

Session Title:	Using Employers in Postgraduate Recruitment
Speaker(s):	Steven Joesbury Student Recruitment Manager - The University of Law, Birmingham
Chair:	Hannah Goodwin
Reporter:	Michelle Terrell

Speaker/Institution Bio/Information:	<p>Steven was previously the Midlands Chair for a period of one year. He has previously worked at several HEIs prior to joining the University of Law 4 months ago and taking up his first role with a predominantly PG focus.</p> <p>Who are the University of Law?</p> <ul style="list-style-type: none"> • The largest provider of legal education in the UK, and a UG and PG degree provider. • Exclusive provider of Postgraduate degrees for 60 of the top UK law firms. • Award winning Employability department (Refund 50% of fees to PG graduates if unsuccessful in securing graduate employment) • A busy SR department, running over 250 internal events in the 2022/23 year
Overview/Aim of session:	<p>Employers are one of the key stakeholders that universities work with, and getting their buy in to events and recruitment activity is crucial, as if prospective students feel our links with employers are strong, then this can be a real driver for their applications as they feel their prospects will therefore be strong. Join The University of Law, a specialist university, as they discuss how they have maximised their relationships with law firms and businesses and used them regularly in their recruitment activities, and how this helps prospective students to consider ULaw as one of their top choices for postgraduate study.</p>
Workshop Content	<p>What employers do we work with?</p> <ul style="list-style-type: none"> • Law Firms, Chambers • In-House companies – e.g. Tesco, Amazon • Businesses • Partnerships – e.g., MOUs • Police Forces – professional policing and criminology • Centres of Excellence <p>Why do Employers want to work with us?</p>

- Access to our students (very specialised skillset)
- Ability to sell themselves – including to the Magic Circle (5 prestigious law firms where many graduates aspire to seek employment)
- A leader in our specific areas such as Law – And offer specialist courses such as the Bar
- Unique and different events – very different from traditional university recruitment events, e.g., evening PG events with alcohol served.

Why do we want to work with Employers?

- **Shows/builds credibility in certain areas** - Able to associate our university with organisations in an area where we do not yet have professional accreditations or established brand awareness yet. Where we are established, it shows students we are the go-to place for these firms to recruit from.
- **Shows we take our Employability KSP seriously** - ULaw has an award-winning employability service, our links to employers is one of our key selling points, and it is important to show this early to prospective students.
- **Raises awareness of our courses amongst industry professionals** - Where building a brand in new course areas, building links with employers at the recruitment stage helps across the wider university in terms of building future relationships to support current students (pro bono, volunteering opportunities, placement, partnership links).
- **Students are aware of the career opportunities related to our courses** - As a recruitment team, pride themselves on giving students guidance on routes into the different career specialisms, want events to reflect this and having professionals from these areas brings events to life.

In newer courses such as Psychology and Computer Science, lower brand awareness at the moment, so working with employers certainly in these areas, but of course others, can be important.

<p>Case Studies/Examples:</p>	<p>The National Law Fair</p> <p>The National Law Fair has been running for over 20 years now, and is one of our flagship events for prospective solicitors who want to get in to the business. This is held at the Moorgate campus, ideally located for Law Firms based in London.</p> <p>Students from any university are welcome to attend and network with law firms.</p> <p>PG law students tend to have researched which firms they'd like to work with in advance, dress professionally and make the most of the opportunity.</p> <p>List of firms attending available to students in advance.</p> <p>Representatives from law firms appreciate that the students prepare in advance of attendance.</p> <p>Around 20 firms attend and many of them return year on year.</p> <p><u>Sustainable Recruitment Alliance</u></p> <p>This alliance was born from the passionate belief of two organisations – and many more have come on board since. One of these two organisations is Clifford Chance, one of the 'magic circle' law firms, who are the leading law firms in the UK, and one of the exclusive firms who the University of Law work with. The Sustainable Recruitment Alliance (SRA) has a clear goal - to get organisations to take a more eco-friendly approach to early talent recruitment.</p> <p>There are a huge number of law firms already involved in the SRA and who have signed the pledge to take a more eco-friendly approach to their activities, so this makes events such as our NLF unattractive to them, due to the freebies which might be handed out, the impact of travelling to the event in terms of carbon outset, and the advertising methods used.</p> <p>So, we have to make sure that the University of Law NLF fits in with these new ways of working, and we are actively encouraging attending firms to consider the items they bring with them, consider the freebies they might hand out, and how they travel to the event itself.</p>
<p>Scenarios/Roundtable discussions:</p>	<p>Delegates were asked to discuss the following in groups:</p> <ul style="list-style-type: none"> ● Do you work with employers already? ● If not, what challenges are you facing? ● Why would working with employers benefit you? ● What would employers get from working with you? <p>Delegates from Glasgow Caledonian University highlighted that GCU offer a sandwich year in industry on UG programmes.</p>

	<p>Aston aspire to offer all UG students a sandwich year in industry.</p> <p>One group noted that they are not working in PG, nor directly with employers but could see the benefits, especially in niche subjects e.g., nursing.</p> <p>Second discussion</p> <ol style="list-style-type: none"> 1. Come up with your own event which would fit with your department or overall university which would require employers to be present at it 2. Think about how you would sell this to the employers, getting them to agree to attend – how would you show off your institution to get them to come? Do you think you would experience any challenges with working with or trying to get employers to attend? <p>10 – 15 minutes to create, and 10 minutes to feedback</p>
<p>Questions and Answers:</p>	<p>The delegates did not ask any questions.</p>
<p>Summary/Key takeaways:</p>	