UNIVERSITY OF READING GRADUATE RECRUITER EVENT
NOTES (28/06/16)

Strategies to champion diversity – gender, ethnicity, disability and widening participation.

- Gender diversity in STEM subjects, this is not just the responsibility of University’s but also needs to be in schools and wider society.
- Spotting where you are lacking in diversity and targeting specific groups e.g. sponsoring societies & recognising presidential duties as much as part-time jobs.
- Blind screening at initial stages of recruitment.
- Using diversity organisations to focus on specific groups, using specific software e.g. textio (which adapts language to appeal to target audiences) & debut careers (app allows focused targeting).
- Using roles models as successful stories in addition to mentoring and buddying, use members of the target demographic to promote organisation in attraction collateral and at events.
- Moving away UCAS points to broaden applications.
- Widening Participation, looking at individuals and where they come from contextually.
- Motivation from students on why they are applying more important than experience.
- Effective strategies to widen participation:
  - Diverse interview panels, industry wide diversity campaigns.
  - Running bespoke events e.g. women in coding.
  - Internal company-wide diversity campaign e.g. women at Kellogg’s.

Alternative/more creative ways employers can engage with the students and raise brand awareness.

- Creating ways of building engagement e.g. PwC coffee cart on campus.
- Site tours of organisations facilities.
- Careers Fairs – return on investment? Run events before and after the fair to get the most out of it.
- Targeted sessions e.g. CV writing sessions or guest lectures / Getting involved in individual departments. Grad Nights with local employers and SMEs, speed networking.
- Social media, student ambassadors to share the social media posts.
- Perception of jobs, perception of company but not what the roles the organisation has (Perception vs Expectation).
- Being able to offer part time work, small work placements and internships.
- Mentoring and coaching, buddying scheme.
- GenY want high touch, students want to match the company to their values:
  - Students feel like consumers.
  - Using phrases that appeal to the students.
  - When students focus on just their degree grade, this leads to high expectations but they might not have a lot of work experience.
  - Need for employers to push marketing for their own recruitment events: don’t just rely on the messaging through the Careers Centre.
  - When do young people become Career active?
- Increasing use of Glassdoor.

Academic degree/subject vs work experience/professional skills: are companies slowly moving away from recruiting based on disciplines?

- Attitude is just as important, move focus away from academic studies and more on strengths.
- Disciplines not critical, commercial awareness and soft skills more important.
- Increasing numbers of applicants are not putting personal interests on their CVs, this trend needs to be reversed.
- Video screening to bring applicants CVs to life.
- Within recruitment process making sure that there is the opportunity for introverts and extraverts to shine.
- Employers attending University Open Days.
- Employers open to non-traditional degrees e.g. Software companies employing English language students.
- Employers looking for breadth, moving away from traditional business students and actively looking for students from other degree disciplines.
- Having done a placement means better interview techniques, application success and professional emails and communication.
- Ability to articulate their experiences, e.g. the Reading Experience & Development (RED) award. Ability to reflect.