Career Activation Programme

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CITY
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CityCareers

The Career Activation Prog

Career Focus

- Career Focus education core and credit bearing in all UG progs
- All modules developed in partnership with programme teams to be tailored to the subject discipline
- Delivered by Careers Consultants in Careers and Employability
- Mostly level 4

Professional Experience

- Professional experience core and credit bearing in all UG progs
- Suite of 15 credit work-based learning modules at levels 5 and 6
- Mostly students have a choice of WBL modules (but required to take 1)
- E.g. MicroPlacements, Industry Projects (inc some interdisciplinarity), mentoring, volunteering, enterprise and subject specific options
- Mixed delivery by Careers, School placement teams, enterprise and Faculty

City context

- Mid league table (55th in Good Uni Guide 2022)
- ‘Business and the Professions’ identity & vocational course portfolio
- Approx. 20,000 students
- Social mobility focus: 78% BAME, 69% WP, 58% IMD 1&2, 67% live with parents (UK UG)
- Previous culture of Schools having inconsistent employability approaches
- Acknowledgement that our students face barriers to extra-curricular employability engagement and year placements

Impact so far

Short-term: learning gain

- Career Focus modules: Awareness of career options - 57% before and 82% after
- Industry projects: greater understanding of project and stakeholder management and feel confident in applying this knowledge in the real world - 54% before and 100% after
- MicroPlacements: 94% of students more familiar with a real-life work environment and processes

Medium-term: Careers registration

Long-term: Graduate-Outcomes