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Chief Executive



Graduate Retention: Universities as active ED agents



Economic Development Objectives

How would you like to.....?

- Retain more graduates within your local economy?
- Enable SMEs to easily attract graduate talent for the first time?
- Boost local economic productivity?



About me.....



Nottingham



This is **NOT** Nottingham!



Experience



30 years in economic development

Private sector

21 years in consultancy including 16 years running my own business

Public sector

- Nottingham City Council
- UK Civil Service
- Derby City Challenge (Urban Regeneration Partnership)



Services:

- **Project and Program Evaluation**
- Research
- Strategies / Action Plans
- Business surveys
- Community consultation
- Funding advice
- Organizational reviews



Clients:

Public sector

- Government
- Local Authorities
- ED Partnerships
- Universities
- Non Profit sector

Private sector

- Commercial
- Social Enterprises

Project: *“Graduate Placement Service”*



West Midlands England



Funding



Total Package: (3 years)



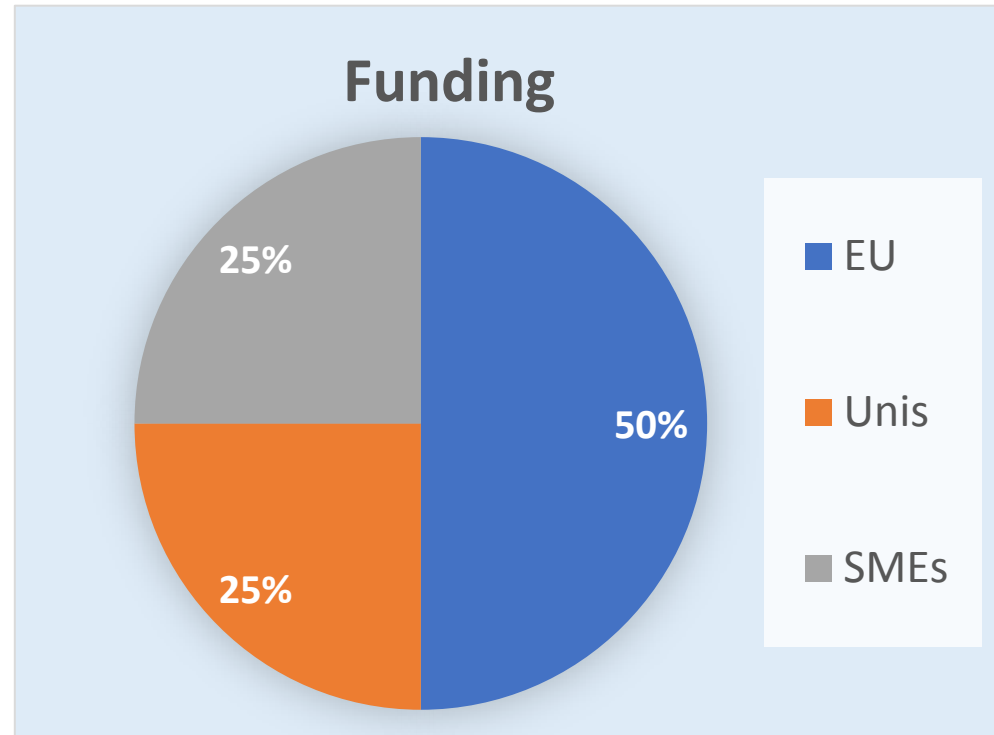
3.2M



4.2M



5.1M



European Union

European Regional
Development Fund

Project delivery

9 Universities led by Aston University (Birmingham)



Project delivery



Short-list of candidates



Support placement and employer and \$1,000 Bursary



Placement and chance of longer term job





Professional brokerage and
supported placement service



Project Outputs



Outputs:

- 1,010 internships (80% in private sector)
- 297 graduates securing long term employment

SME size:

< 10 staff: 53% businesses

< 50 staff: 89% businesses



Qualitative Research



Businesses: 59

Graduates: 33

Universities: 9

Client Delivery / Project Management Team



Business benefits



- De-risking recruitment process
- Saves time and money advertising / short-listing
- “Try before you buy”
- Bursary payment of \$1,000 (U.S.)
- Additional capacity / expertise
- Found new recruit they'd not otherwise identify
- Universities providing “professional” service



Business owner quote:



Employer:

“It has enabled us to expand, added new skills sets to complement existing ones.

Our graduate had technical abilities but customer facing skills too, enabling me to spend more time developing and growing the business.”



Graduate survey



- 73% found an employer they would not have discovered
- 78% thought their career prospects were better
- 57% more likely to consider long term work in region
- 69% more likely to want to work for SMEs



Graduate benefits



- Much competition for graduate level jobs
- Want to stay locally
- Exposed to wider tasks in micro business than their friends in “big corporates”
- Quicker career progression
- Better prospects



Questions or more details.....?



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or talk to me!!