WE COORDINATE

ANNUAL GRADUATE RECRUITMENT FAIR

Each October the Employability and Enterprise Engagement Team coordinate the annual Graduate Recruitment Fair. When hosted on campus the event attracts up to 120 of Ireland's top employers across a range of industries and sectors with significant student attendance. In 2020 we hosted our first Virtual Recruitment Fair with great success.

The event was one of the highest attendance (70%) university career fairs in Europe with almost 2000 students registered. The virtual fair allowed employers to launch video calls with students and advertise their vacancies live on the platform. Students and graduates could apply for these roles and throughout the day some 832 applications were submitted.



JOBS ROADSHOWS

Students and recent graduates can network informally with employers on campus and find out about all the latest graduate job opportunities across a range of sectors. The format is exhibition style with each organisation having their own stand and company representatives available to answer student's queries.

- Food, Pharma & Life Sciences Jobs Roadshow
- Banking, Finance and Accountancy Jobs Roadshow
- Engineering & IT Jobs Roadshow
- Law Jobs Roadshow

TARGETED EMPLOYER PRESENTATIONS/ WEBINARS

Throughout Semester one and early in Semester two employer presentations are a regular feature on the Career Services calendar. In the last academic year (2019/20) we hosted some 355 company visits including fairs, roadshows, individual presentations, stands and workshops.

In the last year employer webinars hosted on Microsoft Teams replaced live employer presentations on campus. We have recorded significant increase in attendance moving to this format. Some events saw an increase of between 150-250% on last year.

While we look forward to welcoming employers back to UCC campus, the accessibility of webinars and the potential for speakers from around the globe to contribute will see us move to a hybrid model and facilitate a range of online and in-person sessions.

Work Placement Managers also organise specific targeted employability events for students transitioning through university who are preparing for work placement and the work integrated learning process where they facilitate a huge amount of employer interaction.

PROMOTING LIVE JOB VACANCIES

Our team manage the Careers Connect system. The platform allows current students, graduates and employers the opportunity to create a profile. Employers post live vacancies on connect daily, the roles are often not advertised externally and provides graduates with the opportunity to access a hidden jobs market.

Users can also register for employer events or open careers talks by logging in with their Student ID details. Graduates can use the system for up to 18 months after they graduate. Part-time student jobs are also advertised and students can access a range of our services and relevant sections of our website through the system dashboard.






BRAND AWARENESS ACTIVITY

UCC Career Services manages one of the top five Instagram accounts representing UCC activities. Our platforms are used to not only promote employer opportunities and brand, but to share employability information such as podcasts, videos and relevant and timely career information sites.

BUILDING AN EMPLOYABILITY STRATEGY IN 2021

Our Employability Strategy will be informed by an extensive multi-stakeholder consultation working with industry partners, academics, researchers and support staff to deliver a strategy that will develop UCC's future workforce. We will be reaching out to university staff in the coming weeks and months to be part of this journey.

The following will be the main pillars of our strategy:

-  **WHOLE** of university approach
-  **INNOVATE** to create opportunities that ensure all graduates are equipped with life long and life wide skills
-  **TRANSFORM** student opportunity by embedding skills in the Connected Curriculum
-  **NURTURE** a student experience that embeds employability through all transactions
-  **WORK INTEGRATED LEARNING** will be student-centric and recruiter focused
-  **CONNECTS** students with recruiters locally, nationally and globally to create mutually beneficial outcomes

If you would like to participate in the development of the Employability Strategy process, please get in touch with us via careers@ucc.ie in the first instance where we will follow up with you.

COMING SOON!

To align with the innovative and agile direction UCC is taking, and to continue to embed the ethos and objectives of our Graduate Attributes Programme, the UCC Works Award Programme will be realigned with UCC Strategic Plan, Academic Strategy Priority 4, and UCC 2022 Pillar 3 Student Success. Students transitioning through UCC will be encouraged to participate in the programme through various stages.



GRADUATE OUTCOMES
WHERE TO NEXT?

HEA | HIGHER EDUCATION AUTHORITY
AN tÚDARÁS um ARD-OIDEACHAS

GRADUATE OUTCOMES SURVEY

Tracking graduate outcomes is crucial to improving the quality of education, and the outcomes of both future students and graduates. In assessing relevance of studies, gender pay gaps and employment outcomes (amongst many other factors), policymakers can bring the voice of graduates to the forefront of evidence-based decisions.

The Higher Education Authority Graduate Outcomes Survey is now underway and we would love your help to get your recent graduates to let us know what they are doing right now.



TAKE THE SURVEY HERE:
[HTTPS://CAREERSFDR.UCC.IE/](https://careersfdr.ucc.ie/)

Previous reports on where our graduates go :
<https://www.ucc.ie/en/careers/areyouacurrentstudent/advice/wheredograduatesgo/>

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