

# **National International Language Utilisation Project**

**Final Report**

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March 2011

## Executive Summary

The Language Utilisation Project, funded by PMI2, was established to help UK business utilise international students' language skills and cultural knowledge.

- Phased roll out of the Midlands Language Utilisation Project to 5 regions; Midlands, South East, Scotland, North East, London and South West.
- Working with at least 5 universities or colleges within each region to promote international student skills to local employers.
- Approximately 675 additional vacancies were generated, to date, utilising project marketing materials; however some difficulties faced due to current economic climate. Case study materials available online.
- Opportunity to further develop national links which will be continued through the work of NASES beyond the life of the project.

## Overview

Many international students seek to secure part-time employment while studying in the UK. However, under current legislation, they face a unique set of barriers, leading many employers to feel hesitant and uncertain about recruitment and employment of international students. Employers appear to be reluctant to recruit international students because they are unsure whether they can do so without work permits or permanent National Insurance Numbers. There also appears to be assumptions that international students are not likely to be capable of the work, even where they hold relevant work experience or qualifications in their home countries, and reluctance to employ individuals whose first language is not English.

This project aims to counter these assumptions and promote international students as employees by focussing on the language skills that students whose first language is not English bring to the UK. Many SME businesses are encouraged (by RDAs) to expand their customer base by entering European and International markets. However, many smaller businesses are hindered in doing so because of the language barriers they face.

## Objectives

The objectives of the project were:

- To engage with employers and introduce international students to the UK employment sector.
- To maximise the use of international students' language skills in part-time, temporary and vacation employment whilst studying in the UK.
- To enhance international students' confidence and opportunities in the UK employment sector, especially for those wishing to stay here after completing their course.
- To enhance the competitiveness of UK businesses in international markets and work with SMEs that wish to explore international markets but lack the language and cultural expertise to do so.
- To enable UK businesses to recognise the benefits and advantages to be gained from employing international students, and increase the likelihood of these businesses employing international graduates.

## Outputs

- To roll out the Midlands Language Utilisation project to another 4 regions; South East, Scotland, North East, London and South West, while keeping the work in the Midlands region to the fore. In addition other institutions have requested marketing materials to target employers.
- Working with 5 universities and colleges within each region, in some regions we have exceeded this target. See Appendix 1.
- Promotional materials were developed and distributed, in addition guidance notes and information was available online for employers, job shops and students.
- To develop a series of part-time employment opportunities for international students that utilises their language expertise, approximately 15 SME participants per institution, generating at least 2 vacancies each. To date over 675 vacancies have been generated; see Appendix 2 for an overview.
- A series of positive case studies of international student employment that will serve to enhance the relationship between UK employers and international students, these are starting to populate the case study section of the morethanwork student website. In addition local and regional marketing initiatives have been undertaken. While the vacancies have been filled and proved popular some anecdotal evidence has suggested that international students wish to develop new skills and experience during their part-time employment, rather than use their language skills
- In addition presentations and workshops have been undertaken highlighting the project and its aims:
  - Global Horizons Employers Group Oct 2009/ 2010
  - AGCAS Employers Event March 2010

AGR Employer Event March 2010

NASES Conference July 2010

UKCISA/NUS International Student Conference Nov 2010

- The project has also established excellent links with Podium, the HE and FE interface for the London Olympics Organising Committee (LOCOG) and Paralympic Games for the recruitment of students with language skills primarily during summer 2012, although some translation work have already been undertaken by students for promotional visits and tours.

## Evaluation

Individual institutions have conducted focus groups with students and evaluation questionnaires with employers; information has fed back to the whole project and acted upon where improvements or suggestions could be implemented.

- Impact of the economic situation and reduction in the number of employment opportunities available has had an impact in some institutions; while project aims have still been met. It has been difficult to promote and raise the profile of international students working in the political environment over the last 2 years and also in a period of flux and change to working international student regulations. Feedback has suggested this particularly impacts SME employers making them wary of employing international students. However this was positively countered on a number of occasions by the PMI2 Employers' Leaflet stating the regulations clearly.
- Without additional funding for employers we found they have not specifically created new roles for students with language skills, rather they have been made aware of the opportunities at universities to recruit international students.
- While some students have enjoyed using their language skills some anecdotal evidence has suggested that international students wish to develop new skills and experience during their part time employment, rather than use their language skills.

## **Sustainability**

- Promotion of language vacancies for students will still be encouraged and where possible promoted directly to employers through NASES.
- Support for international students looking for work will still be provided by job shops and workshop support from NASES.
- Local and regional links will continue to be maintained where it is mutually beneficial to do so.
- The project partnership with Podium will continue to be promoted and supported by both organisations; promoting vacancies via NASES university and college job shops.

## **Recommendations**

- Work with national organisations to identify and suitable projects or vacancies that the language utilisation project can feed into.
- Seek to identify ways to continue the work of the project, especially to provide a conduit to assist in the recruitment of international students as volunteers for translation work at the Olympic Games 2011 via Podium.

## Appendix 1

### *London and South East*

- Anglia Ruskin University
- Brunel University
- Bucks New University
- London Metropolitan University
- London South Bank University
- North Hertfordshire College
- Norwich University College of the Arts
- Oxford Brookes University
- Southampton Solent University
- Thames Valley University
- The University of Bedfordshire
- University College London SU
- University of Brighton
- University of East Anglia
- University of Essex
- University of Greenwich
- University of Hertfordshire
- University of Kent
- University of Roehampton
- University of Sussex
- University of Westminster
- University of Winchester

### *Midlands*

- Aston University
- Birmingham City University
- DeMontfort University
- Keele University Students' Union
- Newman University College
- Nottingham Trent Students' Union
- Staffordshire University
- University College Birmingham
- University of Birmingham Guild
- University of Derby
- University of Leicester
- University of Lincoln
- University of Northampton
- University of Nottingham
- University of Wolverhampton

### *North East*

- Durham University
- Hull University Union
- Leeds Trinity University
- Leeds University Union
- Newcastle University
- Northumbria University
- Sheffield Hallam University
- University of Bradford
- University of Huddersfield
- University of Sheffield
- University of Sunderland
- University of York

### *Scotland and Northern Ireland*

- Anniesland College
- Edinburgh Napier University
- Edinburgh's Telford College
- Glasgow Caledonian University
- Queen Margaret University
- Queen's University Belfast
- Robert Gordon University
- University of Aberdeen (AUSA)
- University of Abertay
- University of Dundee
- University of Edinburgh
- University of St Andrews
- University of Stirling
- University of Strathclyde
- University of The West of Scotland
- University of Ulster

### *South West*

- Bath Spa University
- University of Bristol
- University of Exeter
- University of Gloucestershire
- University of Plymouth
- University of Portsmouth

## Appendix 2

An example overview of some of the employment opportunities created through the project at one university:

12365 – Urgently required interpreters	7035 – Portuguese Speaking Assistant
Language Empire- North	
No language specified	9165 – Interpreter/Translator
	Northern Universal Language Ltd
27715 – Korean and English speaking students	No languages specified
Birmingham Chamber of Commerce	
Korean and English speaking students	13245 Interpreter
	Bluewater Bio
27235 – Translator for English	Fluent in English and Korean
Job Centre Plus (Head Office) (Eures)	
Translation of German text into English	14005 Amharic Speaking Classroom Assistant
	Fluent in Amharic
26865 – Interpreters needed in all languages	
Absolute Interpreting & Translations	22275 Arabic Tutor
Fluent in English and any other language	Top Class Tuition Centre
7015 – Freelance interpreter	11835 Bilingual Typist – French/English
A to Z Interpreting and Translation Services Ltd	Irwin Mitchell Solicitors
All languages (but particularly Turkish) and British sign language	
	14305 Mandarin Translator
	Safewear Ltd
6605 French Tutor and 6615 German Tutor	
AAA Tuition	15405 Male Voice Work – Norwegian Speaker
	Birmingham Chamber of Commerce
7025 – Interpreter	
Global Translation Services	
Fluency in one or more: Polish, Bulgarian, Romanian, Somalian, Arabic, Urdu, Punjabi, Mirpuri, Farsi, Lingala, or French	

## Appendix 3

### Marketing Materials Produced:

**"Establishing links with your local University or College can help your business reputation to grow".**

**Advice, Guidance and support**

- Job Shops will provide you with advice, guidance and support on student employment issues, including employee rights, tax, national insurance and information about employing international students.

**Open Throughout the Year**

- Student staff are available throughout the year and almost all services are open during vacation times.

**Cost Effective Recruitment Solutions**

- Using a University or College run Job Shop gives exceptional value for money, very often a free service and always much cheaper than newspaper advertising or using a high street recruitment agency.

**Local Links**

- Establishing links with your local University or College can help your business reputation to grow, raise your profile.



**Making Contact:**

Contacting your local job shop to gain further information about their recruitment services is easy. You can find out where your local service is by logging onto the employers section of the NASES web site:

[www.nases.org.uk/jobshoplisting](http://www.nases.org.uk/jobshoplisting)



**NASES Education**  
From Business to Business

**Why Recruit an International Student?**



ADVICE GUIDANCE SUPPORT

[www.nases.org.uk/internationals](http://www.nases.org.uk/internationals)

**Around 79,000 International students are studying in the UK today and they can bring unique skills to your business.**

**Your local University/ College Job Shop or Student Employment Service can provide you with access to student employees.**

**International Students can play a vital role in your business:**

Here are a few things that you can expect from an international student employee:

**Intelligent Staff with Specialist Skills**

- Adding a bright, capable individual to your workplace, even just on a part time basis, can have a big impact on your business, increasing capacity and output.

**Language Skills**

- Fluent in many different languages students can provide you with translation, language skills and teaching ability, they may also add a multicultural dimension to your organisation.

**Excellent IT Skills**

- Most students will have great IT skills and will generally be familiar with word, excel, access and power point as the basics.

**Availability When you Need Them**

- Students can work part time hours, during the day, evening or at weekends in term time and they are available full time over vacations, they can help you to cover shifts when other members of the workforce are unavailable.

**Ability and Aptitude**


- Enthusiastic and hard working with a strong work ethic, today's students are motivated to work, they need to gain skills and experience which will help them to succeed in the competitive graduate employment market.

**Access the Latest Research and New Ideas**

- Having someone new around the office with innovative ideas and latest thinking stimulates creativity and a fresh pair of eyes with a different view point can add a new dimension to your business.

**Try Before You Buy**

- Student employees can grow and develop with your business, if you like them and they like you there are now specific schemes to help you employ them when they graduate.
- Saving the high recruitment costs that are often associated with graduate recruitment.




**Why Use A Job Shop To Recruit Students?**

**One Point Of Contact**

- You can gain access to thousands of potential employees with just one phone call. All students registered at the Job shop will be looking for work, ensuring your advert is highly targeted and response rates will be rich in both quantity and quality.

**Wide Range of Recruitment Services**

- Job Shops can simply advertise your vacancies, or get more involved in the recruitment process with short-listing, targeting students via email or text messages, hosting Jobs Fairs, providing interview space or supplying temporary agency staff. Some Job shops will make minimal charges to cover costs.



ADVICE GUIDANCE SUPPORT

[www.nases.org.uk/internationals](http://www.nases.org.uk/internationals)