

	PAPER NO: EC.15(12)	
Board/Committee:	Educational Character Committee	
Date:	10 December 2012	
Paper title:	Destination of Leavers from Higher Education Survey Results	
Author:	Stephen Hackett, Director of Student Services	
Executive sponsor:	Dr Phil Cardew, Pro Vice Chancellor (Academic)	
Recommendation by the Executive:	The Committee is asked to note the paper.	
Aspect of the Corporate Plan to which this will help deliver?	Student Success	
Matter previously considered by:	Academic Board	On: 7/11/12
Further approval required?	N/A	On: N/A
Communications – who should be made aware of the decision?	Board of Governors, University Staff	

Executive summary

Some results – salaries, for example, and overall employment rates are good and stand comparison with the sector as a whole, although most performance is slightly lower than the previous year. In the key indicator, used by the media to construct league tables, however, LSBU continues to perform less well than the sector as a whole.

Unexpectedly, the response rate is down, and the numbers refusing to co-operate with the survey are up, for reasons unknown but possibly linked to worries about student loan repayments.

- The proportion of UK full time first degree graduates who are employed or in further study has decreased from 82.4% in 2009-10 to 78.1% in 2010-11. This is the statistic most noted by the media.
- 10% (290) of all respondents were recorded as unemployed, compared with 9.8% (233) in 2009-10. (Nationally this figure is 8.6%)

- LSBU is still in the top 20 universities for graduate starting salaries, with an average salary of £21,803 and 82.6% reported earning more than £20,000.
- 76% of graduates were engaged in 'Graduate Level Activity'
- The number of graduates in further study has increased slightly to 10%, from 9.6% in 2009-10. (Nationally this figure is 13.1%)
- 55% of employed graduates were with employers with more than 250 employees. (A further 9% did not know the size of their employer, suggesting a large employer).

The committee is requested to note the paper.

Changes to Employability Strategy and Services

LSBU is committed to supporting all its students to develop their employability and succeed in getting employment on leaving education, while developing the skills and attributes which will help them develop their careers in the longer term. While the DLHE Survey illuminates areas of success, and equally highlights LSBU's unique character, the results of the survey suggest that there is considerable work to be done improve the outcomes for students.

Four Key Strategic Aims now underpin the work of Employability Services and Faculties:

Aim 1 To place Employability at the centre of corporate aims and objectives.

An Executive Lead combined with an Employability Service directs and owns strategy and is capable of responding quickly to support initiatives and programmes. A communications plan including a staff conference and events continues to engage staff.

Aim 2 To position Employability prominently in The Students' Experience:

All courses need to show their strong commitment to employability and the Student Centre will promote employability and deliver employability programmes. Students will respond to the high expectations placed on them by their course and Employability Services, engaging with accessible and attractive programmes and services delivered in partnership with employers.

Aim 3 To support Students to become more employable:

Experiences which enhance CVs and develop employability skills are offered on courses and also provided centrally. More employers will engage students on campus. Students' numeracy and literacy skills must be improved to job market standard. New ways of engaging students must be developed and implemented.

Aim 4 To improve DLHE Performance:

The DLHE KPI, currently at 78.1%, placing LSBU at the bottom of the national league table, and below its benchmark, needs to be dramatically improved. By focussing on this group of students during their course and putting in place intensive placing support afterwards, this figure will be improved.

The key delivery platform will be a strong Employability Service, which is being restructured. The strength of the service will be in its flexibility and ability to respond quickly to new initiatives, its partnership focus and performance management. Operationally, a mixed economy of provision

will operate from two highly visible 'outlets' in the Student Centre, (The Career Gym and The Job Shop) combined with the offer developed on courses.

The new structure represents a shift from a focus on one to one counselling to one of driving performance and service development, working with partners across LSBU, with The Student Union, and with employers and intermediaries. The capacity and flexibility of the new service will be greatly increased. An enlarged group of student facing Placement Officers will develop specialisms in Volunteering and Mentoring.

The service will be partnered with the Executive and with faculties, The Alumni Office, the Student Union, commercial recruitment agencies, employer organisations and individual employers. The service will:

- Facilitate student self-help
- Operate in a corporate style environment in which employers and students can engage each other on campus
- Develop the framework for the development of an employability offer across the whole of LSBU, and support faculties to deliver it
- Direct and develop employer engagement, making it easier for employers to reach students
- Focus proactively on students in need, and on delivering improved employment outcomes
- Develop opportunities and experiences which enhance students' CVs, such as mentoring, volunteering and placements
- Use intermediary bodies to engage employers in activities and find opportunities for students

A group of four managers will direct and develop the service, manage the integration of partnership and contracted services, respond quickly to integrate new initiatives or programmes and present LSBU to employers. An innovative and intellectual approach to service development will be combined with strong performance management.

Appendix 1 – The DLHE Survey – What is it?

Survey Objective

The Destinations of Leavers from Higher Education survey (DLHE) is used to provide the Higher Education Statistics Agency (HESA) with a snapshot of activities (i.e. employment or otherwise) taken up by recent graduates. This exercise is completed on an annual basis and identifies former students' first destinations as of January 2012, approximately 6 months after their graduation. The figures are used to measure the University's performance against other Higher Education Institutions (HEI's) and will impact on our league table position. This year the canvassing and data collection was outsourced to a company call centre which works on behalf of several universities.

Who is Contacted?

The total survey group (referred to as the POPTAR) consists of UK-domiciled and EU students from London South Bank University who have successfully completed full-time or part-time degrees, diploma or sandwich courses at undergraduate and postgraduate levels between September 2010 and July 2011. It also includes those graduates who studied part-time, obtained Postgraduate Diplomas/Certificates as well as Research Council funded PhD students, bringing the eligible population (POPTAR) to be canvassed to 4,205 graduates (2009-10 figure was 3,998). From the 4,205 we received responses from 2,976.

Within this group, the performance of UK fulltime first degree graduates is generally studied most closely as a general indicator and for comparison purposes. This group numbered 2,205, and of these 1,612 responded, or 73.1% of the subset.

Appendix 2: Performance Compared to Previous Years

Academic year	2007/08		2008/09		2009/10		2010/11	
Eligible population	3581		3558		3998		4205	
Total known responses	2895	80.8%	2881	81%	3303	82.6%	2976	70.1%
Full time paid work only	1664	57.5%	1469	51%	1760	53.3%	1323	44.5%
Part time work only	204	7.0%	205	7.1%	234	7.1%	264	8.9%
Voluntary/unpaid work only	18	0.6%	22	0.8%	38	1.2%	60	2.0%
Work & Study	233	8.0%	313	10.9%	350	10.6%	242	8.1%
Further study only	248	8.6%	289	10.0%	317	9.6%	298	10.0%
Assumed to be unemployed	311	10.7%	373	12.9%	323	9.8%	298	10.0%

Not available for employment	57	2.0%	60	2.1%	59	1.8%	97	3.3%
Other	43	1.5%	28	1.0%	23	0.7%	37	1.2%
Explicit refusal	117	4.0%	122	4.2%	199	6.0%	357	12.0%
Total	2895		2881		3303		2976	

Appendix 3: Comparisons with London Universities

Previous Year shown in brackets

University	% in work, study, or both Full time, first degree	% in work, study, or both Part `time, first degree	% in work, study, or both Full time, other UG	% in work, study, or both Part time, other UG
West London	91.3 (91.1)	96.6 (98.6)	96.0 (92.9)	98.1 (98.1)
Roehampton	88.7 (89.6)	77.2 (88.0)	97.1 (95.3)	(94.3)
London Met	87.9 (82.9)	80.8 (89.2)	92.6 (98.3)	94.8 (95.5)
Greenwich	83.5 (83.1)	89.2 (88.4)	93.4 (92.1)	95.6 (96.6)
Kingston	83.4 (84.4)	89.1 (89.8)	93.9 (94.8)	81.8 (90.3)
Middlesex	83.3 (85.2)	n/a (94.7)	95.3 (94.8)	100 (95.7)
Westminster	81.4 (83.1)	87.8 (88.5)	90.5 (87.5)	92.3 (88.2)
East London	79.4 (78)	79.1 (76.0)	89.7 (91.2)	95.8 (97.2)
LSBU	78.1 (82.4) (n=760)	89.9 (87.1) (n=275)	90.1 (94.5) (n=315)	94.5 (95.6) (n=200)
Sector	90.3 (90.4%)	93.6 (93.9)	94.2 (94.5)	97.1 (97)

Appendix 4: LSBU 2010/11 by Faculty

Summary Destinations of Graduates.

Table 1a The Employment Performance Indicator

This is the survey of UKFT Undergraduates and forms the basis of the Media League Tables. The figure used in the tables is those in Employment and Study and other activity such as volunteering as a % of the total contacted after non-respondents, unavailables and explicit refusals are removed. The LSBU achievement of 78.1% is against a HESA benchmark of 81.3%.

Faculty	Total Responses	Unavailable /refusals etc	%	Unemployed	%	Active	%	Active as a % of those declaring (The EPI)
AHS	398	79	20	68	17%	251	63%	79%
Business	290	54	18	63	22%	173	60%	73%
ESBE	199	31	15	35	18%	133	67%	79%
HSC	46	7	15	1	2%	38	83%	97%
Total	933	171	18	167	18%	595	64%	78%
09/10	1022	86	7	165	18%	771	75%	82%

Table 1b. All Undergraduates

Faculty	Total Responses	Unavailable /refusals etc	%	Unemployed	%	Employed etc	%	Active as a % of those declaring
AHS	624	120	19 %	92	15%	412	66%	82%
Business	530	89	17 %	92	17%	349	66%	79%
ESBE	561	78	14 %	55	10%	428	76%	89%
HSC	276	42	15 %	9	3%	225	82%	96%
Total	1991	329	17 %	248	12%	1414	71%	85%
09/10	2216	176	8 %	257	12%	1783	80%	87%

Table 1c All Postgraduates

Faculty	Total Responses	Unavailable /refusals etc	%	Unemployed	%	Employed etc	%	Active as a % of those declaring
AHS	223	39	17	2	1%	182	82%	99%
Business	226	43	19	18	8%	165	72%	90%
ESBE	253	37	14	22	9%	194	77%	90%

HSC	283	43	15	8	3%	232	82%	97%
Total	985	162	16	50	5%	773	79%	94%
09/10	1087	105	10	66	6%	916	84%	93%

Table 1d. All Graduates

This Table sets out the results of the survey of all graduates.

Faculty	Total Responses	Unavailable /refusals etc	%	Unemployed	%	Employed etc	%	Active as a % of those declaring
AHS	847	159	19	94	11%	594	70%	86%
Business	756	132	17	110	15%	514	68%	82%
ESBE	814	115	14	77	9%	622	77%	89%
HSC	559	85	15	17	3%	457	82%	96%
Total	2976	491	16	298	10%	2187	74%	88%
09/10	3303	281	8	323	10%	2699	82%	89%