Understanding the ROI of Employability

Kate Orr
Director NSCC International, Nova Scotia Community College, Canada
@iwom68

Kate More
Vice President, Academic Internship Council, United States of America
@KateMooreAIC

Nannette Ripmeester
Director of Expertise in Labour Mobility
Client Services Director @graduate Europe
@N_Ripmeester

WHAT’S ON THE AGENDA?

• Data on decision-making & recommendation of international students
• How to use data in international talent attraction & retention?
• Solutions that speak to the current generations:
  • International internships
  • Scalable tech solutions: Gamification
• Discussion on employability initiatives

TOPICS FOR DISCUSSION

• How do you evaluate/measure that study abroad brings your students the employability skills we all believe it does?
• What forms of study abroad are you using to differentiate programs?
• Do you engage with employers?
• Is employability build into your curricula?
• Do you take a global approach for ALL students?
• How do you build global employability skills into your curricula?
• Do you use internships? Or tech solutions?
• Do you look at different locations/formats/outcomes/length for study abroad?

ROI OF EMPLOYABILITY: AIR CIRCLE

“Given an increase in the importance of employability for today’s college graduates, international student recruitment has seen a growing emphasis on return on investment (ROI).”

Source: Routledge series Internationalization in Higher Education, Nannette Ripmeester & Darla K. Deardorff
HOW DO INTERNATIONAL STUDENTS DECIDE

ROI: EMPLOYABILITY MATTERS

EMPLOYABILITY MATTERS A LOT

BUT ... HEI INVESTMENT IS LOW
DISCUSSION TIME

• (How) Do you measure your internationalization efforts?
• Do you measure outcomes of study abroad?
• Do you support global employability?

Measuring the impact of study abroad experiences

Katie Orr
Director NSCC International, Nova Scotia
Community College, Canada

Global Education for Canadians
Skills enhanced by int'l ed?

What Canadians viewing managers are looking for:

- Collaboration
- Communication
- Functional knowledge
- Pattern analysis
- Interpersonal
- Technical
- Leadership
- Creativity
- Emotional intelligence
- Analytical

Skills enhanced by international education:

- Interpersonal
- Technical
- Leadership
- Creativity
- Emotional intelligence
- Analytical
- Functional knowledge
- Pattern analysis
- Interpersonal
- Technical
- Leadership
- Creativity
- Emotional intelligence
- Analytical

Canada’s new IES 2019-2024

Elements of the new International Education Strategy

Canada's new IES has three key objectives:

- Encourage Canadian students to gain new skills through study and work abroad opportunities in key global markets, especially in the technology sector.
- Attract the best students from other international students to Canada, as well as their fields, levels of study, and location of study (in Canada) and
- Increase support for Canadian education sectors (including to help grow that export market and explore new opportunities abroad.

To implement the strategy, budget will be allocated $1.9 million over the years, followed by $60 million per year of ongoing funding.

Key elements of the Strategy include:

- Institute
- Indicators
- Load

- Domestic output stability
- Export growth
- New students within total over 10 years
- New international students and work abroad, acquiring the skills, intercultural competencies and international networks essential to their economic and economic growth.

How do we currently measure success of study abroad?

- Completion of pre-departure course/conference
- Blog
- Follow up surveys/debriefing
- Awards
Measuring Success

As the new Strategy is implemented, Global Affairs Canada, Environment and Social Development Canada, and Immigration, Refugees, and Citizenship Canada will conduct regular impact indicators of progress, and develop new performance measures to steadily the sustainability of local, national, and international commitments to the implementation of the Sustainable Development Goals (SDGs). These measures will be evaluated regularly and revised to align with the Government of Canada priorities and in light of international education trends.

Enactus Research Project

NSCC faculty member 2 year project funded by Enactus to develop a cross-disciplinary instrument to measure impact of higher education project based learning (including international)

Top 5 Skills to evaluate

- Teamwork
- Project Management/Leadership
- Communication
- Interpersonal
- Problem solving

DISCUSSION TIME

- Many study abroad programs include intercultural learning assessments. Do participants have examples of employability impact assessments for study abroad participants?
Internships and global engagement support global awareness and employability.

Kate Moore
Vice President, Academic Internship Council, United States of America

Quick Introduction: AIC & GIC

Academic Internship Council (AIC) draws upon more than three decades of experience to develop and deliver customized academic internship programs on behalf of our university partners from across the globe with dedicated placement teams and host organization networks in eighteen cities around the world. We connect campuses to communities and education to employability through individual local interactions on a global scale.

Global Internship Conference (GIC) is a forum dedicated to advancing the knowledge of academic work placement and experiential education. As a platform for dialogue, and a vehicle for action, the GIC brings together colleagues to discuss and enhance best practices as well as develop and examine a research agenda for global internships.

Upcoming locations:
June 2020 Vancouver
June 2021 Cape Town

Quick Introduction: Program Portfolio

Industry Based Research Projects
Embedded Service Learning
Internships (or Co-op or Stage or Practicum)
Post Study Work Rights (OPT, J1)

Changing World of Work
To be sure, in the economy of the future, a typical employee still will need deep knowledge of one domain, or more. But how can colleges teach a broader form of systems thinking to tomorrow’s graduates? I believe it involves three key elements: thematic study across disciplines, project-based learning, and experiential opportunities.
Quick Introduction: Program Portfolio

- Industry Based Research Projects
- Embedded Service Learning
- Internships (or Co-op or Stage or Practicum)
- Post Study Work Rights (OPT, J1)

DISCUSSION TIME

- Changes: How is work evolving?
- Challenges: How is education responding?
- Cheers: Share a stakeholder success story...and let’s talk stakeholders!

Good practices in employability using tech solutions and gamification

Nannette Ripmeester
Director at Expertise in Labour Mobility
Client Services Director i-graduate, Europe

CareerProfessor.works

i-graduate
CareerProfessor.works

Expertise in Labour Mobility
- Corporate bodies
- Higher education
- Individuals
- Governments

International Student Barometer - Global benchmark survey covering 3.7 M students

Career Professor.works

App with gamified careers advice bridging the gap between education & the global job market
THE IMPORTANCE OF CAREER PROSPECTS

“The single highest factor in a student choosing a course, and therefore a university and even the country, is actually around the career prospects as a consequence of doing that course.”

Source: Davorin Vrdoljak, QS Enrolment Solutions’ vice president operations QS 2019 REPORT (June 2019)

Cultural understanding as a key skill for employability

Preparing students to be successful by understanding the differences around them, will be of value to all stakeholders, from individual student to broader society.

The importance of employability skills is vital for success in the workplace.
Higher education institutions need to be more intentional and explicit about how they are addressing such skills as a student outcome – for all students.
Technology and digital solutions may help in supporting such intercultural training.

TECHNOLOGY AS A GAME CHANGER

What’s the advantage of using digital solutions such as apps & gamification:

• Scalability
• Easy access 24/7
• Student engagement
• Articulation of skills
• Access for all students
• Internationalisation at home
• Students not able/willing to travel
• Outbound & Inbound

Critical ingredients for successful employability programs

EMPLOYABILITY MATURITY DIAGNOSTIC TOOL:

1) Take international graduate employability seriously
2) Engage, educate and add value to employers
3) Provide opportunities for students across the lifecycle
4) Embed an experiential learning led approach
5) Build employability mindset and support involvement through micro-credential and in-curriculum
6) Take a global approach with all students
7) Incorporate technology for scale & engagement

Source: Ripmeester, Nannette & Leese, Beau, 2019, Study Queensland Employability Innovators in Residence Report, © Practera & Expertise in Labour Mobility
DISCUSSION TIME

• Do you take a global approach for ALL students?
• (How) Do you build global employability skills into your curricula?
• Do you tech solutions to scale employability training?

THANK YOU!!

Katie Orr
Director NSCC International, Nova Scotia Community College, Canada
@kerr98

Kate Moore
Vice President, Academic Internship Council, United States of America
@kate@moore

Nannette Ripmeester
Director at Expertise in Labour Mobility
Client Services Director Europe
@N_Ripmeester

AND ... The GAME is ON

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2. Download and open the CP application
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