



UCD Career Development Centre
www.ucd.ie/careers



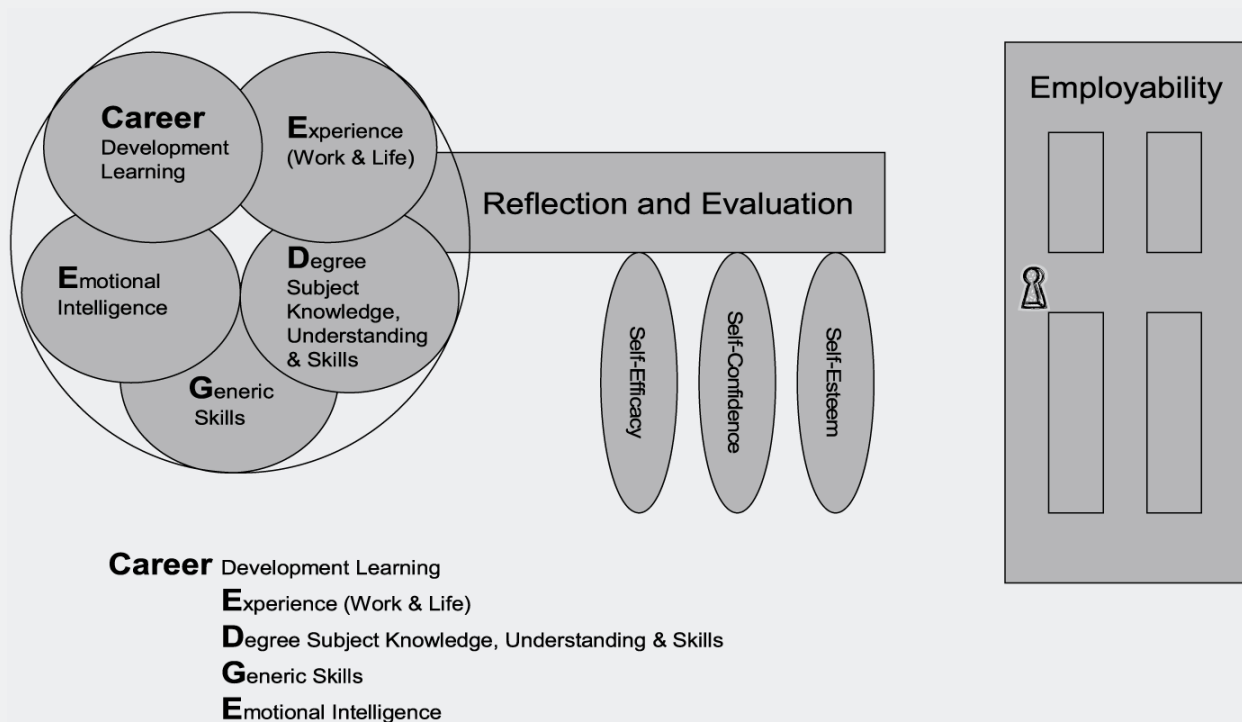
UCD Career Development Centre ANNUAL REPORT 2013/2014

A New Approach for UCD Career Development Centre.

CareerEdge:

Members of staff at UCD Career Development Centre see enhancing personal attributes and constructs such as self-efficacy, self-confidence and self-esteem as core to the success of work undertaken. We believe students in possession of heightened self-confidence, self-efficacy and self-esteem are more likely to actively engage in the student experience through involvement in clubs, societies and sports, to volunteer, to adopt active and independent learning strategies, to be confident in career and life decision making and to develop skills and attributes employers seek and which future leaders need.

CareerEdge: The Key to Employability (Dacre-Pool, L., and Sewell, P. 2007)



Dacre-Pool, L. and Sewell, P. (2007). The Key to Employability: Developing a Practical Model of Student Employability. Education and Training, vol.49., 4, pp277-289

Challenging, Rewarding and Successful are just some of the adjectives that could be used to describe 2013/14 in terms of both operations and organisational development. After considering emerging research and international best practice, we adopted a new theoretical approach which encompasses services and programmes we offer. This better aligns the work we do to enhance the educational and student experience at UCD. As a consequence, Career Development Advisers have been renamed as Career & Skills Consultants and my own title has changed from Director of UCD Career Development Centre to UCD Director of Career Development and Skills to better reflect and articulate portfolios.

At our sister-Centre at the UCD Michael Smurfit Graduate Business School, former MBA Careers Service Manager, Brian Marrinan has a new role as Senior Manager- Careers & Skills Development. You can read more about our team at Smurfit later in this report.

While developing and delivering a range of pragmatic products, services and facilities to stakeholders such as prospective students, parents, current students, university staff and employers, we feel it is critical that the work we carry out is situated in theory that draws upon evidence based research that is both current and applicable to 21 Century students. In practice, students are now engaged in experiential learning- critiquing sample CV's to learn about what makes one more effective than another or undertaking business games to develop, rather than talk about skills such as emotional intelligence, networking, negotiation, commercial awareness, and presentation skills and so on. As we transition into the next stage in our development, we look forward to engaging our employer partners and academic and professional colleagues across UCD in reaching out to the undergraduate and graduate student populations, enabling UCD graduates to contribute to Ireland's economic recovery and development.

This year; service delivery was augmented with a range of projects that developed the work we do including our new flagship qualification in Personal and Professional Development- the Professional Recognition Award. Run in partnership with City and Guilds, staff at UCD Career Development Centre have recruited, mentored and assessed around 70 students through a pilot programme which requires students to evidence six core workplace competencies such as communication, working with others, leadership, professional standards and managing relationships. Successful students receive the Professional Recognition Award at NQF level 6 though the Career Development Centre, as an approved examining centre of City and Guilds can offer this award up to NQF level 9. At UCD, we are hoping that this qualification will form the spine of a Co-Curricular Recognition framework which will encourage students' engagement in such activities, promote reflective learning and practice and clearly demonstrate the importance and value placed on learning in all of its forms by UCD.

During the course of the year, I was particularly pleased to receive an invitation from the Ministry of Education, Malaysia and the European Delegation to Malaysia to participate in a Conference entitled "Graduate Employability and the Role of Higher Education- Opportunities and Challenges in the 21st Century" in Kuala Lumpur. My session entitled "Enhancing Students' Employability through Structured Credit and Not-for-Credit Interventions" was well received by an international audience and led on to a further invitation to address the Association of Higher Education Careers Services' Biennial Conference themed "Supporting Students through Employability and Supporting Career Services through Sustainability". My presentation addressed the integration of theory and practice around student employability and UCD is now established as a leader in this area in Ireland.

This year, we have been pleased to welcome new, talented professionals to the careers team- Ms Oonagh Sweeney (Employer Engagement & Operations Manager), Ms Dee Murphy, (Career & Skills Manager- Smurfit), Dr Aisling Harkin, (Career & Skills Consultant), Ms Sophie Carey, (Career & Skills Consultant) and Ms Naoimh O'Connor, (Research Careers Manager).

Should you have any comments or feedback on this report, then please do contact me,

Best wishes,

Dr David Foster

UCD Director of Career Development and Skills



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UCD Career Development Centre

Certificate in Skills for Working Life 2014
(non-credit bearing)

This certificate has been awarded to

Hari Shankar

after participation in interactive workshops, covering:

- How to Bag that Job!
- Emotional Intelligence
- Finding Work through Social Media
- Using Powerpoint in Effective Presentations
- Developing Effective Interview Skills & Techniques
- Team Work and Leadership
- Managing Assessment Centres
- Projecting a Professional Image

Dr David Foster
Director of Career Development & Skills



Deloitte.

enterprise

accenture

KPMG

pwc

KERRY

CLYDE & CO

UCD Career Development Centre is engaging students in personal and professional development...

Working with Students

Enabling students to access the full range of personal and professional development opportunities available at UCD from an early stage is a critical aspect of the work we do. Indeed; some career commentators now refer to first year as the new final year!

The increased focus on students' contribution and engagement with their own personal and professional development from day one comes, in part, from the need for employers to be able to differentiate one job applicant from another. To become a "stand-out" job applicant, evidence of active engagement and enthusiasm for personal and professional development at university needs to be prominent on the CV. In today's recruitment market, excelling in personal and professional development are key success predictors that are just as important as academic achievement, though not a substitute for it. In a nutshell, when recruiting internship and graduate positions, employers seek the most engaged and successful applicants- academically, personally and professionally. UCD Career Development Centre plays a key role in helping students develop and implement effective career strategies.

In connecting with students early in University life, UCD Career Development Centre continues to promote three key messages: engagement in co-curricular activities, development of skills and attributes and effective transitions to graduate study, employment or time out. Key to success has been a communications strategy informed by feedback, reports, benchmarking and technology. Further enhancement of our social media presence has enabled us to reach more students more successfully in promoting engagement with services, events and opportunities.

With increased levels of graduate recruitment evident across many sectors, the Centre has continued to coach high numbers of students seeking support in producing CV's and covering letters, handling competency based application forms and managing the range of on-line application platforms that employers use.

Consequently, a rise in coaching and training students preparing for telephone, group, one-to-one and panel interviews and for assessment centres has been evident. The existing quick query service remains very popular with interview slots routinely fully booked by 08:15 each day. Extended opening hours on Wednesday nights continue and have been fully booked each week.

In addition to offering services at the Centre, a range of bespoke programmes have been delivered to undergraduate and graduate students across the UCD Colleges as the team partners UCD academic staff in bringing personal and professional development directly to the student body.

Members of staff at the Career Development Centre have been particularly pleased to note the highest number of registrations ever for our non-credit bearing Certificates in Skills for Working Life and in Work-Based Learning. While these courses carry no academic credit, they are listed on students' Diploma Supplement.

“ I felt I had to say thanks so much for the workshop yesterday, it was by far one of the best workshops I've ever attended. It's great how you managed to address important questions concerning our career development, and yet do so in a very informal and engaging way. ”

Tina (PhD candidate)

1666

Students engaged with career coaching services

One-to-one career coaching sessions remain very popular amongst the student population and in 2013/14, 1666 coaching sessions were delivered.

4030

Student attendance at Recruitment Fairs

During 2013/14 a total of 4030 students made use of the range of Recruitment Fairs organised by UCD Career Development Centre. With a focus on networking and accessing internship and graduate job opportunities, these key events have helped UCD students move forward in their professional development. Students' continue to value this core service, facilitating student progression to graduate study and employment.

20761

Engaging the Career Development Centre Online

Records show that during 2013/14, a total of 20761 unique visitors connected with a broad range of personal and professional development support materials and services. Of these, 31% were new visitors to the site. A comprehensive review of the website has been undertaken with a new site due to be launched in September 2014. With a new, better resourced, better designed and more accessible site, we hope to better serve those who engage with us on-line and to encourage even more to do so in the future. The recorded rise in unique visitors is very encouraging, representing an increase of 57% over 2012/13.

2293 Students attended Employer Presentations and Skills Workshops

Recruiters continue to target UCD for intern and graduate recruitment purposes

84 Certificates in Skills for Working Life and Work Based Learning.

2013/14 – 84 students received certificates (33 students received the Certificate in Work Based Learning for active engagement in either the week long Corporate & Commercial Law Study Visit to the City of London or the week long Corporate Finance and Consulting Study Visit to the City of London) and 51 students received Certificates in Skills for Working Life which comprises interactive skills development workshops offered by top graduate recruiters. Numbers remain consistent with those recorded in 2012/13.

Enhancing Students' Personal and Professional Development

In addition to around 200 students completing Carer Development Centre modules in Personal and Career Development, staff were integrated into the UCD curriculum in many areas, delivering sections of existing modules in partnership with academic colleagues.

132 Meeting the needs of UCD Schools- Bespoke lectures and workshops delivered at Belfield

UCD Career Development Centre places emphasis on taking the Centre to students and staff. Developing and delivering high quality bespoke services, events and activities that connect students effectively to programme outcomes in graduate study and employment is important. During 2013/14, a total of 132 bespoke lectures, workshops, events and services were delivered in UCD Schools and Colleges. This compares to 85 during 2012/13, representing an increase of 55% and indicative of more consistent and comprehensive engagement between UCD Career Development Centre and academic colleagues.



Students said:

“ I just wanted to let you know that I got that job I applied for as part of your Career Development in Psychology module. The module was the most useful one I attended during the entire duration of the course, and I know the things I learned through it will continue to be of use to me for many years to come. If it had not been for that CV and cover letter assignment I probably wouldn't have even researched jobs before finishing the course, let alone applied for any. ”

Jacinta (Psychology)

“ I graduated in 2012 as a mature student and headed back to my previous work life not considering that the Arts degree I had completed for pure enjoyment sake would ever be considered anything more than that. However; two years later I had an opportunity to apply for a much coveted internship with a gallery - an opportunity I did not want to pass up. The problem was my antique CV and my equally antique interview skills. I was recommended to call the Career Development Centre and staff there were very happy to support me. The Career & Skills Consultant I worked with was more than supportive. After one visit and very supportive e-mails, I was on the road to producing a current CV plus a covering letter that would best reflect my skills and experience. The Consultant was clear, astute and excellent in bringing me up to date on what was expected both verbally and written. In addition, this brilliant service was completely free to me! Many thanks to UCD Career Development Centre”

Cathy (Art History & Archaeology)

“ I wanted to say how grateful I am to have gone on the study visit to London... you have no idea how beneficial the skills that we developed during the week have been. The confidence that the trip has given me is clearly apparent. I'm now doing an internship and although I was nervous, the experience of being in the professional environment in different firms gave me the self- assurance to throw myself into the placement, making networking opportunities a lot easier to handle. The Corporate and Commercial Law Study Visit, while providing an insight into the firms, was equally if not more beneficial in introducing the professional workspace and giving me confidence that I can get the job and fit in. ”

Laura (Law & History)



Career clueless?
Need direction?

gradireland
careers report

The smart way to plan your career

- Work
- Internship
- Graduate Schemes
- Annual Careers Report
- Further Study

UCD
UCD Michael Smurfit
Graduate Business School

Learn



Learn

bobox

The Career Development Centre is a conduit, connecting recruiters to academics and students to the benefit of employers, student progression and Ireland's economic development

Working with Employers

UCD Career Development Centre is a hub for synergies and interventions that bring students and employers together in meaningful ways. Whether through input to credit bearing modules, through interactive business games and case studies and high quality recruitment activities, UCD Career Development Centre has established a reputation amongst employers for professionalism, innovation and drive for success in connecting students to top quality internships and graduate positions, nationally and internationally.

In recent years, UCD has established a University Internships Framework which has brought together experts in the area from across UCD, sharing best practice and pedagogy through an Internship Managers Forum. UCD Career Development Centre has a key coordinating role to play in the implementation of this framework and in developing both the support forum and servicing the Internships Academic Steering Committee (IASC). Of particular note has been the introduction of periodic meetings/discussions between members of the IASC and graduate recruiters, helping each to appreciate and support the other and to bring more internship opportunities and curriculum enhancement to students at UCD at undergraduate and graduate levels.

Recently, consultation and development work have led to the introduction of a new on-line internship management system. This system will better support Internship Managers across UCD, will enable employers to more easily access and target students and will generate a range of management information reports.

Engaging employers in how we plan and deliver our work is important as we endeavour to keep abreast of developments, trends and emerging research in graduate recruitment and selection and in talent development. Each year, UCD Career Development Centre works directly with around 800 employers and with many more through vacancies posted to our professional associations, and commercial partners such as gradireland. It is the close connection to graduate work across a broad range of sectors that ensures the work we do is grounded, relevant and of a standard to service the needs of UCD and to better prepare graduates for the contribution they will play in

Ireland's economic recovery and global impact.

With a clear focus on enhancing students' self-efficacy, self-confidence and self-esteem, we hope that we can bring this to bear on the work and partnerships we have with our colleagues across graduate recruitment. On the ground, we are looking to introduce and offer more interactive skills based workshops and business games as we develop our programmes for 2014/15. Experience now suggests that it is those employers that connect to students through interactive activities that experience the most effective recruitment campaigns. Please do contact the Career Development Centre at any time should you wish to explore how best to partner with us in meeting your recruitment needs.

In September 2013, we organised another successful Career Development Centre Open Day, supported by KPMG and in October 2013 Lidl once again supported the Business, Finance and Management Recruitment Fair. In addition, we welcomed Microsoft as a partner on the Engineering, Science and Technology Recruitment Fair and international law firm, Clyde & Co partnered with us in supporting students from UCD Sutherland School of Law selected for the Corporate & Commercial Law Study Visit to the City of London. The generosity, time and considerable effort provided by all of our employer partners is much appreciated. In particular, gratitude goes to the 100's of employers who attended Fairs, delivered workshops and presentations on campus, hosted undergraduates on corporate study visits to London, took out advertising space in the UCD Career Guide and supported non-credit bearing programmes such as Skills for Working Life.

Connecting Education and Industry:
Creating a Dialogue and Interface with Employers

UCD Career Development Centre

1. UCD Career Fairs 2013/14

Event	Student attendance	Exhibitor attendance
Law	437	24
Business, Finance and Management	1250	45
Education	74	25
Science, Engineering and Technology	1636	50
Internships and Volunteering	633	27
Totals	4030	171

2. Recruitment Activity and Vacancy Notifications 2013/14

2090

Internship and Graduate vacancies were notified and uploaded to the UCD Career Development Centre's searchable vacancy and opportunities database- www.ucd.ie/careers/employers. More effective employer engagement has brought even more opportunities to UCD students- an increase from 1310 vacancies recorded in 2012/13.

470

New employers registered on the Careers Connect system to advertise vacancies which is a small increase over the 452 new employers registered in 2012/13.

100

Employer led recruitment presentations and skills workshops took place on campus in 2013/14, demonstrating a small increase on the 95 recorded in 2012/13.





Employers said:

“Jameson offer two distinct Graduate Programmes, our Brand Ambassador programme for business, marketing and language students, and our Graduate Distiller Programme for science and engineering students. Recruitment Fairs are a great way for us to meet UCD students and by offering Fairs that focus on specific disciplines this offers us as employers the opportunity to engage with the right candidates for the right roles.”

John Jameson & Son Ltd.

“We experienced a steady stream of high calibre students throughout the Law Recruitment Fair. Attending the Fair has been a positive experience for us and thank you for organising such a successful event. We look forward to growing our relationship with UCD.”

Norton Rose Fulbright



UCD Career Development Centre
An tIonad Forbairt agus Meathachá UCD

Engage

Prepare

Stand Out

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Jobs

www.ucd.ie/careers

Enhancing the educational and student experience through partnerships...

Working with Academic Staff

Career & Skills Consultants work with academic staff to develop expert understanding of academic programmes within allocated caseload areas and to enhance their expertise of the range of potential programme outcomes. Key to success is corresponding engagement with relevant sectors such as the private, not-for-profit and public sectors with whom graduates may develop a career. As such, the programmes on offer by UCD Career Development Centre have contributed to student recruitment, student progression and personal and professional development. Maximum impact is evident when programmes of personal and professional development are designed in partnership with academic colleagues and connected to meeting their needs as well as the needs of their students.

During 2013/14, staff at UCD Career Development Centre worked with academic and professional colleagues across UCD on a range of project and service development and delivery including:

- Enhancing the educational experience by delivering elements of existing academic modules in areas such as Professional Practice, Communication Skills, Personal and Professional Development.
- Supporting academic and administrative colleagues seeking to integrate internships into the academic curriculum and source internship opportunities.
- Developing bespoke programmes such as the Corporate and Commercial Law Study Visit to the City of London.
- Developing a "Career futures" pathway programme for students in Human Sciences.
- Creating a framework to accredit students' engagement in co-curricular activities.
- Delivery of a range of personal and professional development supports to graduate students on Masters and Doctoral programmes.

Supporting Postdoctoral Researchers

A new position of Research Careers Manager was created this year and in post as of the end of April 2014. This new service will scope the career development needs of postdoctoral researchers and develop and deliver solutions to meet those needs. Whether postdoctoral researchers envisage a career in academia or beyond, services such as career coaching, mentoring programmes, industry engagement initiatives and broad professional development opportunities are in place and under development to support the researcher population.

Working in close partnership with UCD Research, UCD Human Resources and the Research Staff Association, this important aspect of the work of the UCD Career Development Centre is at an exciting stage in development and we look forward to reaching out to many of our employer partners, academic colleagues and the international community as we enable and support researchers in establishing their careers in Ireland and around the world.

"I wanted to say thanks for the contact...it was one of the most informative and helpful services I've received as a postdoc. It can be difficult keeping track of different job and funding sites or even finding out about possible alternative employers outside of your discipline. Hearing that sites such as LinkedIn actually achieve what we hope they will is good motivation, firstly to keep them updated (linked in profile) and secondly knowing that people are being employed again out there! There are so many different information sources, it's great to receive postdoc focussed information from a single source." (Postdoctoral Researcher)

"I wanted to let you know that the grant that you helped me write the career plan for was successful. Thank you for your help." (Postdoctoral Researcher)



Academics said:

“ I have worked closely with UCD Career Development Centre to build an applied focus on Career Development into our Professional Career Development module, a core module on the MSc. Biotechnology and MSc. Biotechnology & Business. The applied teaching that the Career & Skills Consultant has readily and expertly developed with us is an invaluable addition to our curriculum and will be of great value to our Masters students who are demanding an appropriate level of preparation as they face into the employment market. It has already been a very dynamic and valuable relationship with the Career Development Centre and one which we will be very keen to sustain into the future. ”

Dr David O’Connell,
Programme Director, UCD School of
Biomolecular and Biomedical Science

“ The Career Development in Psychology module is a key element of the denominated-entry honours BA programme in Psychology. The module was designed by the Career Development Centre in consultation with the UCD School of Psychology and had been offered since 2010. The module provides students with an opportunity to reflect on their achievements, plan for the future and develop skills for making the transition to the next stage of their career. This module has been oversubscribed since its inception. Feedback has been uniformly positive, with many students commenting on the strong impact the module has had on their ability to progress successfully into employment and graduate study.”

Prof. Alan Carr
Head of UCD School of Psychology



UCD Career Development & Skills Centre

UCD Michael Smurfit Graduate Business School

2013/14 saw a lot of positive change at the UCD Michael Smurfit Graduate Business School. The school has long been committed to offering best in class services to our stakeholders, from the students on campus to employers in Ireland and internationally, as evidenced by being the first Irish school to have dedicated Careers Managers for our internationally ranked MSc and MBA programmes. Cathy Savage and I took pride in working for one of few triple accredited business schools internationally, working with the finest students from around the globe and engaged and loyal partner employers.

In January this year we took that commitment to the next level, hiring another member to the team in Dee Murphy, who brings a wealth of experience in careers consulting in a variety of settings as well as organisational psychology consulting experience in the private sector which blends well with the existing skill set across finance, consulting and recruitment already in the team. On top of this, we have come together in a new, dedicated, Career Development & Skills Centre. This new centre has further developed our capacity, with an information library, consultation rooms, an employer interview room and facilities for small group sessions.

The new structure allows us to provide more focused, industry specific services to even more students. In fact, this year we offered more than 1300 consultation appointments to our clients. We welcomed employers from across all sectors onto our dedicated postgraduate business campus here in Blackrock, from the world's biggest companies to bright young start-ups. We are proud to work with a unique profile of student, with 50% of our students coming from outside of Ireland, originating from global locations ranging from Vietnam to Lebanon, USA to Germany. We also offer unique services to a more experienced cohort, with more than 30% of our students having work experience across the public, private and not-for-profit sectors.

In September of last year, I was delighted to receive the Outstanding Individual Contribution Award from the Association for Graduate Career Advisory Services (AGCAS), the UK representative body for the careers industry. This July, further recognition was received from the MBA Career Services and Employer Alliance (MBACSEA) the international body for MBA careers where I received the New Member Award. These acknowledgments recognise the internationally leading work which is being performed here in the UCD Smurfit Career Development & Skills Centre, something which we aim to develop on over the coming years.

Brian Marrinan
Senior Manager- Career Development and Skills

UCD Career Development Centre Team

The UCD Career Development Centre Team for 2014/15 is:

Management Team



Dr David Foster
Director of Career Development & Skills



Ms Sorcha Mulcahy
Deputy Director

Career Development Team: Belfield



Ms Sophie Carey
Career & Skills Consultant



Mr Mark Cumisky
Career & Skills Consultant



Dr Aisling Harkin
Career & Skills Consultant



Position Vacant
Career & Skills Consultant

University Internships Team



Dr Teresa Lee
University Internships Manager



Dr Kate Collins
Internships Assistant

Employer Engagement and Operations Manager



Ms Oonagh Sweeney

Information Assistant (Web & Social Media)



Ms Caroline Bonser

Information Assistant



Ms Jessica Coyle

Career Development for Post Doctoral Researchers



Ms Naoimh O'Connor
Research Careers Manager

Career Development Team: Smurfit



Mr Brian Marrinan
Senior Manager- Career & Skills Development



Ms Dee Murphy
Career & Skills Manager



Ms Cathy Savage
Admissions, Careers & Placement Manager for MSc Business Graduates

Your Roadmap to Success



While a good degree is essential,

it is critical that you do more to distinguish yourself to employers. This is about what, aside from your academic achievements can make you stand out from the crowd.

You need to show recruiters you possess drive, resilience and determination to succeed.

Get involved

in all that UCD has to offer and build on your team work, leadership and networking skills. By getting involved, you will enjoy your time at UCD even more, will become self-reliant and self-confident and demonstrate to employers you are the type of person who make a difference- just what they are looking for!

Take a look at our roadmap to career success & get involved now at UCD.

Career Development Centre





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