



EMJMD Cluster meeting on Sustainability and Employability

Feedback from the Learning corners

Brussels, 27-28 June 2017

Learning corner 2

Career guidance for students and graduates & Tracking the employability of graduates



Learning Corner 2: Career guidance for students and graduates & Tracking the employability of graduates

Question 1

- » What tools has your EMJMD put in place to track the career of the graduates?
- » How and to what extent do you use tracking studies to analyse the success and impact of the joint programme and further adapt it to the needs of the world of work?
- » How do you use the data in order to respond to the demands of the labour market and to increase the employability perspectives?

1. Tracking the employability of graduates

Good practices identified:

- Social media & alumni groups (involve EMA for alumni tracking), phone campaigns, surveys/ evaluations
- Use expertise of students and alumni for adapting courses and for marketing
- *"Idea generator"*: meetings to exchange experiences and ideas with students, staff and industry
- Workshop with employers for feedback on demands of the labour market; specialized EMJMD general/ country and course specific brochures for industrial partners to attract sponsors

1. Tracking the employability of graduates

Challenges and proposed solutions:

- Outdated contact details of alumni, alumni do not continue using their EMJMD e-mail address
- Lack of resources at universities for tracking of graduates; low response-rate of students/alumni for answering surveys
- EMJMD students and staff platforms are not being kept after graduation
- Results of student tracking and data collected need proper follow-up



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Question 2

What kind of services and activities do you offer to guide the students professionally [*career days, internships, counselling, job fairs, project events with industry representatives, etc.*]?

2. Career guidance

Good practices identified:

- Combining internships/"real life project" with master thesis preparation
- Different kind of alumni networks: EMA and "cohort-network" and use them both strategically (e.g. mentoring)
- Combine different approaches: study fairs, career days/meet entrepreneurs, compulsory internships as from the beginning of the studies

2. Career guidance

Challenges and proposed solutions:

- Combine career counselling with the academic counselling (master thesis) on individual basis
- Encourage soft skills in order to re-inforce students' proactive approach for search of individual career path
- Taylor-made networking with different potential employers