



University of Salford
A Greater Manchester University

Appendix 1

PMI2 Project bid

Name of the institution and AGCAS Head of Service:

Claire MacLean, Acting Head of Careers and Employability, University of Salford

Name & contact details for the person making the bid;

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Introduction

If successful in winning this bid Careers and Employability will work together with our Alumni Office in delivering the objectives set by the project.

There are a number of factors in place that demonstrate our capacity to complete the project, however winning the bid would allow us to give emphasis to the priority countries of PMI2 initiative with a view to creating case studies and generate specific employer and careers information for wider use nationally.

1. Alumni net about to be launched

Salford University is about to launch a new alumni website called Salford Supporters Online, it has many interactive functions which will enable the Development Office to send targeted content to alumni and supporters (Assembly members, MBA alumni and international alumni) of the University. The website will facilitate social and professional networking by allowing users to display their profile to other users either on the directory or by advertising their company on the business card directory. Due to the site linking directly to the alumni and fundraising database, it enables users to instantly receive targeted content depending on the group they fall into, for example international members have their own section of the website which only they have access to, it contains a directory of members and details of relevant news and forthcoming events. The discussion boards have been placed on the main site and within the smaller section built for international alumni, Assembly and MBA alumni.

The website also has the functionality to send emails to large groups of people; the segment can be highly intelligent as all recipients are based on a query within the alumni database. Once the email has been sent we can identify how many people have opened the email, who clicked through onto the site and how long the average user spent looking at pages. Additionally there is an in-depth reporting function which will enable us to understand the type of content users are interested in reading.

2. Events for international alumni

Last year we communicated to all international alumni who are currently living outside the UK and have developed new ways to connect with our overseas alumni. The University is developing a new internationalisation strategy and the Vice-Chancellor will initially be visiting cities where most of our overseas alumni currently live. There will be an evening alumni event in each city as follows:

- Tripoli, Libya – Sunday 4 October 2009
- Beijing, China – Tuesday 27 October 2009
- Shanghai, China – Wednesday 28 October 2009
- Kuala Lumpur, Malaysia – Friday 30 October 2009
- Brunei – Sunday 1 November 2009

Visits to India and Nigeria are scheduled for early 2010

3. Case studies

The alumni office has for some time been gathering personal data from international alumni. Case study information is collected at this link and sent to relevant academic departments.
<http://www.salford.ac.uk/alumni/share/>

4. Career case studies – mini-project in Careers and Employability

In Careers and Employability we have done a mini-project collecting data from PhD alumni and creating case studies, building on the work done by the alumni office in the above links. We have created a more detailed proforma and questions for case studies.

The proforma invites alumni to answer a number of questions.
<http://www.salford.ac.uk/alumni/phd-community/>

The questions ask alumni if they want to:

- Mentor or virtually mentor a PhD student
- Be part of career panel discussions at the University to talk about their career
- Act as a referral point for PhDs interested in the field they are working in
- Provide a case study by answering a series of questions

You can see some of the case studies collected so far from our PhD graduates, both UK and international. Some of these are located on our website.

<http://www.careers.salford.ac.uk/students/phd/blog/?tag=alumni>

There is already evidence collected from these case studies that some of these international alumni see that there are opportunities for UK Universities to link with employers overseas and that there is plenty of scope for the employment of the UK's international graduates.

Gang Cheol Yun - Project Manager - HanmiParsons Co. Ltd - Seoul

“For those who are interested in working in the Construction industry in Korea there is a lot of scope. I also think there is a lot of potential for big name Korean companies such as Samsung, Hyundai and LG to work more closely with the University of Salford for mutual benefit. I would like to see this happen.”

Careers and Employability has also started Linked in group “Salford PhDs past and present” which has already been successful in reaching international alumni. We have decided to build upon existing social networks such as Linked in to reach alumni who could potentially give a case study and share insights on employment options.

http://www.linkedin.com/groups?home=&gid=2231567&trk=anet_ug_hm

In Careers and Employability our work so far has been small-scale based on developing what we offer to our PhD community.

5. Project Plan

We would use a number of ways to reach international alumni, through the new “alumni net” and other existing social networks such as Linked in as well as meeting people at events internationally. This would allow us to generate leads for case studies as well as information about specific employers recruiting our international alumni. If we were successful in securing £5000 for this project it would allow us to consolidate and develop our work further to be of use to a wider audience.

We would develop the existing case study material and pilot the transfer of the activity across undergraduate groups but with a focus on our postgraduate alumni community. Many of our postgraduates both PGT and PGR come to us with an existing professional career and would have a lot to offer in reflecting on their professional experiences after they have finished their studies.

In scoping the project we would look at existing good practice in the development of “career story” resources. Vitae have developed some good practice for the researcher community in gathering career stories. <http://www.vitae.ac.uk/researchers/104063/Career-stories-projects.html>

For the project allocation of £5,000 we will deliver the following:

At least 30 high quality case studies	Given geographical distance we anticipate these would be text-based. However we would like to look at other ways of capturing stories through video
100 employer contacts	Detailed information about a wider number of our international graduates (up to 100) in terms of what career they are pursuing and who they are working for that could be added to the HECSU employer contacts database.

6. Priorities

If successful, we would prioritise which international alumni we would target in accordance with the PMI2 priority countries and the University’s alumni numbers. Our initial targets would be countries where we have many international alumni – including, China, India, Malaysia, Hong Kong, Nigeria, Libya. Pakistan, Saudi Arabia and Singapore.

7. Management of project

Fiona Christie would project manage this work. Fiona has a good track record of securing case study material which can then be utilised by the UK HEI community as a whole. She has also experience of proactively engaging employers in supporting the development of careers resources. The evidence for this is the research project she researched and authored in 2008, “Career Pathways for graduates in the voluntary/community sector”. http://www.hecsu.ac.uk/hecsu.rd/research_reports_273.htm

She received “AGCAS Award for Excellence” Research award Runner up in 2009 for this work.

She has also been responsible for leading on the work we have already done here at Salford for the PhD community.