

**Prime Minister's Initiative for
International Education 2
Employability Projects Final Report
March 2011**

Key Project Partners: AGCAS and NASES

Other Partners: CIHE, HECSU, and i-graduate,



Acknowledgments

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- the staff and members of AGCAS, HECSU and NASES who contributed significantly to the organisation and delivery of the wide range of projects and events listed in this report;
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We would also like to thank the Department for Business, Innovation and Skills and the devolved administrations for the funding which made these projects possible.

Working together, all of the above have considerably improved the resources available to, and the knowledge and understanding of the employability issues involved in supporting international students in the UK.

Availability of Resources

Information about the Employability projects, final reports on the projects and links to project outcomes are available on the PMI2 part of the NASES website www.nases.org.uk/pmi2 and on the AGCAS website www.agcas.org.uk

There are also specific web addresses for the projects within the report.

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1. Executive Summary

During the first project period 2007/09 12 projects were delivered; five were targeted at international students and graduates, three at employers and four at the careers and employability staff supporting international students and graduates. A full list is at Appendix 1.

During the second project period 2009/11 a further 10 projects were delivered; four targeted at international students and graduates, three at employers and three at the careers and employability staff supporting international students and graduates. A full list is at Appendix 2.

Project Success Metrics and Outcomes

Projects Supporting International Students and Graduates

HECSU Database of Employers - delivered as International Job Online, and the Employer /Student Database Project delivered an enhanced version of International Job Online as International Graduate Jobs

As International Job Online: Prospects.ac.uk 22,178 page views 05/09 to end 01/11;
The Careers Group, University of London website, approximately 35,000 visits 05/09 to end 05/10.
3,419 employers posted 7,779 jobs 01/10 to end 01/11
As re-launched as International Graduate Jobs on Prospects.ac.uk 7/03/11 13,372 page views 7th - 13th March, a period of only 7 days.

AGCAS International Virtual Careers Fairs

Fair 1 - Glasgow - October 2010 had 1,679 registrants from 84 institutions, 94 companies from 6 countries.
Fair 2 - Exeter - January/February 2011 had over 2,000 visitors from 20 different locations, 36 companies from 16 countries.
Fair 3 - Staffordshire - February 2011 had 4,818 registrants from 66 different institutions, and 50 companies mainly from India.

i-graduate International Careers - Cracking the Code - delivered as Starting your careers - Country guides for international students

Published online for practitioners on the AGCAS website, 4,585 page views to end 02/11
Published online for international students and graduates on the NASES website, 2,671 page views 01/10 to end 02/11

NASES Induction and Orientation Package

A number of institutions are utilising these products. Improved awareness amongst university staff of the need to include job-seeking and related materials in their induction for students.

NASES Mentoring Package

60 students participated in the initial project. The resources are being used and developed by institutions to meet their own specific needs.

NASES International Morethanwork Website 12,128 page views to end 02/11.
297 other sites link to the Internationals web page.
5,000 Promotional postcards produced and sent to job shops and careers services morethanwork week promotional month held October 2010
Improved student awareness of issues and resources available to help them in their job-hunting

Projects Supporting Careers and Employability Staff

AGCAS Virtual Learning Environment - International Module There are currently 103 users of the AGCAS E-Induction, and all have automatic access to the Internationalisation module.
100% satisfaction rate on the feedback survey for the AGCAS e-induction internationalisation course regarding, usefulness, interesting, satisfaction with the course materials and the e-learning structure.

AGCAS Online Web Community - delivered as the International online community on the AGCAS website 6,903 page views to end February 2011
This section is well-used by careers staff to help keep them up to date with resources and developments. It is regularly updated and expanded to include relevant updates, tips and sources of further information.

AGCAS and NASES Staff Training and Development AGCAS events 04/08 - 04/09: 5 events, 191 participants.
AGCAS events 05/09 - 06/ 2010 4 events 153 participants.
AGCAS events 09/10 - 03/11: 2 events 94 participants.
PMI2 Dissemination Event filmed and will be made available on the AGCAS website.
NASES events 2008/09: 3 events, 70 participants.
NASES FE events 2009 6 regional events held, 60 participants. In addition elements of the training package were delivered as workshops at the NASES conference to 30 delegates.
AGCAS and NASES have both delivered sessions based on PMI2 projects at their conferences during the life of the PMI2 Programme

AGCAS and NASES International Study Visits Comprehensive reports produced on both visits.
The report on the visit to China has received 1,044 page views to end 02/11.
The report on the visit to India has received 1,127 page views to end 02/11.
Both widely promoted. China visit resulted in connections made and a visit to UK by representatives of the Chinese Government to see AGCAS and NASES following the visit.

AGCAS Pilot Projects

Phase 1 with 5 projects completed June 2010, reports are on the AGCAS website 299 page views to end 02/11. Phase 2 project reports will also be made available on the AGCAS website. Both phases also available on the NASES PMI2 website, Phase 1 134 page views to end 02/11.

Projects Supporting Employers

CIHE Employer engagement: Global Horizons

Global Horizons report: 177 PDF downloads since 08/09, Hardcopy distribution 2,000.
Guide for employers recruiting international students -
Hard copy booklet: 22,000 copies to CBI members, 1,250 to AGR members, 2,000 copies to AGCAS members, 200 copies to NASES members, and 2,330 further copies sent out on request from job shops and international offices.
PDF loaded on the British Council website June 2010, 346 page views since 21/6/2010 to end 02/11
Promotional flyer: 210,000 to FSB members, 123,000 to CIPD members

AGCAS Work with Employers: Employer Events

The event in March 2010 held in Birmingham had 53 participants.
The event in March 2011 held in London had 96 participants.
Very positive feedback
Presentations being disseminated to a wider audience through the AGCAS website.

NASES International Student Language Utilisation Project

675 vacancies will be achieved by end 03/11
50 student case studies available
Through the Language utilisation project NASES has linked with Podium to support international students in finding translation jobs at the Olympics

NASES International Student Employee of the Year Award

2008 award - 25 nominations.
2009 award - 33 nominations.
2010 award - 57 nominations.
2011 award - 61 nominations.

Project Information and Reports

A general overview of the PMI2 Programme is available on the British Council website: <http://www.britishcouncil.org/eumd-pmi2-overview.htm>

Specific information about the Employability projects, final reports on the projects and links to project outcomes are available on the PMI2 part of the NASES website www.nases.org.uk/pmi2 and on the AGCAS website www.agcas.org.uk

2. Background

Launched in April 2006, the Prime Minister's Initiative for International Education (PMI2) was a five-year strategy which aimed to secure the UK's position as a leader in international education and sustain the growth of UK international education delivered in the UK and overseas.

International student recruitment to the UK was an important element within the strategy, the UK's ability to attract students increasingly depends on its reputation in the international arena. Not only is this about the quality and value of the education, it is also about the contribution made globally and the strength of the partnerships built.

The aims of PMI2 were to:

- promote the benefits of a UK education to international students;
- ensure international students have a positive experience of their UK studies;
- help UK and international education providers to build strategic alliances and partnerships, and demonstrate the value of the UK as a partner in policy and delivery;
- diversify and consolidate markets.

The theme of employability ran throughout PMI2 and employability was central to the UK's overseas marketing campaigns, initially the projects were seen as an element of the student experience projects but soon became a project area in itself reflecting the importance of employability to those international students who choose to study in the UK. International students, their parents and sponsors all expect a great deal from the UK higher education experience.

It is essential that international students are given the opportunity to develop the skills which employers in their home country will value when they return home.

Between 2007/09 and 2010/11 a consortium including the Association of Graduate Careers Advisory Services (AGCAS), the Higher Education Careers Services Unit (HECSU) and the National Association of Student Employment Services (NASES) have delivered a range

of projects and activities to support international students and graduates directly, by supporting the careers and employability staff advising them, and by engaging employers who are potential recruiters of them. Projects have also been delivered by The Council for Industry and Higher Education (CIHE), i-graduate and a wide range of AGCAS and NASES members.

The changes in the political and economic situation have also had an impact on graduate employability prospects in general and even more so for those of international students and graduates.

In addition ongoing changes to the Immigration Rules in relation to working during and after their studies have impacted on the employment prospects of international students and graduates.

A full listing can be found in the Appendices, the budget for the employability projects was just over £500,000.

1. Projects Supporting International Students and Graduates

International Graduate Jobs

The International Graduate Jobs website was developed through two PMI2 funded projects, the Database of Employers project and the Employer/Student Database project. The first project to create a database of international vacancies and employers was managed by HECSU, who collaborated with The Careers Group at the University of London who developed it. It includes employers within the UK and overseas with vacancies, and organisations offering other forms of education and training such as work experience, internships or voluntary work.

The online system is available through the University of London Careers Group website branded International Job Online, and also as part of Prospects.ac.uk, where it is branded International Graduate Jobs:

www.prospects.ac.uk/international_graduate_jobs.htm

Further developments and improvements have taken place as part of the second PMI2 project, with AGCAS, HECSU and NASES as the main partners working with Graduate Prospects and The Careers Group. They are as a result of research undertaken with international students and graduates, employers and careers and student services professionals.

In addition to enhancing the international student or graduate user experience by improving the search functionality, the

interface and usability of international graduate jobs it also highlights value added content. Improvements have also been made to the employer interface. The enhanced International Graduate Jobs was launched early March and has been promoted to international students and graduates, employers, careers and student employment services.

International Virtual Careers Fairs

The International Virtual Careers Fair project created a shared online meeting space for employers, institutions and international students from all over the UK. The fairs provided a virtual one-stop-shop for international employers looking for UK educated talent to meet their skills needs. Three virtual fairs were scheduled for 2010-11 covering a range of types of institutions and areas of the country.

The first fair specialised in Greater China and South East Asia, was held in October 2010 and was managed by the University of Glasgow.

The second event was January/February 2011 specialising in the Asia-Pacific region and was managed by the University of Exeter.

The last fair was held in February 2011 specialised in India and was managed by a consortium of West Midlands Careers Services.

“International Graduate Jobs is a really fabulous resource and an excellent one-stop-shop for students and graduates researching international jobs and information on working abroad” HE careers staff

Starting your Career in - Country Guides for International Students

Guides covering 15 countries have been produced by i-graduate for international students and returning graduates through the International Careers - Cracking the Code and International Labour Market Information projects. They have been published as Starting your career in - Country guides for international students.

As well as providing useful information about the labour market they also contain information about finding and applying for jobs, which sectors are offering the best opportunities, a sample CV and useful information sources.

They are available for students and graduates to download from: www.nases.org.uk/countryguides and for practitioners from: www.agcas.org.uk/agcas_resources/132-Starting-Your-Career-In-Country-Guides-for-International-Students

Induction and Orientation Package

An Induction and Orientation Package has been developed by NASES to improve international students' knowledge of the UK work culture, and their ability to secure part-time work by progressing through a part-time job recruitment process. Guidance notes and workshop presentations for use by practitioners can be downloaded at www.nases.org.uk/content/index.php?page=193945

Mentoring Package

A Mentoring Package was developed by the University of Liverpool, with Edge Hill University and Liverpool Hope University. Employers, institutions and experienced international students worked together to help students enhance their university experience and part-time job opportunities

Almost 60 students were involved in the project who were matched with a mentor. The mentor was either from a local business, a member of university staff or another international student who had worked part-time whilst studying.

“Really pleased we now have this resource [Country Guides] and that the i-grad survey results are being used to enhance the information.”
HE careers staff

Feedback from both mentors and mentees was very positive. Key benefits for mentees included an enhanced CV, improved interview techniques and interpersonal skills as well as an increase in self-confidence. Mentors stated the programme was useful for their own personal and professional development and most significantly, it had given them a better understanding of cultural differences and issues facing international students.

The project won the AGCAS International Award (sponsored by ACCA) for demonstrating an outstanding commitment and contribution to working with international students, relevant employers and promoting internationalisation.

Materials are available to download at: www.nases.org.uk/content/index.php?page=193925

Morethanwork Internationals Website

One of the early projects was to develop a dedicated area on the NASES morethanwork website designed specifically for international students seeking part-time work while studying in the UK. The site provides advice on combining work with study, National Insurance numbers, UK recruitment practices and working culture, UK employment rights and international students' eligibility to work.

As a second PMI2 funded project a skills dimension was added to the morethanwork internationals website.

A skills tracker and other skills focused materials were made available online to help international students to understand

the distinction between employability and employment, and provide advice on how to develop skills to increase their employability.

There are also case studies of international students who have

successfully combined part-time work with their studies. The website is available at:

www.nases.org.uk/internationals

*“It would have been harder to get the information or it would have taken longer.”
[without the morethanwork website.]*

57% of respondents to DTZ evaluation survey

Morethanwork Website Image



2. Projects Supporting Careers and Employability Staff

Virtual Learning Environment - Internationalisation Module

AGCAS staff and members helped develop a virtual learning environment, resources and tools to help those advising international students to gain a better understanding of the issues involved and useful ways of working. It provides them with an easily available induction package on internationalisation.

International Online Community

Another virtual development is the online web community which enables staff assisting international students to share best practice more widely and effectively, and to develop more resources for staff. It hosts a range of resources of interest and value to those advising international students and those with an interest in international recruitment and employment. It is at:

www.agcas.org.uk/communities/13

Staff Training and Development

This has been an important part of the PMI2 projects. AGCAS and NASES have held many well attended and positively received training events and conference sessions over the past 3 - 4 years.

These have included events on providing tailored information and guidance for international students, Permission to Work, Cultural Awareness, and specific events for those working in FE on Working with International Students. The training resources of the latter are available on the PMI2 pages of the NASES site www.nases.org.uk/wwistraining.

The final AGCAS dissemination event was held on 16th March 2011, and a virtual version of this event will be disseminated on the AGCAS website.

International Study Visits

PMI funding enabled teams of careers and student employment professionals representing AGCAS and NASES to undertake international study visits to China in March 2009 and to India in February 2010.

The aim was to enable staff assisting international students to gain a better understanding of the challenges facing international students and graduates in

finding employment.

During the visits they were able to meet employers, government organisations, alumni and university representatives, which provided very valuable

insights into the views of these different stakeholders into the perceived value and expectations of a UK higher education.

The visits resulted in a wealth of information which has been written up into reports with lots of facts and figures obtained through the specific visits to the various organisations, plus the main findings and recommendations for UK governments, HE institutions, careers services and students and graduates themselves. The reports can be downloaded from:

www.agcas.org.uk/agcas_resources/203-India-Visit-A-Report-on-the-AGCAS-and-NASES-PMI2-Visit-to-India and

www.agcas.org.uk/agcas_resources/133-China-Visit-A-Report-on-the-AGCAS-and-NASES-PMI2-Visit-to-China

“A great introduction to immigration issues.”
AGCAS training event

Pilot Projects

During 2009/11 AGCAS careers services ran 10 innovative pilot projects aimed at developing international alumni networks, workplace contacts, awareness of the labour market in different PMI2 target countries and case studies demonstrating successful employment.

Reports of the Phase 1 projects carried out by the University of Central Lancashire, University of East Anglia, Liverpool Hope University, Salford University and an East Midlands

Consortium can be found at www.agcas.org.uk/agcas_resources/227PMI2-Pilot-Projects-2009-2010 and www.nases.org.uk/content/index.php?page=193215.

Phase 2 was completed during March and reports from Brunel University and Oxford Brookes University, Cardiff University, the University of the West of England, the University of York and The Careers Group, University of London will be on the AGCAS and NASES PMI2 websites after the end of March.

AGCAS and NASES study visit to Shanghai



Pictured from left to right: Margaret Dane (AGCAS,) Ellen Parkes (University of Bristol), Yasmina Massam Hallam (Loughborough University) and Saiyada Smith (University College London)

3. Projects Supporting Employers

Employer Engagement: Global Horizons Research

In 2009 PMI2 funded CIHE to undertake research with employers to identify the barriers to the employment of international students. The *Global Horizons* report was produced in July 2009 and is available on the NASES website

www.nases.org.uk/content/index.php?page=193855 .

A guide for employers recruiting international students and graduates has also been published and is available from the British Council website www.britishcouncil.org/eumd-pmi2-employability.htm and from the PMI2 part of the NASES website at www.nases.org.uk/content/16666/visitors/employers/

Employer Events

AGCAS have hosted two high profile events for employers aimed primarily at employers who are unsure how to recruit international talent, and to help them to understand the complex issues around UK immigration and employment legislation and the benefits of employing international students and graduates.

These events also contributed to the international competitiveness of the UK as a destination providing top quality higher education. The first event was held in Birmingham in March 2010 and the second in London in March 2011.

The events also provided excellent opportunities for employers and HE careers professionals to meet each other and to hear from immigration experts.

Language Utilisation Projects

In the first phase of projects 2007/09 NASES ran a pilot project in the Midlands region to maximise the use of international students' language skills in part-time employment whilst studying in the UK, and to introduce international students to the UK employment sector.

This has been rolled out to four more regions during the second phase of projects in 2010/11 and universities are working with local employers and internal contacts. It is anticipated that 675 vacancies will have been achieved by end March 2011.

Additional national level agreements have been made with organisations such as Podium to help international students use their language skills at LOCOG and Paralympics games 2012.

International Student Employee of the Year Award

A national competition to identify the International Student Employee of the Year was successfully launched by NASES in 2008 joining an already impressive list of National Student Employment Awards organised on an annual basis by NASES, the National Association of Student Employment Services. It is now an established award in the NASES Student Employee of the Year portfolio of awards, www.nases.org.uk/seoty.

The International Award aims to recognise and promote the outstanding contributions and achievements of international students, overcoming additional barriers to effectively combine

“Very topical and helpful.”
AGCAS Employer Event

part-time work with their study commitments. Each university arranges for their local nominations to be judged, winners are put to the regional stage for regional judging and those winners progress to the national judging stage. The national winner is announced and the award presented at an awards ceremony at the NASES Annual Conference held in July.

The award has gone from strength to strength, entries have grown year on year, increasing from 25 in 2008 to 61 in 2011, with a total of 176 international nominations since the Award began from universities and colleges throughout the UK.

Saskia Wischnewski, the 2010 International Award winner worked part-time as a hotel receptionist at a Premier Inn while studying. An extract from her case study is below, and you can read the full version at www.nases.org.uk/saskia.

“Even though everyone told me that I can not successfully combine studies and work, I managed to do so. It is definitely not always the easy way to follow your dreams, but if it is really what you want to do and you are willing to give 100% for it, you can achieve everything and nothing is impossible.”

Student Employee of the Year Award Website Image



4. Project Sustainability

Projects Supporting International Students and Graduates

- International Graduate Jobs will be sustained by Graduate Prospects in partnership with The Careers Group, University of London. The use of “premium advertising” will be investigated as an income stream. Other institutions will be encouraged to add their vacancies in order to improve the offering to international students and graduates.
- The international virtual careers fairs already built on the activities of careers services and will be continued by institutions or groups of institutions.
- International Careers - Cracking the Code, i-graduate will be pursuing sponsorship by employers in order to sustain the Country Guides.
- The Induction and Orientation Package project managed by NASES is being made available for student employments services to download from the NASES website. It will continue to be hosted and updated when possible.
- The Mentoring Package resources are also hosted on the NASES website. The resources are being used and developed by institutions to meet their own specific needs. NASES will continue to host them and offer help and support to institutions who wish to use them.
- The Morethanwork internationals website is now embedded into the website NASES provide for students and will be maintained by NASES.

Projects Supporting Careers and Employability Staff

- The internationalisation module is now embedded in the virtual learning environment, and as such will be sustained by AGCAS.
- The online web community is hosted on the AGCAS website and will be sustained by them.
- The staff training events delivered by AGCAS and NASES will be sustained by them where there is demand for the training from their members.
- The international study visits will not continue without funding, however AGCAS will encourage individual institutions to share their visit reports.
- The reports on the pilot projects on international alumni networks and case studies will be disseminated and kept on the AGCAS and NASES PMI2 websites while they are still up to date.

Projects Supporting Employers

- The Guide for employers recruiting international students and graduates which was an outcome of the Global Horizons project is with the British Council who are considering adding the guide to its portfolio of products.
- AGCAS will be unable to fund special events but will continue to work with employers through their normal channels of communication.
- The National International Student Language Utilisation Project will be sustained by NASES where there is demand, some aspects will continue and NASES will positively promote language vacancies with employers but will be unable to put extra resources into it.
- The International Student Employee of the Year is now part of the Student Employee of the Year Awards and will be sustained by sponsorship and NASES.

5. Project Evaluation and Conclusions

A recent i-graduate report *Measuring the effect of the Prime Minister's Initiative on the International Student Experience in the UK* indicates that satisfaction with employability has increased from 71% in 2008 to 78% in 2010.

According to the DTZ evaluation rough estimates seem to indicate that “PMI2 funding has leveraged four times more money than that contributed by the government for the project, and the benefits can be up to ten times greater than if the project were operating without PMI2 funding.”

Comments from Staff in Institutions about the Value of PMI2

“It helps to raise the UK study experience for international students and improve opportunities for them.”

“In terms of the PMI pilot projects it has helped us try things out which we feel improve the international student experience, which we would not have been able to do because of funding resources.”

“Opportunity to develop services for International Students, develop links and raise the profile of the institution with employers and the value of employing international students.”

Lessons Learnt from the Projects

- International students, their parents and sponsors expect a great deal from the UK higher education experience.
- Good work experience is seen as a vital element of the UK education experience.
- Overseas employers expect a high level of the English language.
- However although English language skills are valued, a UK degree does not impress on its own: evidence of developing skills and commercial awareness during time in the UK is important.
- UK based employers who wish to recruit international students and graduates find the issue of the regulations for employing them confusing and need ongoing support, the *Guide for employers recruiting international students and graduates* is a useful resource for them and will need updating in the light of changed legislation.
- Careers and student employment services play a key role in meeting the expectations of international students.

Appendix 1

Projects 2007 - 2009

Organisation	Project Title	Audience	Total indicative budget
HECSU and The Careers Group, University of London	Database of Employers - delivered as International Job Online	International students and graduates	£20,000
i-graduate	International Careers - Cracking the Code - delivered as Starting your career in - Country guides for international students	International students and graduates	£58,218.75
NASES	Induction and Orientation Package	International students	£5,000
NASES	Mentoring Package	International students	£25,000
NASES	International Morethanwork Website	International students	£10,000
AGCAS	Virtual Learning Environment	Careers and employability staff	£,5000
AGCAS	Online Web Community	Careers and employability staff	£20,000
AGCAS	International Study Visits	Careers and employability staff	£40,000
AGCAS and NASES	Staff Training Events	Careers and employability staff	£,35000
NASES	International Student Language Utilisation Project	Employers	£24,000
NASES	International Student Employee of the Year Award	Employers	£16,000

CIHE was granted separate PMI2 funding for the Global Horizons project and so is not included in the above funding.

Appendix 2

Projects 2009 - 2011

Organisation	Project Title	Audience	Total indicative budget
AGCAS	Employer / Student Database - delivered as International Graduate Jobs the enhanced version of International Job Online	International students and graduates	£42,000
i-graduate	International Labour Market Information - delivered as Starting your career in - Country guides for international students	International students and graduates	£72,700
AGCAS	Virtual Event: International Careers Fair	International students and graduates	£20,000
NASES	International Morethanwork Website	International students	£4,000
AGCAS	Events: Resources for careers and training staff	Careers and employability staff	£,12000
AGCAS	International Alumni Networks, workplace contacts and case-studies	Careers and employability staff	£,50000
NASES	FE Staff training	Careers and employability staff	£12,000
AGCAS	Events: Work with Employers	Employers	£,42000
NASES	National International Student Language Utilisation Project	Employers	£44,500
NASES	International Student Employee of the Year Award	Employers	£4,000

ADVICE GUIDANCE SUPPORT

supporting working students → www.nases.org.uk/internationals

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www.nases.org.uk/pmi2

www.agcas.org.uk