



International Student Employability

Employer Engagement

**Prime Minister's Initiative for International
Education (PMI2)**

Project Evaluation Report

Executive Summary

PM12 provided funding to enable CIHE to investigate the barriers employers faced when employing international students and graduates. This employer led project aimed to understand their perspective on why they do not readily employ international students and graduates, and suggest ways of addressing these concerns. This was achieved by:

- Conducting semi structured interviews and an online survey to employers to get a full understanding of why they employ international students and graduates, what barriers they faced and how they might be encouraged to employ international students and graduates in the future.
- Producing a report that summed up this research. It included a series of recommendations including the production of marketing material to inform employers, and counter some of their concerns.
- Developing marketing material included an information booklet and the establishment of a web presence for employers as well as a marketing strategy to distribute and promote the marketing material the web presence.

Background

In 2008, the immigration system was overhauled and a new points based system (PBS) was introduced for non-European Union migrants wishing to come and work, study or train in the UK. This new system divides into five different tiers; replacing the old more complex system and was introduced incrementally from 2008-2010. The transition to the new system, as well as awareness of the previous complexities associated with the old system has left many UK employers confused by the new work entitlements for international graduates or unaware of the conditions under which international students can work.

Advantages associated with the PBS including: simplifying the previously complex system; allowing international students to work part time during their studies; allowing these students to undertake work experience, if part of their course; and upon graduation allowing these students to work for up to two years in the UK. However this message is not being communicated to potential employers.

Objectives

- Identify the barriers and issues that employers perceive when employing international students and graduates. This may include an employer survey and must represent a wide range of employers – including large multi-national companies as well as SMEs and the public sector.
- Develop recommendations on how these issues can be addressed and how to raise the profile of international students' with employers.
- Develop materials and activities undertaken in line with the recommendations.

Methodology

Three different instruments of research were undertaken to fulfil these objectives.

Firstly an advisory group of employers and stakeholders was assembled to guide the project. The group was comprised of employers from large multinational companies, employer stakeholder groups, graduate recruiter groups and the regional development agency (for a list of advisory group members see appendix 1). All members of the group had experience and/or interest in the issue of international student employability.

Secondly, with steering from the advisory group, the group decided that it was necessary to understand the issues employers faced first hand. A number of semi-structured interviews were taken in early 2009 with 16 employers of different sizes and from different sectors to gain an up to date insight into the current experiences of recruiting international students and graduates from UK institutions (for list of interviewees see appendix 2). This allowed for a deeper understanding of the issues different organisations faced.

Finally the advisory group felt it was important to understand the issues and concerns of a greater cross section of employers, particularly SMEs. Thus with i-graduate and steering from the advisory group an online survey was compiled. This targeted a range of employers from multinational companies to SMEs as well as companies in the public and private sector. The survey was distributed via employer networks (for list of distribution see appendix 3) and 170 employers responded (for a breakdown of the composition of employers surveyed see appendix 4).

In addition to questioning the perceived benefits and constrains employers faced when employing international students and graduates, the survey also tested employers' understanding of the then recent changes to the regulations. It also provided evidence to help inform the development of marketing strategies for employers to counter some of these perceived barriers.

Key findings

Interviews

From the interviews it became apparent that employers' experience of recruiting international students and graduates varied dramatically, as did the initial reasons for employing them. There was a lot of positive feed back, with anecdotal evidence pointing to their "get up and go qualities" and that they tend to "be hard working and more flexible".

However a number of barriers were also identified including; issues around language skills; retention following training, and issues around visa and work permits. However the overarching issue appeared to be the confusion surrounding the legality of employing international students and graduates. Some of this confusion could be attributed to the move from the old system to the new PBS, while uncertainty as to how the new system would work also played a role in employers' unease.

Online survey

The results of the online survey echoed and reinforced those highlighted in the interviews. Positive attributes included increased diversity within the workforce, specific skills such as foreign language or technical skills, and a more positive work ethic and motivation.

When questioned about the barriers faced, 64% of respondents agreed or strongly agreed that the regulations and bureaucracy around employing international students or graduates confused them. And 66% agreed or strongly agreed that there were too many, often conflicting, sources of information about recruiting international students or graduates. When these figures were examined in terms of the size of the company, 65% and 56% respectively of small companies (1-49 employees) agreed with these statements.

When questioned about how to encourage more employers to recruit international graduates and students, 55% wanted clearer explanations of the processes and regulations for employing international students and graduates. While 46% believed that information being made available in one place, such as on a centralised website would help and encourage them to recruit more international students and graduates in the future.

Outcomes

Report

Based on the research outlined above and with the steering of the advisory group, the CIHE produced the report '*Global Horizons; recruiting international graduates and students from UK universities*'. This was circulated to CIHE Council members, Vice Chancellors, Ministers and Civil Servants as well as the advisory group and CIHE's wider network. This comprised of a distribution of approximately 2,000 copies of the report.

The report made a number of recommendations. Given the premise of the project objectives and results of the research, the advisory group felt that in particular the following recommendations should be followed up on:

"...the value of recruiting international graduates or students needs to be given greater emphasis through an awareness raising and marketing campaign."

"... a set of clearer guidelines for graduate and student recruiters through a single source of information."

Employer Booklet

Based on evidence from the online survey and the expertise of the advisory group, it was felt that the best way to follow up these recommendations was by producing an information booklet for employers. It was felt that this should be aimed predominately at SMEs as the interviews conducted had shown that larger organisations tended to have dedicated resources to attract and process the best talent from overseas; particularly outside the EU compared with SMEs.

A British Council booklet explaining the employment regulations, called '*Find your way to work*' (FYWTW), had recently been produced aimed at international students and included information on the new PBS. Although this booklet had a small section in the back for employers, there was no material aimed specifically at employers and the advisory group felt that this was important.

Web presence

The advisory group also felt that a web presence was essential to act as a hub or 'one-stop shop' for all employers to access current information and provide links for further help and support from other appropriate sources. This would support the information booklet being produced.

It was felt that the website should also have examples of best practice and case studies as this would help raise the profile of international students and graduates with employers and help to promote the benefits of employing this group of students and graduates.

Implementation

Employer Booklet

As noted above, the advisory group felt that a booklet should be produced aimed solely at employers contemplating employing international students or graduates. With advice and support from a range of organisations including UKBA, British Council, British Chamber of Commerce, UUK, AGR, Graduate Prospects, AGCAS, NASES and UKCISA the CIHE produced the booklet '*A guide for employers recruiting international students and graduates*' (appendix 5). For consistency the format of this booklet was similar to the FYWTW booklet to make it appear as part of a series of information booklets on the subject.

In order to achieve maximum reach with a limited budget, various options were researched and examined before the following distribution strategy was settled upon below:

Booklet distribution

- 25,000 booklets sent out to all NASES members/job shops in May 2010
- 2,000 booklets sent out to all AGCAS members via NASES in May 2010
- 1,250 booklets sent out to all AGR members in the June issue of *Graduate Recruiter* magazine.
- 22,000 booklets sent in the May 2010 issue of *Business Voice* (CBI)

In response to the agreed distribution above, a further 2,330 copies of the booklet were requested from a variety of organisations including: 500 copies by the career services at the University of Leicester; 300 copies for the Midlands Regional Meeting; 200 copies from the careers and employability department at the University of Salford.

Feedback was received as to the utility of the booklet, including the following comments: *"We think that this guide will be really useful when working with employers to encourage them to consider the positive aspects of recruiting international students"*

"I think this is of great interest to the companies I am developing relationships with."

"The link (to the PDF) will be very helpful when we encourage employers to take on international graduates."

"Would it be possible to order 500 copies of the above guide for the service? We have a large number of international students and we found that guide is really useful."

Flyer

Due to budget constraints it was not possible to extend the distribution of the booklet to other organisations. One way to overcome this was with the production of a flyer (appendix 6). The cost of producing and distributing this flyer was significantly less than

the booklet and the summary of distribution below demonstrates the further reach this flyer had to potential employers.

Flyer distribution

- 210,000 flyers sent in Aug/Sept issue of *First Voice* magazine (Federation of Small Business)
- 123,000 flyers sent in July issue of *People Management* magazine (CIPD)

E-Distribution

Whilst researching avenues for distribution, it became apparent that many organisations communicate with their membership virtually via e-newsletters and regular email updates. Many organisations agreed to circulate information about the marketing booklet and web page (see below) among their virtual networks. The list below is a summary of this e-distribution. These organisations also indicated that they would be happy to distribute further updates to their networks should this be required in the future.

- British Chamber of Commerce – e-distribution via e-newsletter Aug 2010
- AGCAS – e-distribution via e-newsletter Sept 2010 also on website
- HESCU – e-distribution in Career Service newsletter Aug 2010 also in news section of website and Twitter
- REC – e-distribution via newsletter September 2010
- FSB – e-distribution to 15,000 subscribers Aug 2010 also on website
- CIHE – on website
- NASES – on website and e-news to members.

Web page

In order to fulfil the advisory group's recommendation that a web presence be established, the British Council under the employability section of the Education UK site agreed to host the page: <http://www.britishcouncil.org/eumd-pmi2-employability.htm>. This link was included on the booklet and flyer as well as the e-distribution with the aim of promoting this as a single source for employers to go for information on employing international students and graduates.

From the web trend figures (appendix 7) it is clear that the marketing material has had a profound impact on the number of views and downloads for this page, there is a direct correlation between the limited publicity (see below), the distribution of the marketing material and visits to the page.

Publicity

In addition to the production of the marketing material and the web presence it was also agreed that a press release would be issued to national, regional and local press as well as some specialised publications. Some of these publications were also sounded out for potential articles to be placed. However due to the political and economic climate (see below) this was not fully realised.

Issues encountered and their impact

Political and Economic Climate

The impact of the credit crunch had a profound effect on employers and on the Government. Employers became more cautious in their recruitment of *all* graduates, which in turn led the Government to become more cautious of their attitude towards international students and graduates. The slogan "British jobs for British people" epitomised this attitude. In turn some employer organisations such as the CBI, although

supportive of the messages in the booklet, did not feel able to publicly endorse it because of the political and economic climate.

With a change in Government in May 2010 and the subsequent shift in policy focus, centred on capping immigration, certain aspects of the distribution for the marketing material had to be put on hold so as not to conflict with the Government's stance on graduate jobs and immigration. For example the wider publicity campaign was halted as the planned timing for releasing the press release conflicted with announcements made by the new Government.

Website

The original web presence conceived by the advisory group was for an information gateway with links to various organisations, a hub of information for all employers. Arguably although functional, the layout and location of the webpage is not employer friendly and does not have the space or capacity to become an information hub. There are several reasons for this. The main issue was budget. An essential part of the project objectives was the development, production and distribution of the marketing material however budget constraints meant that creating, hosting and maintaining a website as originally conceived would have been difficult. In addition there was also a question of sustaining the website after the project ended.

In view of this the British Council kindly agreed to host the web page free of charge as part of the wider PMI2 employability project. However with the recent restructuring of both the British Council website and within the British Council itself it has been difficult at times to access information about web trends.

Conclusion

Ensuring that the UK is the preferred destination for international students to study in the current competitive international education market is challenging. Issues around employability will become increasingly more important as the mindset of the global graduate requiring work experience becomes more entrenched. Understanding why UK employers appear reluctant to employ international students and graduates, and overcoming some of these barriers will have a positive effect for the UK economy in the future.

The original objectives set for this project centred on understanding these issues and barriers, from the employer's perspective. Through the employer interviews and online survey we built up a picture of employers' concerns and were able to develop targeted material to help inform employers and help counter some of their misgivings. We also tried to raise the profile of international students and graduates amongst employers to help encourage their future recruitment.

The difficult economic and political climate did have an impact on how widely the deliverables were promoted; there was however great support from all organisations involved in the project for this marketing material and great anecdotal evidence of its utility.

Recommendations

- Maintain the momentum built by the organisations who helped distribute the deliverables, publicise wider the benefits of employing international students and graduates so that the UK maintains and increases its status and portfolio among the international student community.
- Ensuring the continuity of the booklet by persuading the British Council to adopt it as a sister publication to '*Find your way to work*' and updating the booklet with any amendments to the regulations and with new case studies.
- With further funding develop the web presence so that it becomes the hub of information originally conceived by the advisory group.

▪ **Appendix 1: Advisory Group**

Archer, Will	I-graduate
Artess, Jane	HECSU
Brabazon, Jacqueline	Standard Chartered Bank
Brown, Richard	CIHE
Clarke, Alison	NASES
Connor, Helen	CIHE
Dane, Margaret	AGCAS
Dugdale, Keith	KPMG
Kerr, Christina	PwC
Low, Maria	BIS (Previously DIUS)
Maxin, Paul	Unilever
Metcalfe, Ed	SEEDA
Morewood, John	HSBC
Moore, Chris	Kodak
Killingley, Pat	British Council
Reid, Marc	BG Group
Russell, Andy	CBI
Scott, Dominic	UKCISA
Scott-Davies, Stephanie	CIHE
Singh, Navjot	Shell
Stern, Vivienne	UUK
Stockton, Sonja	PwC

Appendix 2: Interviews

- AGR, Gary Argent
- Audata Ltd, David Bowman, Managing Director
- AstraZenca, Jackie Wilbraham
- Barclays Capital, Liz Kennedy, Graduate recruitment manager and Tamaryn Dryden, Front office campus manager
- BG Group, Marc Reid
- BP, Emma Hardaker-Jones Head of Resourcing
- BT, Dr Geoff Scott
- University of Bristol, Ellen Parkes – Careers adviser
- Cardiff University, Aled Williams, Careers Service
- China Holidays Ltd, Stephanie Cheng, Group Managing Director
- Eurocaps, Dickon Oliver
- HMRC, Gwynne Goodfield, Talent and Career Management. Graduate Recruitment
- KMPG, Keith Dugdale, Director, Global Recruitment
- Di Yerbury – recent VC Macquarie University, Sydney
- Royal Bank of Scotland, Sue Foster
- Standard Chartered Bank, Tracy Clarke

Appendix 3: On-line survey distribution

- CIPD
- Graduate Prospects
- Shell Step
- Milkround
- AGR
- AGCAS
- CBI
- Imperial College London

Appendix 4: Break down of respondees for the online survey

Table A: Sector	
<i>Engineering and Industry</i>	26%
<i>Financial services</i>	15%
<i>Public services & Education</i>	14%
<i>Media and other business services</i>	14%
<i>Charity/not-for profit</i>	7%
<i>Others</i>	23%

Table B: International Relationships	
<i>Has an international parent company</i>	24%
<i>Has international/overseas offices/subsidiaries</i>	43%
<i>Has an international network of member firms</i>	17%
<i>Has international representatives/partners</i>	25%
<i>Has international customers/suppliers</i>	47%
<i>No international dealings</i>	20%

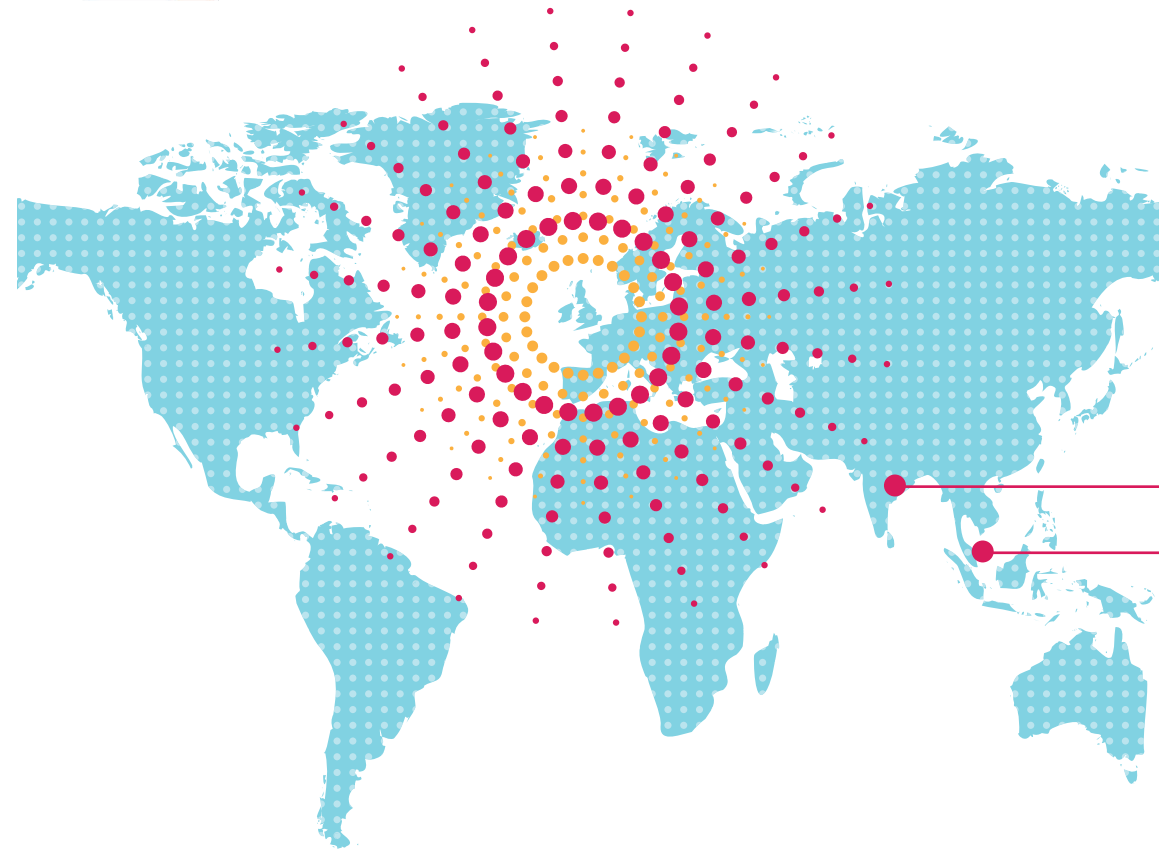
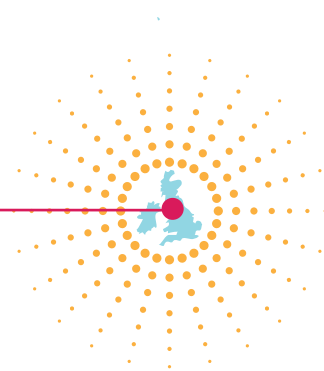
Table C: No. of employees	
<i>1-49</i>	28%
<i>50-99</i>	7%
<i>100-499</i>	16%
<i>500-999</i>	7%
<i>1,000-4,999</i>	17%
<i>5,000-9,999</i>	5%
<i>10,000+</i>	16%
<i>I don't know</i>	4%

Source: i-graduate Employer Insights Questionnaire



“We need international students and graduates to help us exploit overseas market opportunities, we need an international mindset.”

Recruitment manager of a large consumer product company



Graduate Prospects



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A guide for employers recruiting international students and graduates





"If we are to build for the future, we need to continue to benefit from the skills, drive, experiences and the differences that international students and graduates bring to our economy in this ever more globally connected world."

Richard A Brown CIHE

International students and graduates offer UK businesses enhanced opportunities

Did you know that:

- over 350,000 international students from over 150 countries around the world come to UK higher and further education institutions to study;
- 3 out of 5 research students undertaking a PhD come from outside the UK;
- our largest commercial markets also attract the largest intake of international students into the UK; China, India, USA, EU to name a few.

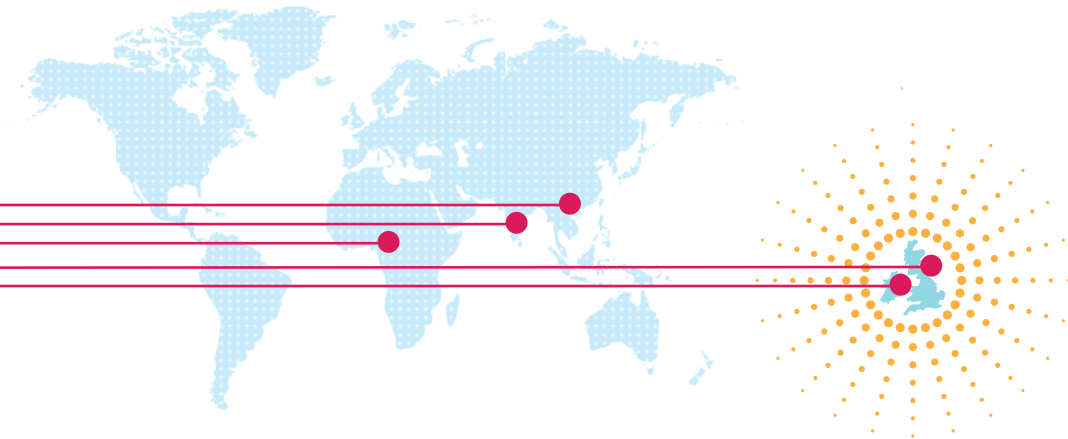
In today's tough and fast-changing economic climate, it has never been more important for UK businesses to stay ahead of the competition.

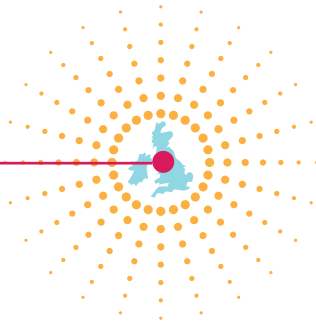
A recent study discovered that small to medium sized businesses in the UK could grow their businesses through the employment of international students and graduates, who have studied at UK universities.

These talented and hard-working people have a range of skills that can benefit your business. They bring innovative new ideas, strong technical skills and an understanding of new markets, different cultures and languages.

This brochure will help you, as an employer, to understand both the benefits of and the process for employing UK-based international students and graduates.

If you want to try before you buy, why not take a student on a work placement?





Why recruit international students and graduates from UK universities?

Clear benefits

- Specific skills and knowledge about different countries, languages and cultures that could help your business develop into new markets.
- Help you understand and deal more effectively with overseas customers and suppliers.
- Broaden the outlook of your workforce and help make your business more receptive to new ideas.

UK employers say...

A recent study of employers of different sizes and from varying sectors in the UK found that they saw many advantages to employing international graduates and students. They were perceived as offering UK employers:

A broader perspective

"They have helped us as a company to think more about different communities and diversity."

Graduate recruiter, large construction company

Great drive and work commitment

"They tend to be hardworking, more flexible (no family ties here) so can send them to any UK location."

Graduate recruiter, large construction firm

Specialist knowledge of a country and/or language

"We like to recruit Masters graduates who have done their first degree in China and come here to do their Masters degree. We need them to have very good English speaking and writing skills and a good level of understanding of Chinese language and culture. We have found this the best source."

Chairman of small specialist tourism company

Strong technical qualifications and skills

"In my opinion the UK does not develop enough high quality science and technology graduates and post-graduates whereas those from Eastern Europe have such skills."

Head of Resourcing, oil company

Employer case studies

“We find overseas students bring interesting insights and experiences – they have benefited from travel, and they have different ways of looking at things which we like. And we have benefited from the different skills they have brought.”

Managing Director, Audata Ltd, Kent

This small South East London-based information management company has recruited several international students over the last few years who are studying at nearby universities. A few have come in on placements during their IT degree courses to work on specific projects, and one stayed on to work after his Masters degree. The company doesn't go out specifically to seek international students as that would break their equal opportunity code of practice. It recruits them through open advertising at job centres, universities and in the local press.

“It's important for employers to think not just of their resident population but the wider pool of talent, that way they can get the widest choice of candidates. It's worked well for us so that's why we continue to do it.”

The university job shops have brought to their attention many international and UK students. A lot of international students live and study close by and the fact that the company highlights that they are an equal opportunity employer in their advertisements helps to attract them.

There have been few problems with getting work permits or with the new 'rules' but experience with the changes has been limited so far and clearer guidelines or an advice or support line for businesses would help.

“I hold this graduate placement programme in very high regard. I believe it be very successful both from the employer's perspective and from the graduate's. Our experience has been that it can be a true marriage of skills.”

FSL Director, Rochelle Clark

Several high calibre international graduates have been recruited in recent years to help provide critical skills for the expansion of Frank Sammeroff Ltd's (FSL) market share in the UK and the Far East. A family owned business, established in Glasgow since 1939, FSL has grown into one of the UK's leading manufacturers and suppliers of a wide range of first aid kits, sport injury kits and surgical dressings and supplies. It now operates from two manufacturing units in south Glasgow, and a third in Shanghai, China.

One of the international graduate recruits splits her time between offices in Glasgow and China where she has responsibility for cementing relations with managers and employees in the Shanghai factory. Another international graduate, with training in UK accountancy, divides his time between the Shanghai and Glasgow branches.

The international graduates have been accessed by the business through the Scottish programme, Graduates for Business, and several have become permanent employees.

FSL has recently sought to strengthen communication and customer awareness, both with their own business in China and a major new key account which has been acquired in the Far East. So it is taking on another international graduate, with an MSc in Sport and Recreation Business Management, to provide bilingual support to the Shanghai business and an elevated level of communication and customer care for their international market.

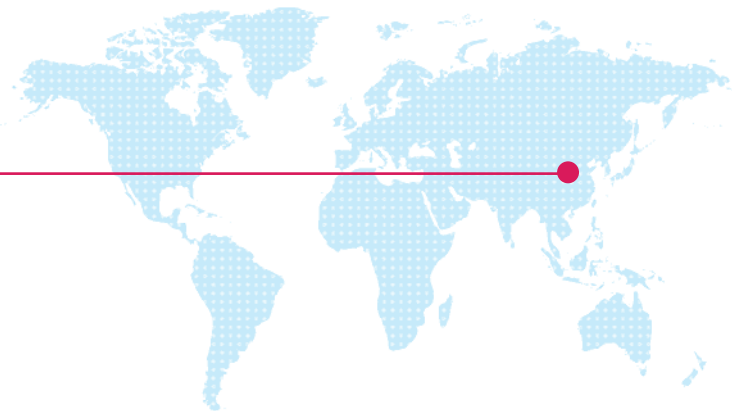
“For the graduates, it is a door opening opportunity to carry out a business development placement – often the first opportunity to put into practice the skills which he/she has learned at university. For my part, as an employer I am very keen to encourage that opportunity. I am often able to take on these graduates as permanent employees who have learned our business from the basics and are then able to use their skills to our mutual benefit.”

Student case study

"The opportunities we're given as students (in the UK) are incredible. Establishments in the field are so very willing to take us on for work tasters... These placements inspire me to study hard and contribute similarly to society back home. So far, I have worked with a high-street chemist and been to several hospital pharmacies to see what it is like.

To me, that says a lot about the attitude over here; believing, rather than not, in the abilities of a person, and always ready to give others a chance – while holding yourself to the highest standards. My working experiences are probably the highlight of my stay here in the UK."

Sook Meng Chung (Cardiff University)



The next steps

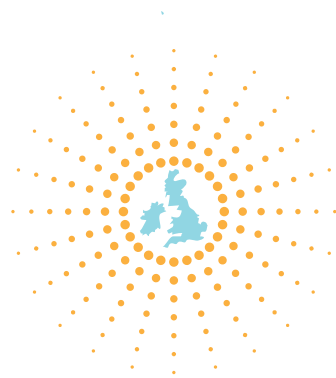
How do I ensure that I employ international students/graduates legally?

The UK has a new points-based system for employing foreign nationals, which replaced existing work permit categories in 2008. This applies to migrants from outside the European Economic Area (EEA) and Switzerland.

Please note that the information provided here is to be used as a guide only. For specific and detailed information on the new regulations please contact the UK Border Agency.



The next steps



Students during their studies

A general student visa allows international students to work part-time (a maximum of 20 hours a week) during term time and full-time during the holidays. However, they must not fill a full-time permanent vacancy or work as self-employed or as an entertainer or sports person. During their studies they can undertake a course related work experience placement or internship from a UK employer, provided it is approved by the university or college providing their course, and that it does not take up more than 50% of the total duration of the course. From 3rd March 2010 international students studying below degree level, except students on foundation degree courses, are only permitted to work a maximum of 10 hours a week during term-time and full-time during holidays.

Students who have recently completed their studies

International students who have completed an undergraduate or postgraduate degree course at a UK recognised institution are entitled to apply under Tier 1 PSW (Post Study Work) within 12 months of obtaining their qualification.

These post-study workers are free to look for work within the UK labour market. They must demonstrate that they can

maintain themselves and their dependants, as they do not have access to state benefits. This visa is valid for up to two years, after this time they will need to apply for either Tier 1 General or Tier 2 (see next) depending on their circumstances.

Highly skilled people - potentially with skills in shortage occupations

Some international graduates may qualify as highly skilled individuals under the Tier 1 (General) category. This requires applicants to demonstrate they have sufficient 'points' from their education, work experience and earnings. The rules currently require them to have at least a Master's qualification and previous earnings above £20,000 (a calculation is done to convert overseas earnings into sterling equivalent). As under Tier 1 PSW, once registered in Tier 1 (General) they are free to move around the labour market and employers need only check their documentation to employ them.

International graduates, who having worked for two years under Tier 1 PSW, can then apply under Tier 2 (or even Tier 1 General) and the experiences gained here will help towards the required points needed. Progression to either Tier means that it is now much simpler to retain good staff who previously studied in the UK.

Help and advice

Where do I go for assistance about international student and graduate employment?

Your local university career service, Jobshop, Chamber of Commerce or business link service can provide assistance and support for employers seeking to recruit international students/graduates in the UK.

For more information visit the Education UK website for links and case studies
www.britishcouncil.org/eumd-pmi2-employability

The Home Office sponsorship and employers' helpline offers the following dedicated service for employers

Contact: T 0300 123 4699

Full details of the new system can be obtained from the UK Border Agency:

www.ukba.homeoffice.gov.uk/workingintheuk.

Please visit this link for specific information for employers:

www.ukba.homeoffice.gov.uk/employers

While every effort has been taken to ensure that the information in this brochure is accurate at the time of writing employers are advised to check for the latest information on the UKBA website at www.ukba.homeoffice.gov.uk/employers/.

For a list of university career services in your area:

www.prospects.ac.uk

Direct link:
www.prospects.ac.uk/links/careersservices

For a list of job shops in your area:

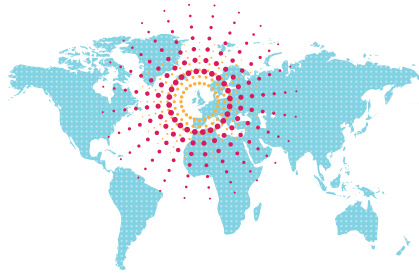
www.nases.org.uk

Direct link:
www.nases.org.uk/jobshoplisting

For employers looking to advertise vacancies:

www.work-experience.org

Direct link:
www.work-experience.org/ncwe.rd/employers_student_placement_initiatives.jsp



A guide for employers recruiting international students and graduates

A new 'guide for employers' highlights the potential benefits of employing international students and graduates who have studied at UK institutions. The guide is endorsed by a number of key employer and government organisations.

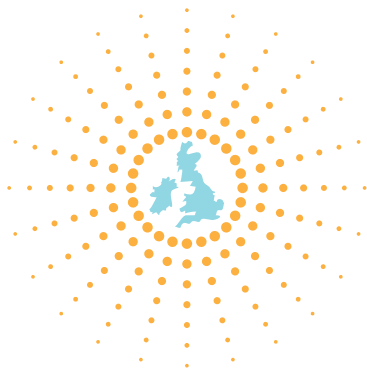


“This guide aims to dispel the misconception with information on how to navigate the recruitment process for employers. It also provides student and employer case studies, and gives advice on where to go for further information.”

Helen Connor, Associate Director for Employability, CIHE



For further information go to:
www.britishcouncil.org/eumd-pmi2-employability



Universities UK

UK Council
for International
Student Affairs

UKCISA

Graduate Prospects

Where do I go for assistance about international student and graduate employment?

Your local university career service, Jobshop, Chamber of Commerce or business link service can provide assistance and support for employers seeking to recruit international students/graduates in the UK.

For more information visit the Education UK website for links and case studies
www.britishcouncil.org/eumd-pmi2-employability

The Home Office sponsorship and employers' helpline offers the following dedicated service for employers

Contact: T 0300 123 4699

Full details of the new system can be obtained from the UK Border Agency:

www.ukba.homeoffice.gov.uk/workingintheuk.

Please visit this link for specific information for employers:

www.ukba.homeoffice.gov.uk/employers

For a list of university career services in your area:

www.prospects.ac.uk

Direct link:

www.prospects.ac.uk/links/careerservices

For a list of job shops in your area:

www.nases.org.uk

Direct link:

www.nases.org.uk/jobshoplisting

For employers looking to advertise vacancies:

www.work-experience.org

Direct link:

www.work-experience.org/ncwe.rd/employers_student_placement_initiatives.jsp

“We need international students and graduates to help us exploit overseas market opportunities, we need an international mindset.”

Recruitment manager of a large consumer product company

Appendix 7: table showing the page visitations and publicity

Download:A guide for employers recruiting international students and graduates (369KB)

http://www.britishcouncil.org/guide_for_employers_recruiting_international_students_graduates.pdf

		Visits	Views	Average Time Viewed (seconds)	Comments
Custom View: 21/06/10 - 27/06/10	27/6/10 23:59	3	3	375	Inserts into to the 'Business Voice' mag. Reaches all CBI members. Total circulation: 22,000.
Custom View: 28/06/10 - 04/07/10	4/7/10 23:59	6	7	172	
Custom View: 05/07/10 - 11/07/10	11/7/10 23:59	3	3	33	NASES conf 6-8/7
Custom View: 12/07/10 - 18/07/10	18/7/10 23:59	25	26	201	AGCAS CEIL 14-16/7, CIPD flyer mid-July
Custom View: 19/07/10 - 25/07/10	25/7/10 23:59	17	17	118	
Custom View: 26/07/10 - 01/08/10	1/8/10 23:59	4	4	99	
Custom View: 02/08/10 - 08/08/10	8/8/10 23:59	2	2	46	
Custom View: 09/08/10 - 15/08/11	15/8/10 23:59	7	7	100	
Custom View: 16/08/10 - 22/08/10	22/8/10 23:59	8	8	1009	Federation of Small Business: flyer to 'First Voice' magazine Aug/Sept issue, also e-distribution to all members and on website
Custom View: 23/08/10 - 29/08/10	29/8/10 23:59	46	48	125	BCC: e-news, 26/8, HECSU: e-news and website
Custom View: 30/08/10 - 05/09/10	5/9/10 23:59	54	63	307	Prospects: included on website and newsletter, also tweeted, REC: included in e-newsletter sent to all members and a relevant link on website.
Custom View: 06/09/10 - 12/09/10	12/9/10 23:59	19	20	304	included in ARENA, AGCAS's monthly e-newsletter, and on the AGCAS website
Custom View: 13/09/10 - 19/09/10	19/9/10 23:59	23	27	168	
Custom View: 20/09/10 - 26/09/10	26/9/10 23:59	16	19	195	
Custom View: 27/09/10 - 03/10/10	3/10/10 23:59	5	7	18	
Custom View: 04/10/10 - 10/10/10	10/10/10 23:59	13	15	324	
Custom View: 11/10/10 - 17/10/10	17/10/10 23:59	2	2	1044	
Custom View: 18/10/10 - 24/10/10	24/10/10 23:59	3	3	335	
Custom View: 25/10/10 - 31/10/10	31/10/10 23:59	4	4	0	
Custom View: 01/11/10 - 07/11/10	7/11/10 23:59	5	6	27	
Custom View: 08/11/10 - 14/11/10	14/11/10 23:59	5	5	0	
Custom View: 15/11/10 - 21/11/10	21/11/10 23:59	8	9	257	
Custom View: 22/11/10 - 28/11/10	28/11/10 23:59	1	1	232	
Custom View: 29/11/10 - 05/12/10	5/12/10 23:59	2	2	75	

Definitions -

Visits - Number of visits to this page.

A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. It is not the same as visitors - as it is a single page that the data is required for, we do not store the detail required for unique visitors per page.

Views - Number of times this page was viewed by visitors.

Average Time Viewed - Average length of time, in seconds, that the specified page was viewed.