Global responses to the pandemic and the influence on intled’s future

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Global Mobility solutions for:
• Corporate bodies
• Governments
• Higher Education Institutions
• Individuals

CareerProfessor.works: Bridging the gap between education & the job market

Introduction

ROI OF EMPLOYABILITY: AIR CIRCLE

Why employability (still) matters

Career support: a smart investment

But investment of HEIs is low

Recognize & articulate (co-curricular) experiences into marketable employability skills

Nova Scotia Community College

Impact of the pandemic

• Internationalisation & mobility disrupted.
• 22 million jobs lost (according to OECD).
• World of work is changing (and students need to be prepared to deal with constant change).

AIEA: Why does the internationalisation of higher education still matter?

Because of its strong connection to employability. Now more than ever the ROI of employability matters for both students and HEIs.

ROI OF EMPLOYABILITY:

• International student recruitment has seen a growing emphasis on return on investment (ROI).
• Preparing students to be successful by understanding the differences around them, will be of value to all stakeholders, from individual student to broader society.

Source: ROUTLEDGE series internationalisation in Higher Education, Nannette Ripmeester & Darla K. Deardorff

Why employability (still) matters

• How do students decide?
  o Future Career Impact is (again) most decisive factor at 96% (N=27,671)
• Why do students recommend an HEI?
  o Learning that will help me to get a good job
  o Opportunities for work experience
  o Careers advice from academic staff

Source: i-graduate, International Student Barometer 2021 - 22

Career support: a smart investment

• Prospective students:
  o 72% believe graduate employment rate is the most important factor to rank an institution (QS International Student Survey)
• Current Students:
  o 96% says future career impact is #1 for decision making (i-graduate International Student Barometer)
• Alumni:
  o career success, financial gain & career aspiration are the top three motivations for pursuing a college education (National Alumni Career Mobility Survey)

But investment of HEIs is low

• £275 marketing
• £229 non-pay
• £254 non-potential FTE Student
• £200 core FTE Student
• £100 core income

Career support: a smart investment

Recognize & articulate (co-curricular) experiences into marketable employability skills

Let’s listen to Katie Orr and Arnim Heinemann
NSCC: lessons learned from virtual employability initiatives - outbound

• 2021 NSCC GSO CICan innovation project: embedding employability skills and impact assessment into virtual international exchanges, COIL

NSCC: lessons learned from virtual employability initiatives - inbound

2022: CareerProfessor app and webinars part of pre-departure course; compare virtual vs. in person employability impact assessment

Towards a glocal academic employability

University strategies:

- Developing innovative concepts for entrepreneurship, networks, trainings and workshops

- The university supports startup culture and fosters the environment for innovative SMEs and companies with strong research and technological development (RTD)

- Developing a cooperative transition management into the labour market for refugee programmes as a blueprint for international career development in the region

- "PROFI in MINT" and "Integra" (both DAAD funded) take a multidimensional approach by offering specialised language courses, workshops on integration into the labour market, alumni mentoring, internships (teaming up with FAU Erlangen-Nuremberg) and a certificate course as a modular concept

Post Covid Challenges:

- Careers & Mobility has shifted to 'glocal'

- Chinese students now staying longer in Germany to study, collect first professional experience and then return home

- Recruitment for the labour market begins with the start of the study programme: Implementing measurements and information on employability as part of the study experience

Cooperative transition management as element of Third Mission

Discussion Time