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Needs Analysis – ERASMUS+

Poland, Rzeszów, 20.06.2016

Agenda

Introduction

Graduate recruitment

Graduate skills

Future Needs

Graduate assessment

Introduction

Quick Facts

12 weeks field phase **11.03.-27.05.2016**

117 participants from **8** countries

101 participants from key countries

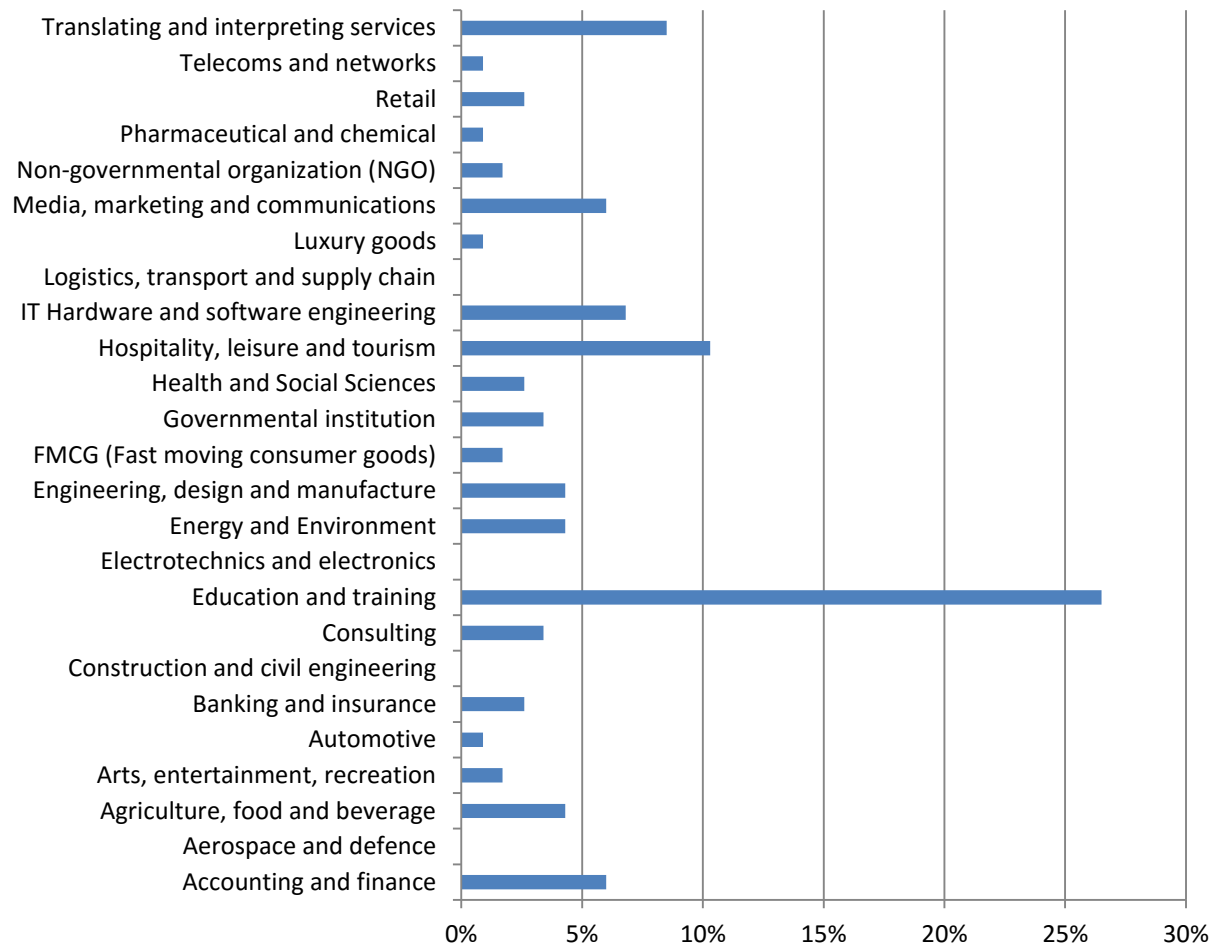|	
Austria	3
Bulgaria	21
Germany	8
Ireland	25
Italy	27
Poland	14
United Kingdom	14
USA	5

21 sectors covered recruiting for **20** disciplines

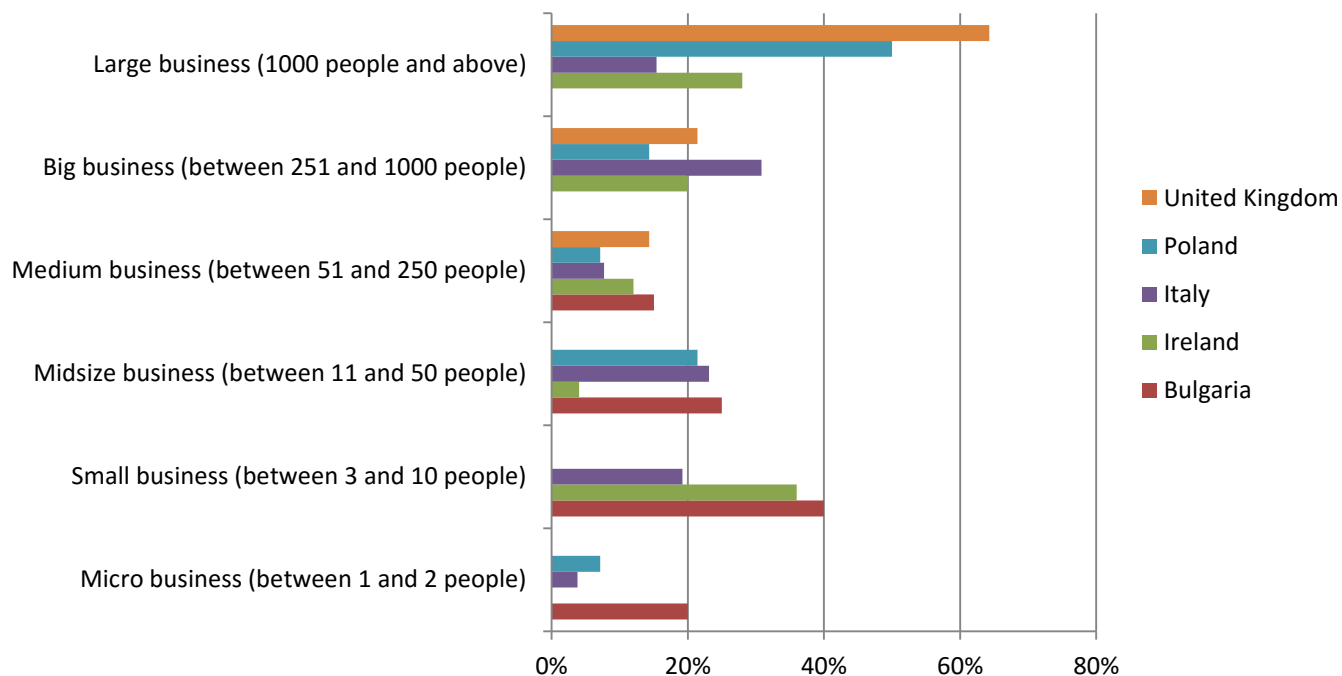**55** businesses that have **250+** employees

38 companies that have experience in recruiting internationally (EEA)

53% are recruiting for Business/ Management disciplines **32%** for Languages, Literature and Classics and **17%** for Education/ Teaching

Please indicate the main sector/ branch of your company:

Bar chart showing percentage distribution of main sector/branch of company:

- Translating and interpreting services: ~8.5%
- Telecoms and networks: ~1%
- Retail: ~2.5%
- Pharmaceutical and chemical: ~1%
- Non-governmental organization (NGO): ~1.5%
- Media, marketing and communications: ~6%
- Luxury goods: ~1%
- Logistics, transport and supply chain: ~0%
- IT Hardware and software engineering: ~6.5%
- Hospitality, leisure and tourism: ~10%
- Health and Social Sciences: ~2.5%
- Governmental institution: ~3.5%
- FMCG (Fast moving consumer goods): ~1.5%
- Engineering, design and manufacture: ~4.5%
- Energy and Environment: ~4.5%
- Electrotechnics and electronics: ~0%
- Education and training: ~26.5%
- Consulting: ~3.5%
- Construction and civil engineering: ~0%
- Banking and insurance: ~2.5%
- Automotive: ~1%
- Arts, entertainment, recreation: ~1.5%
- Agriculture, food and beverage: ~4.5%
- Aerospace and defence: ~0%
- Accounting and finance: ~6%

Please indicate the total size of your workforce into one of the following categories:

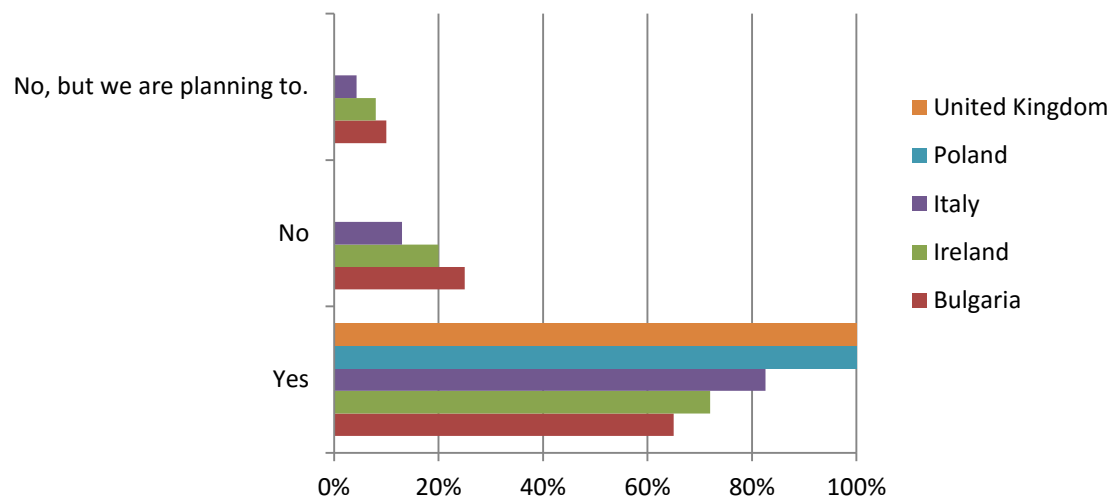# Graduate recruitment
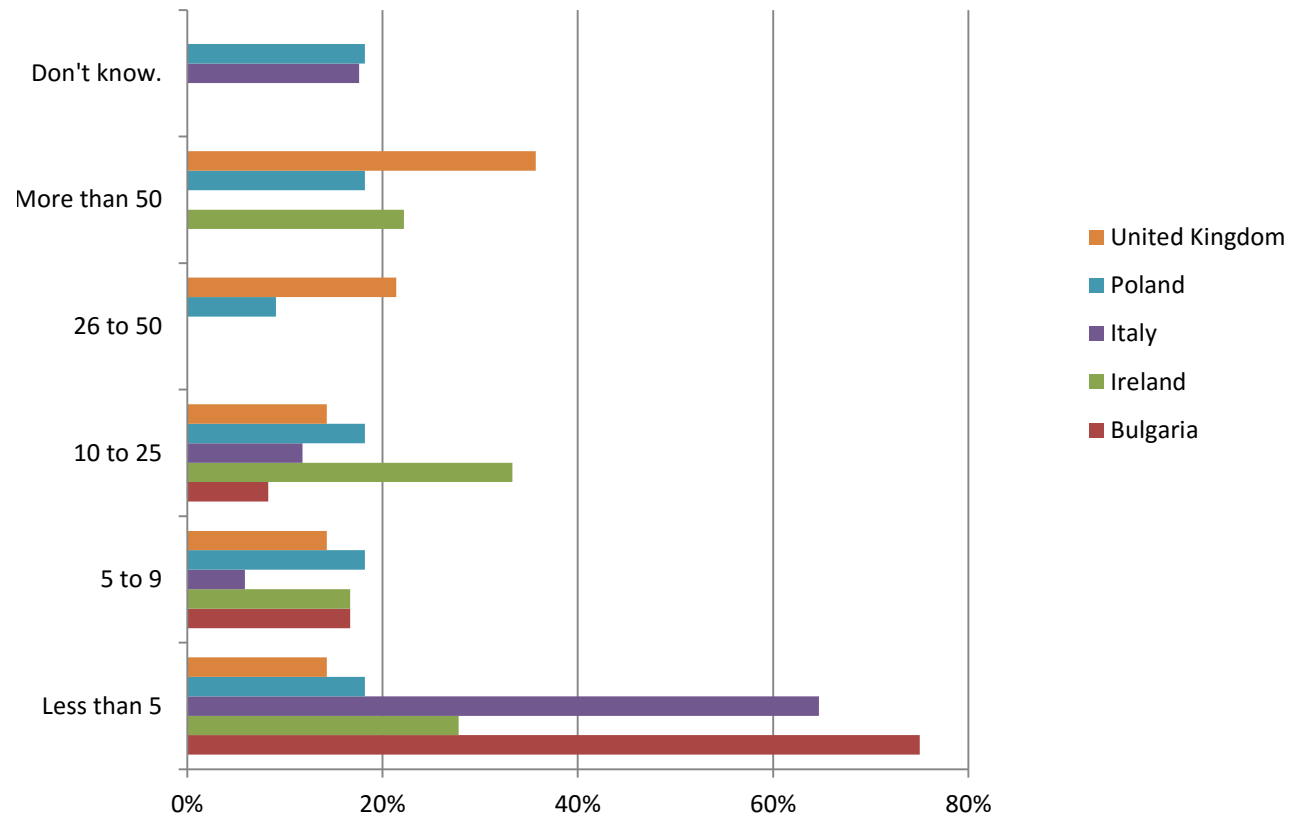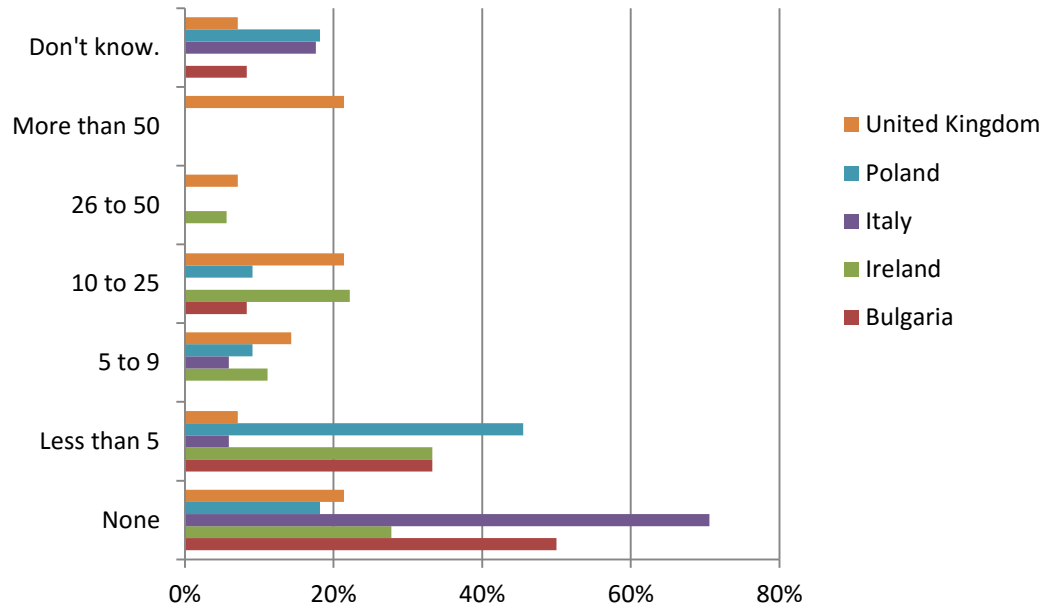
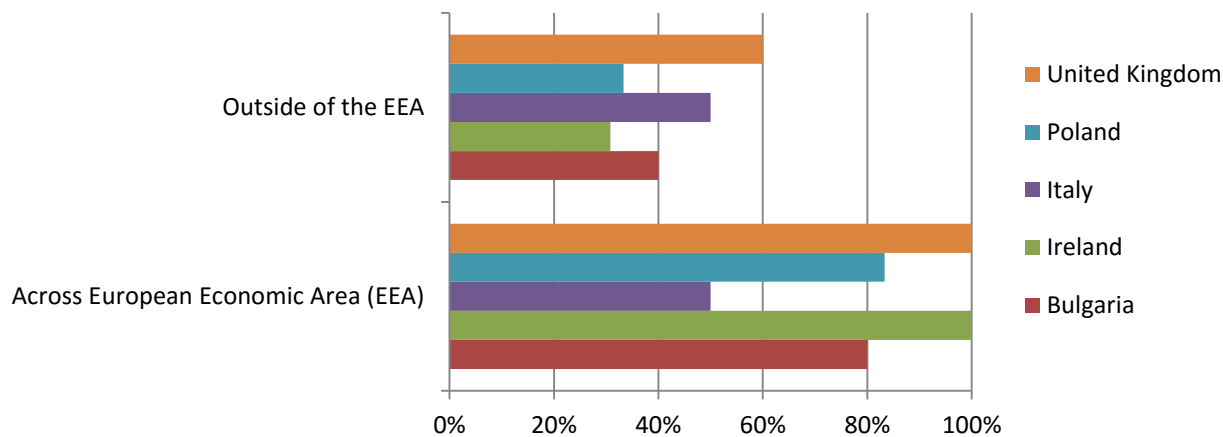# Did you recruit any graduates to your workforce during the past 24 months?

# How many graduates did you recruit in the past 24 months?

Approximately how many graduates in general have you recruited from outside your home country?
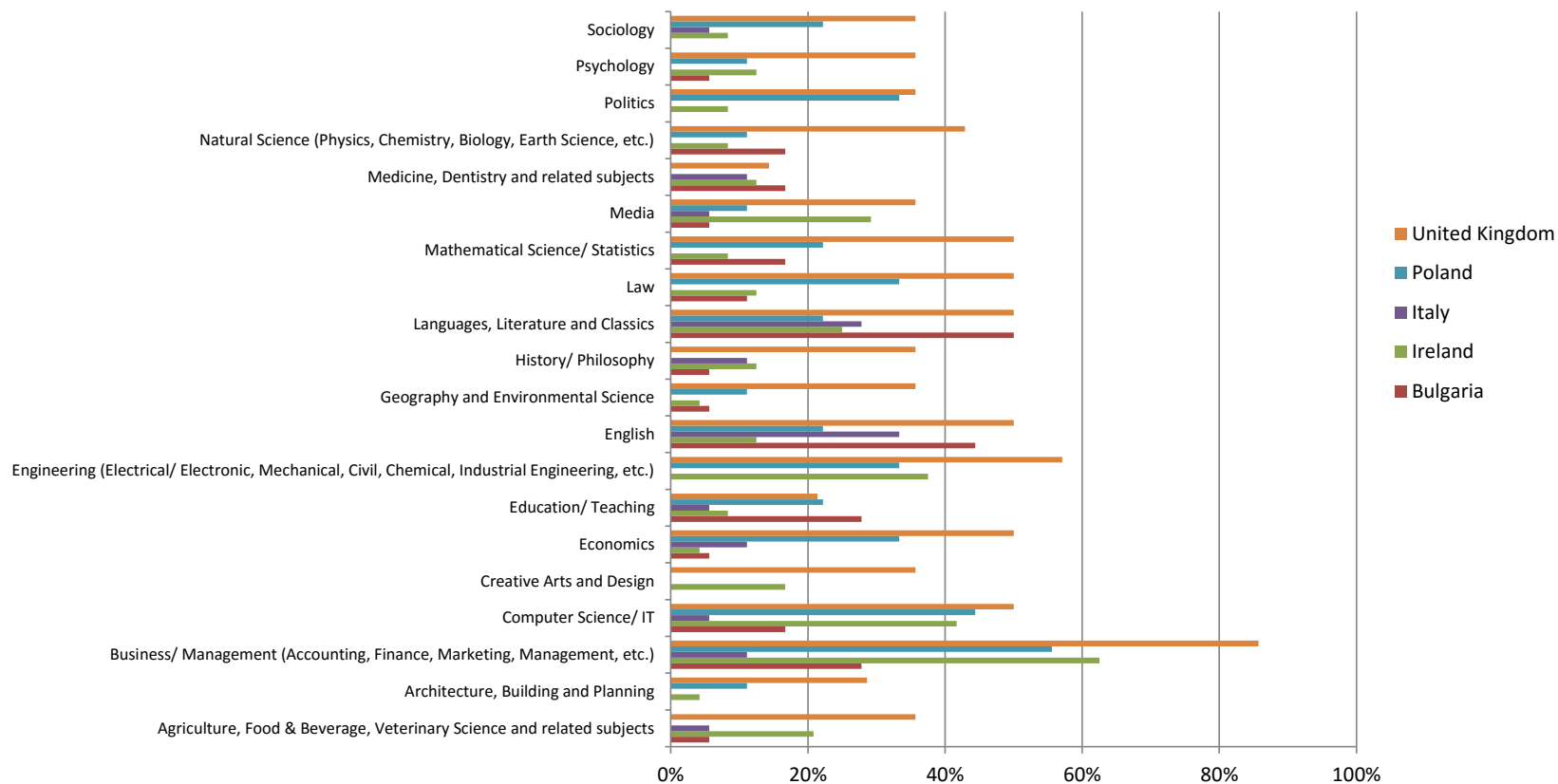

Legend:
- United Kingdom
- Poland
- Italy
- Ireland
- Bulgaria

Categories (y-axis): Don't know., More than 50, 26 to 50, 10 to 25, 5 to 9, Less than 5, None

X-axis: 0%, 20%, 40%, 60%, 80%

Please indicate from which countries graduates were recruited:

From which disciplines do you recruit Higher Education graduates?
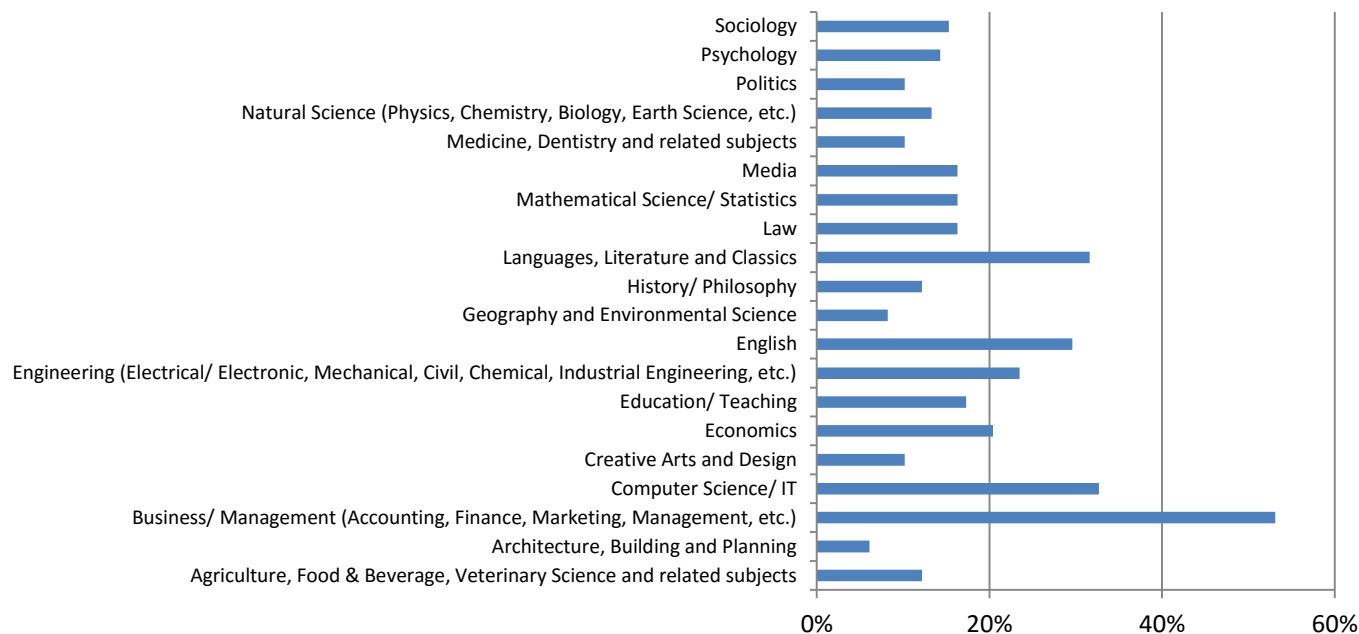
# From which disciplines do you recruit Higher Education graduates?

# Please name the three main entry level positions for which you recruit graduates

	Frequency
Customer service	16
Instructor/ Teacher/ Education	10
Sales	10
Developer/ Software engineer	8
Marketing	7
Intern / trainee	7
Administration	6
Nurse / Medical representative	6
Office administration	5
Graduate Program	5
Project manager	5
Translator	5
Accounting / Controlling	4
Brand Management	4
Engineer	4
Front office	4
Tourism	4
Management	3
Editor	3
Operations/ Organizer	3
Social Media	3
Student development coordinator	3
Technician	3
Assistant	3

	Frequency
Account managers	2
HR	2
Audit	2
Finance	2
Entertainment manager	2
Development	2
PR	2
Quality Assurance	2
Secretary	2
Tax	2
Business Analyst	1
Designer	1
Librarian	1
Logistic	1
Research	1
IT	1
Occupational Psychologist	1
Social Care Worker	1
Consultant	1
Regulatory Affairs Specialist	1
Revisors	1
Associate	1
Buyer	1
Counsellor	1

Why did you not recruit any graduates in the last two years?
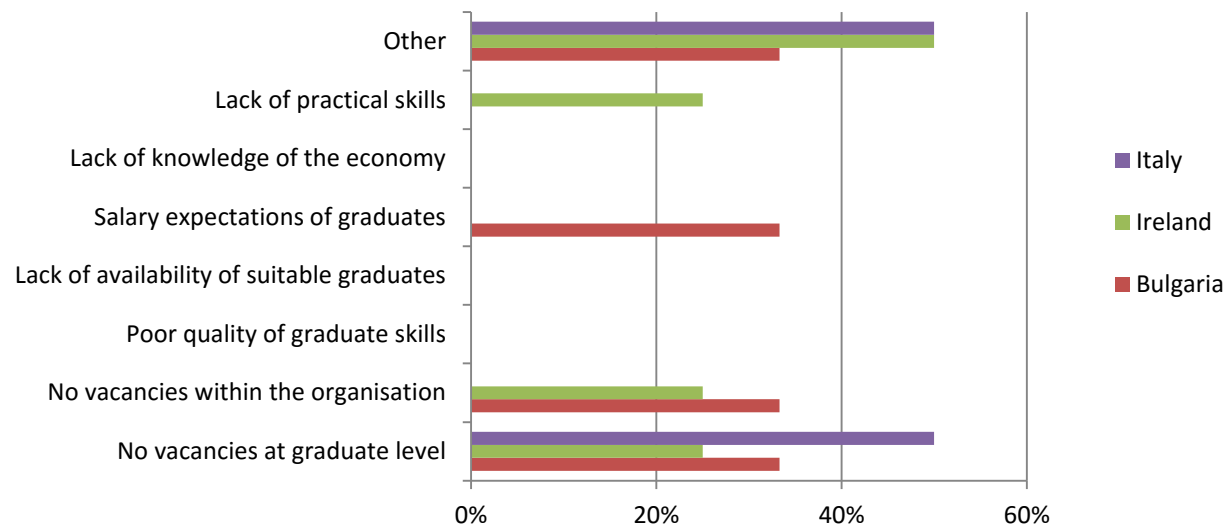
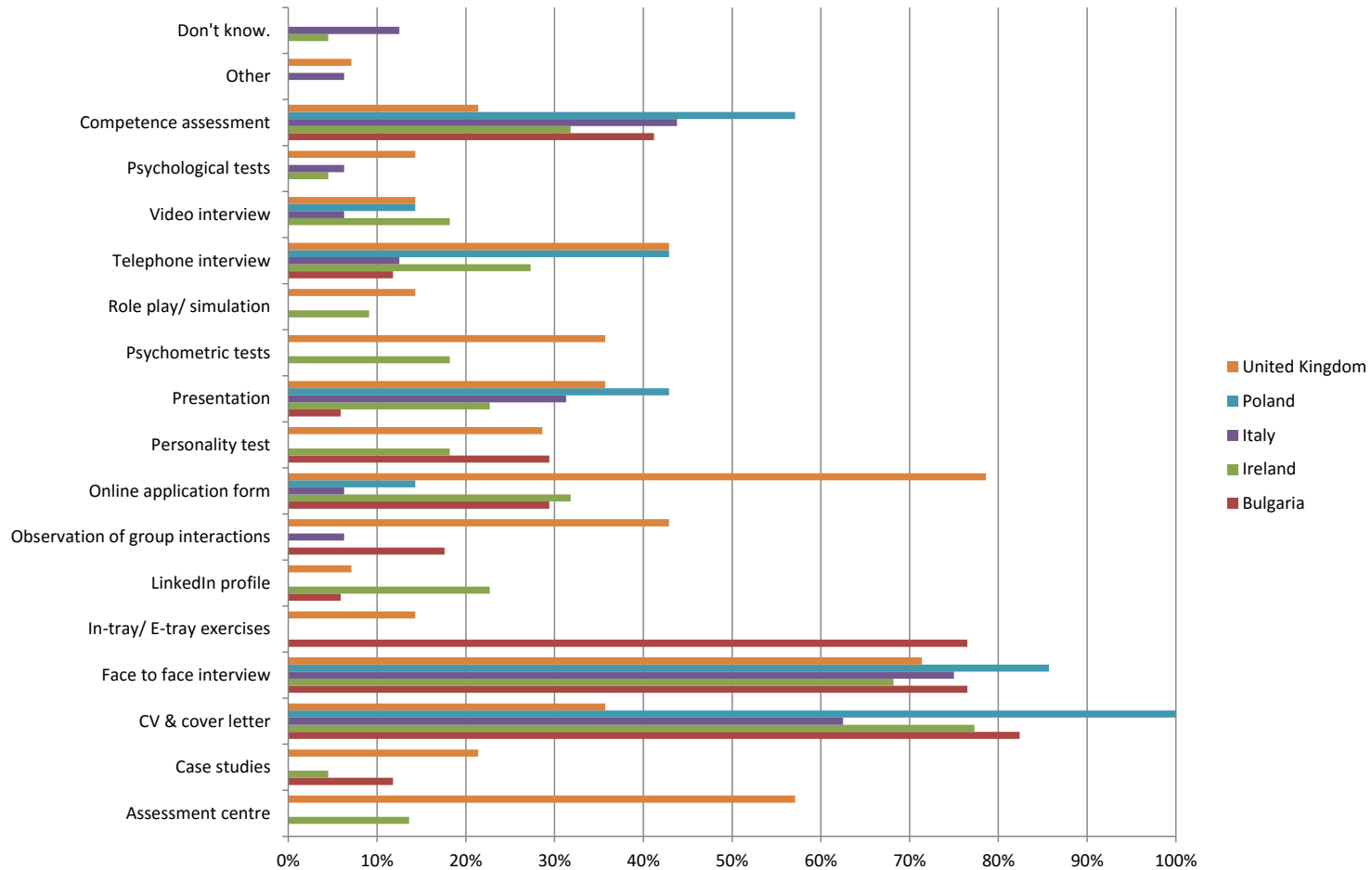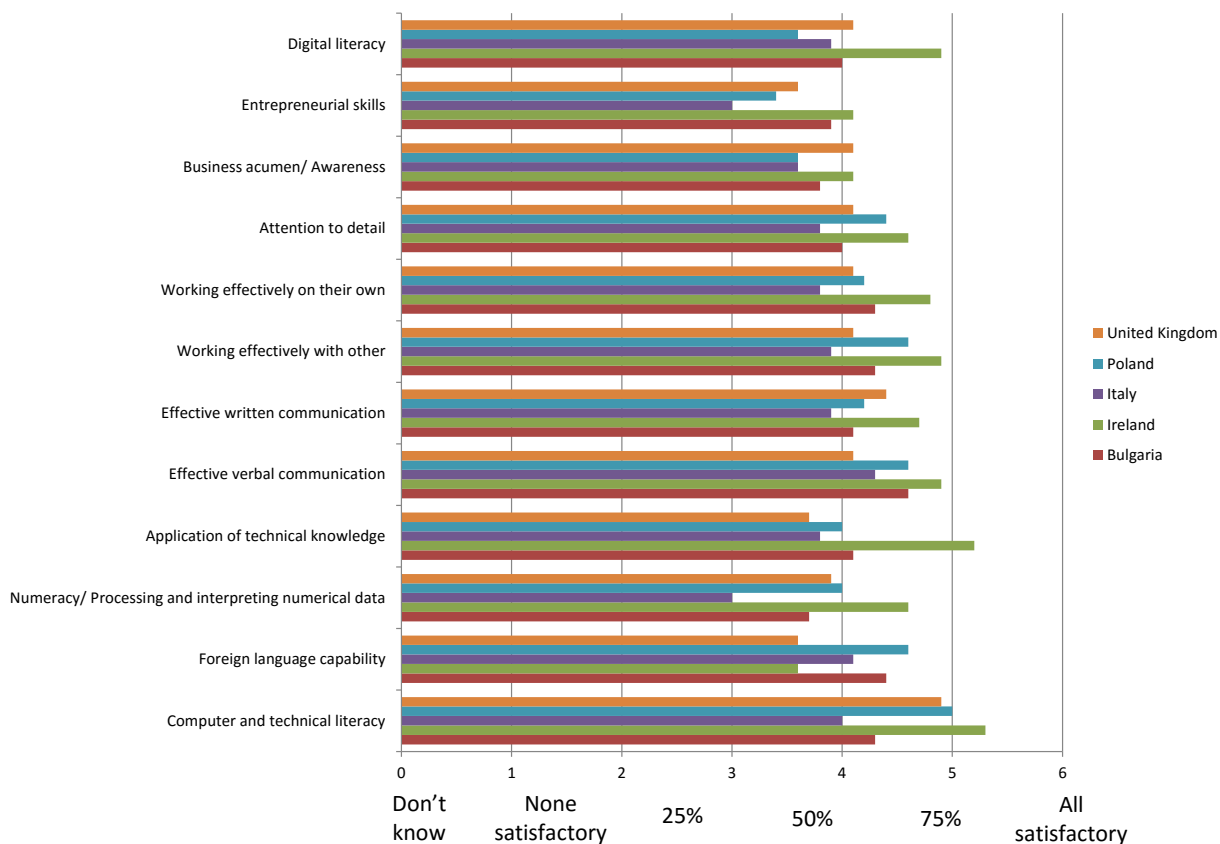# How many graduates will you recruit in the next 24 months?
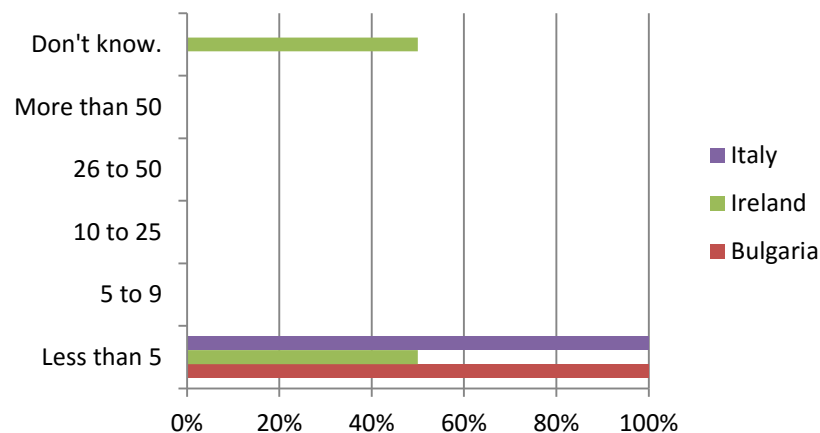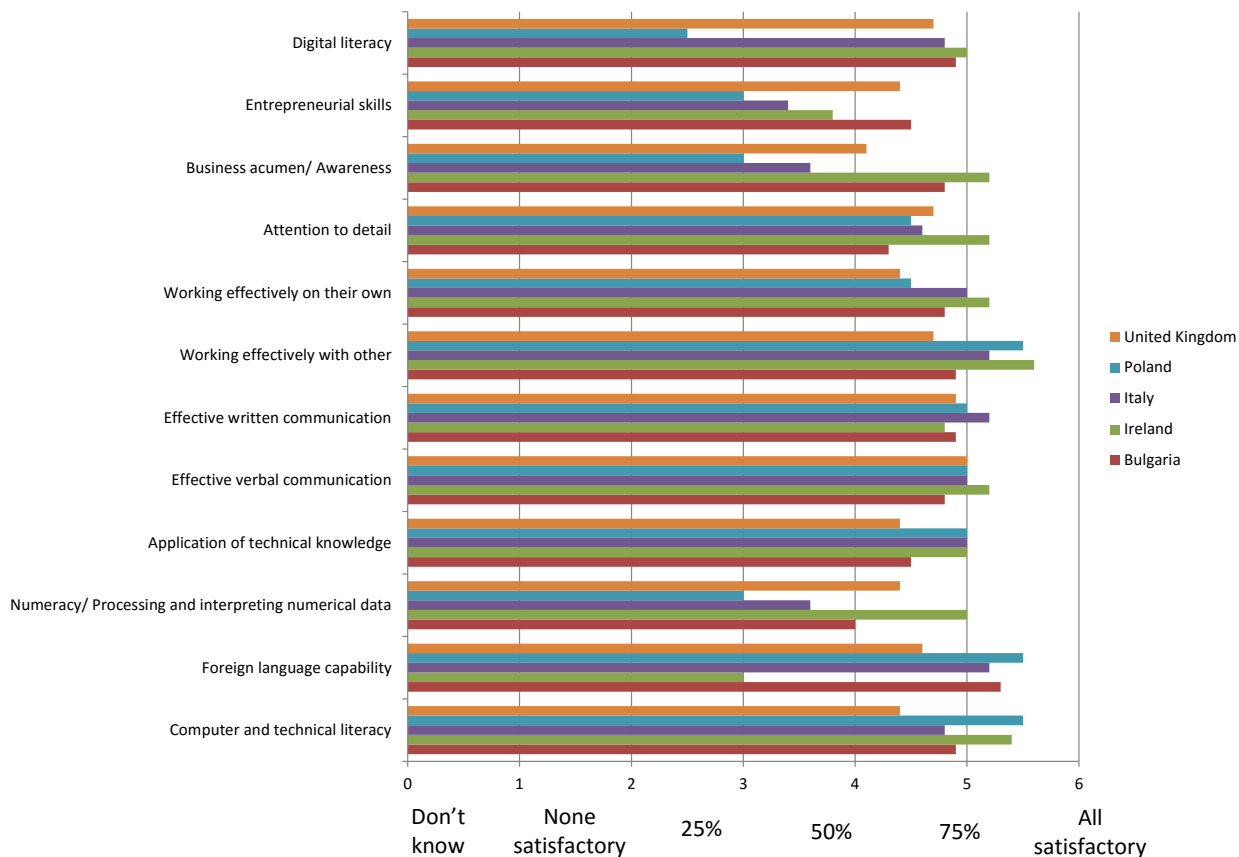
Graduate skills

What initial selection methods do you use to identify skills?
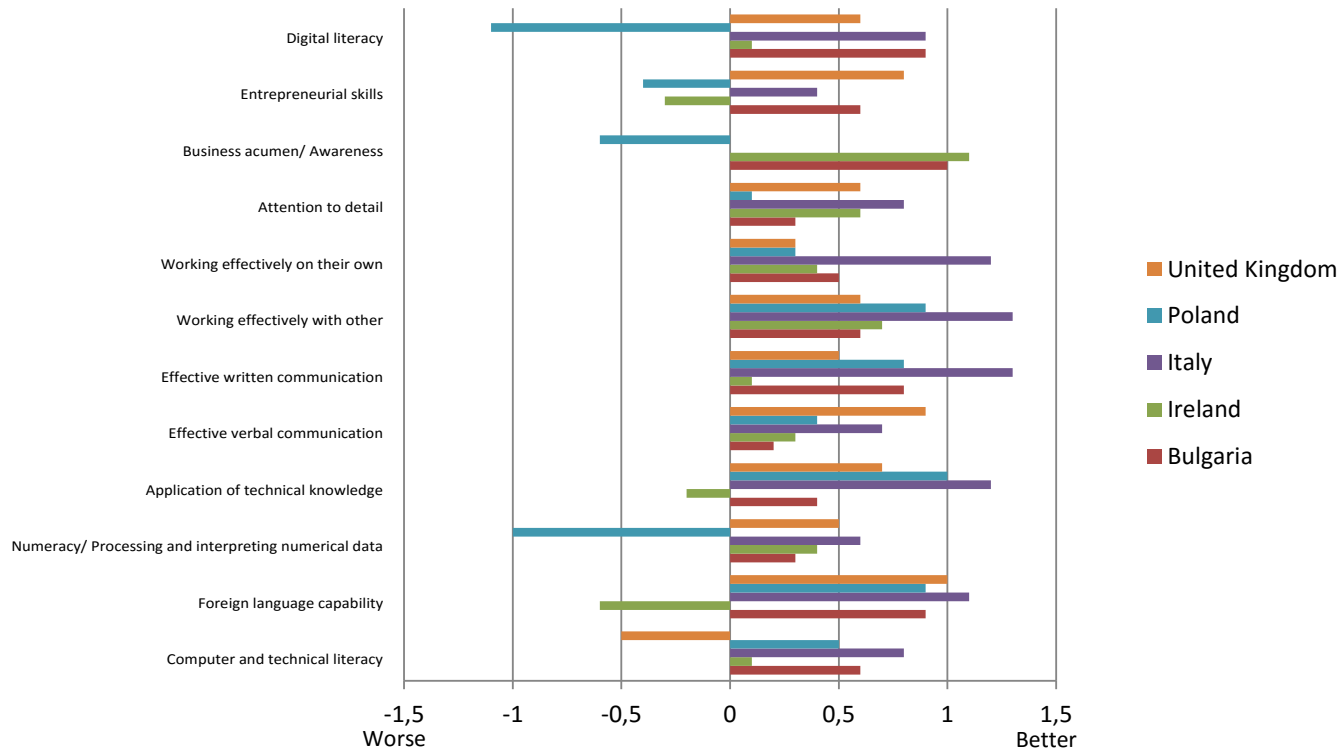
Please rate your level of satisfaction with graduate recruits as they relate to the following workplace attributes:

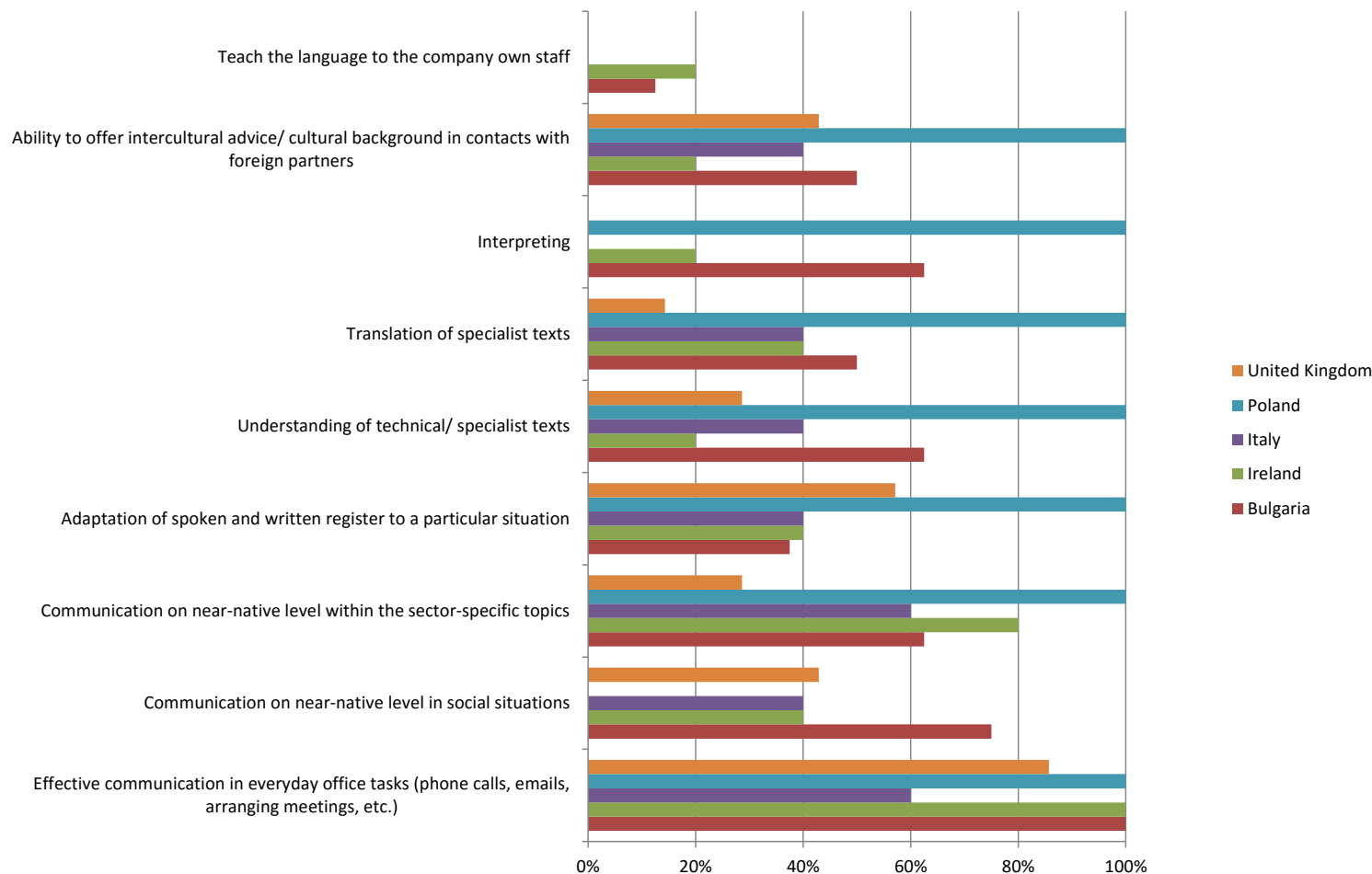# Please rate now your level of satisfaction with language graduate recruits as they relate to these attributes:
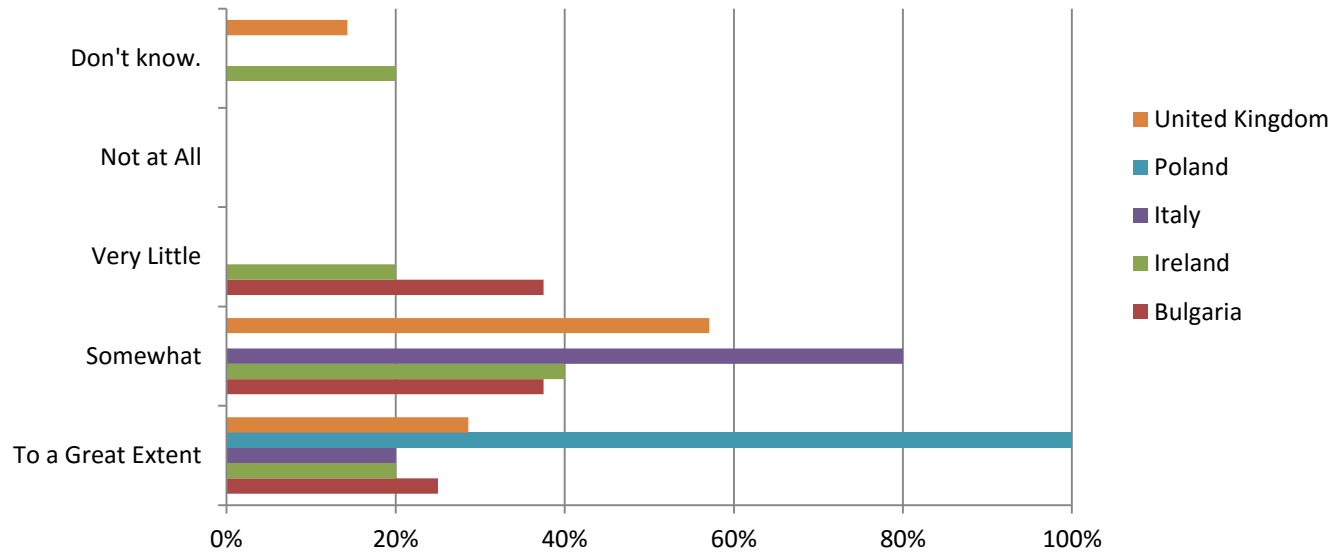
Language graduates: Where is room for improvement regarding workplace attributes?
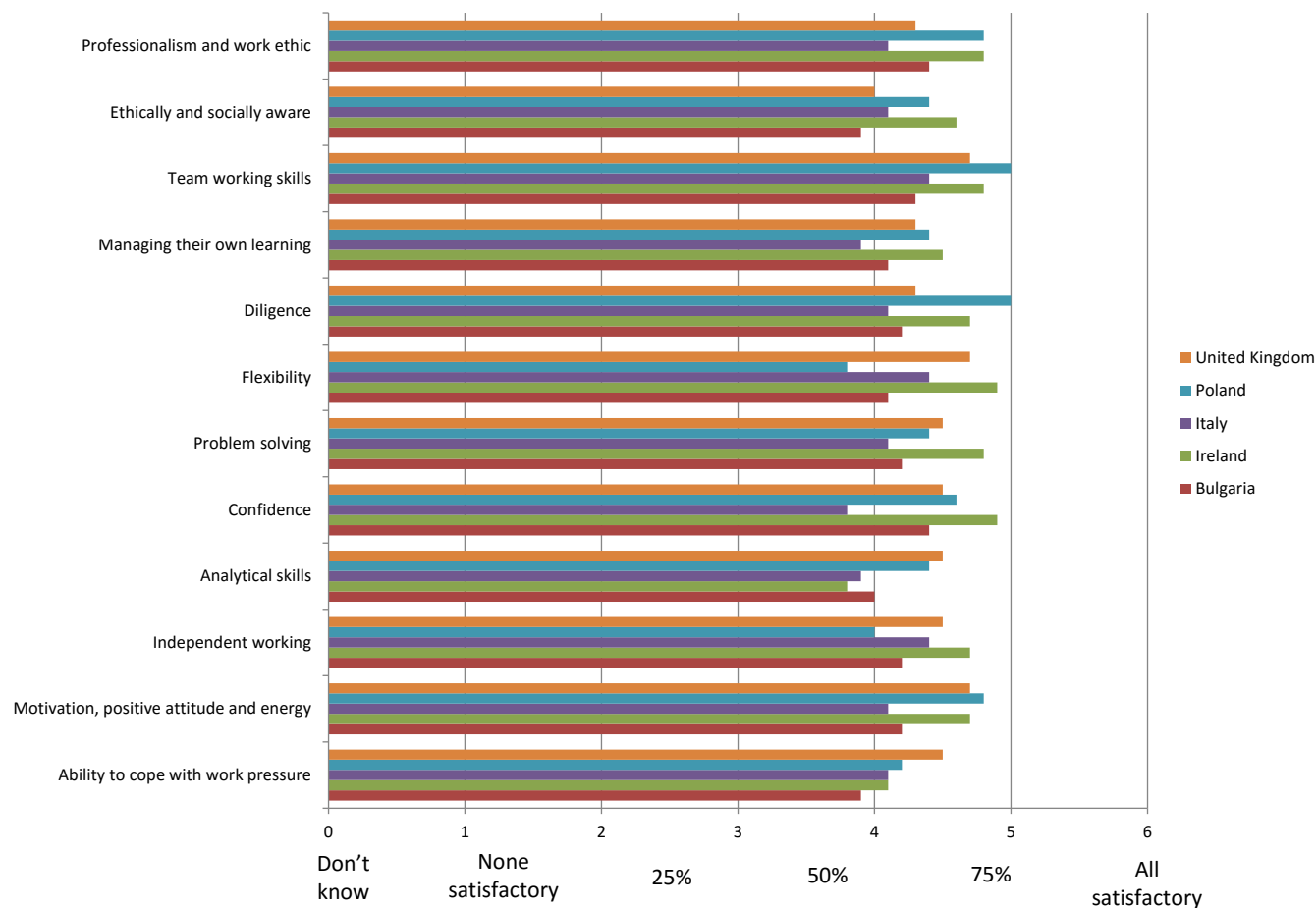

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What specific linguistic skills are you looking for in language graduate recruits?

Are language graduates aware about their skill set when applying for a position in your company?

Please rate your level of satisfaction with graduate recruits as they relate to the following soft skills:

Legend:
- United Kingdom
- Poland
- Italy
- Ireland
- Bulgaria

Categories (top to bottom):
- Professionalism and work ethic
- Ethically and socially aware
- Team working skills
- Managing their own learning
- Diligence
- Flexibility
- Problem solving
- Confidence
- Analytical skills
- Independent working
- Motivation, positive attitude and energy
- Ability to cope with work pressure

X-axis: 0 (Don't know) — 1 (None satisfactory) — 2 — 3 (25%) — 4 (50%) — 5 (75%) — 6 (All satisfactory)

Please now rate your level of satisfaction with language graduate recruits as they relate to the soft skills:
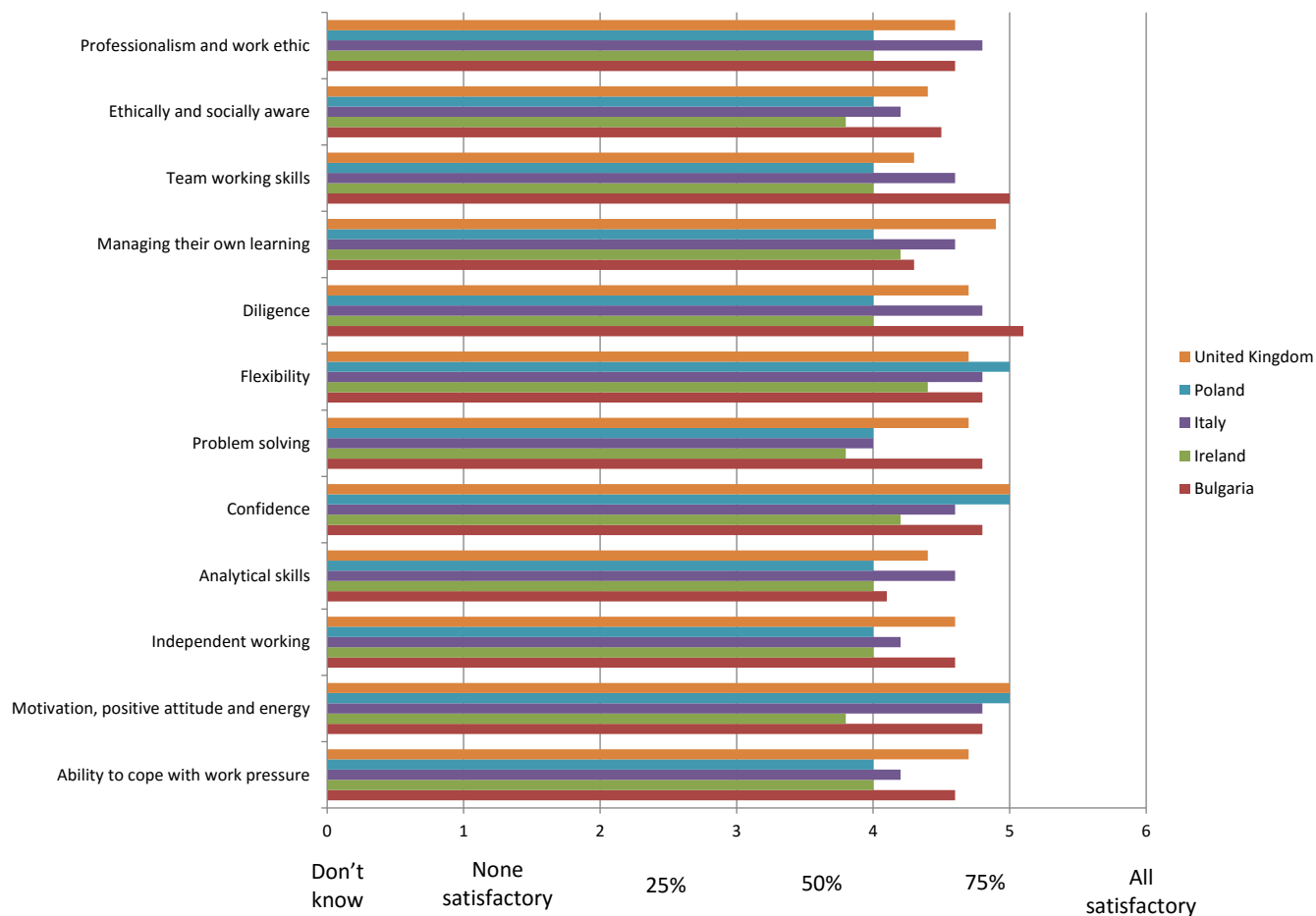
Language graduates: Where is room for improvement regarding soft skills?

ERASMUS+ © trendence
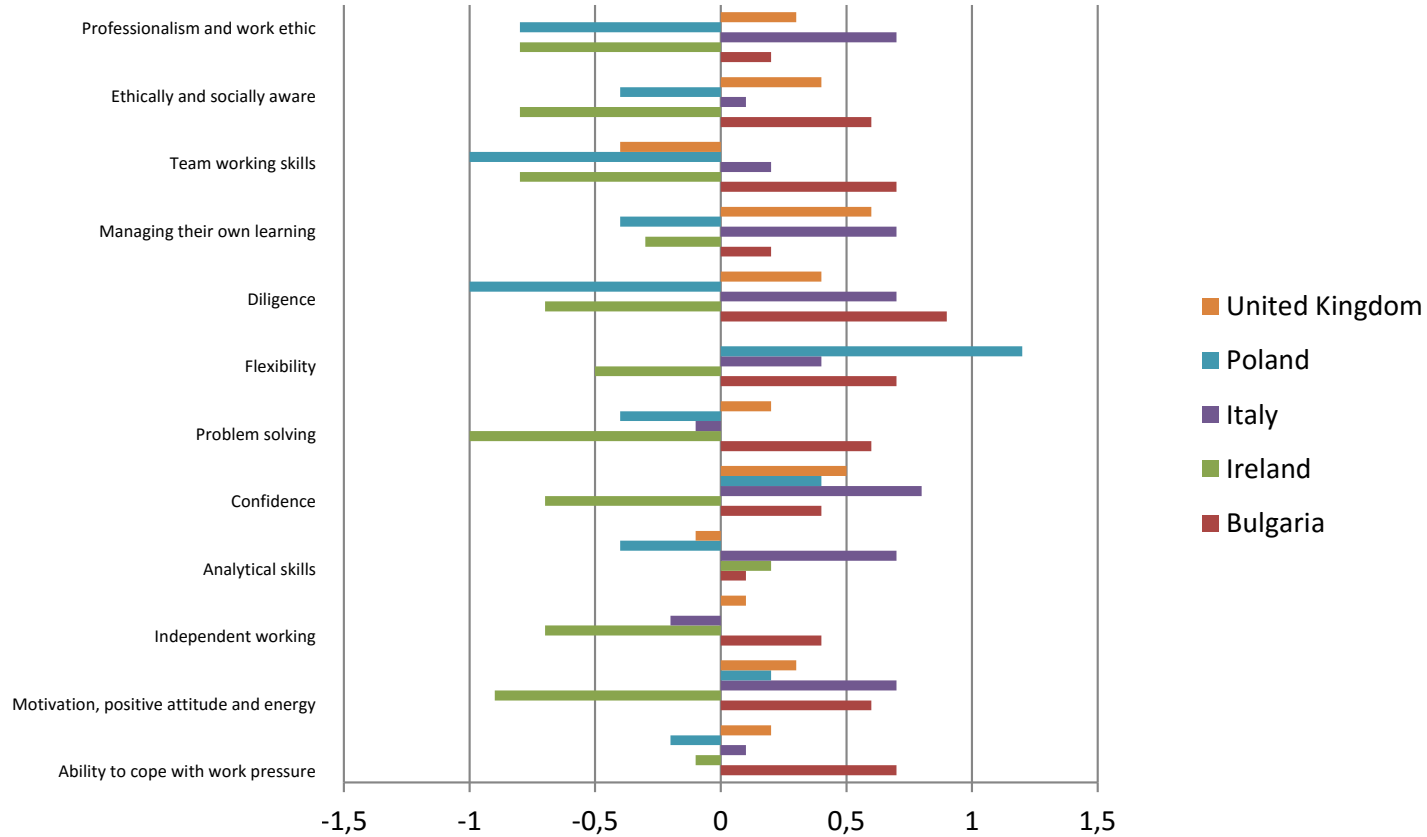
Compared to technical/ functional skills, how important do you consider soft skills when hiring graduates?

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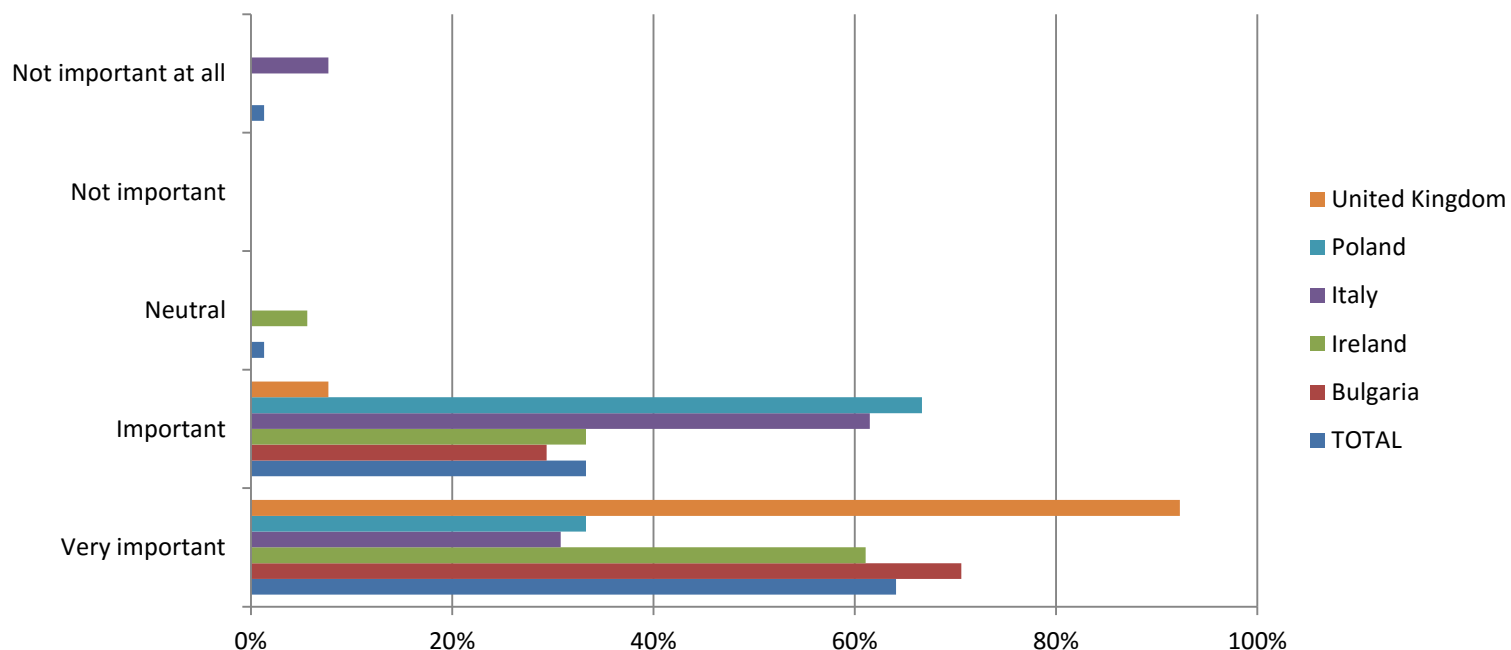
Which methods could help graduates to improve their soft skills?

What foreign languages do you require in your organisation?
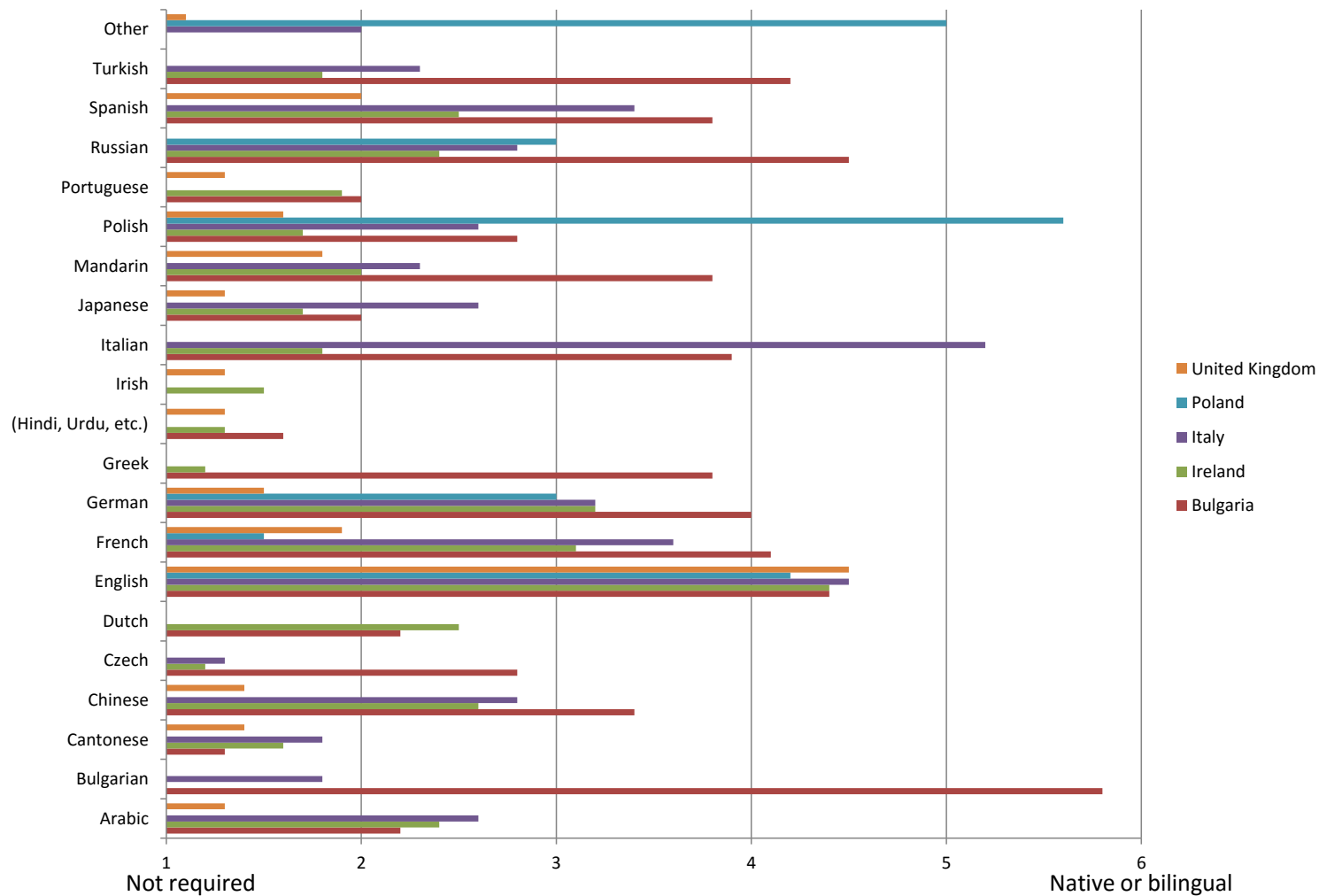
Do you have a specific requirement for foreign language proficiency skills in your organisation?

What are the specific requirements for foreign language proficiency skills in your organization?

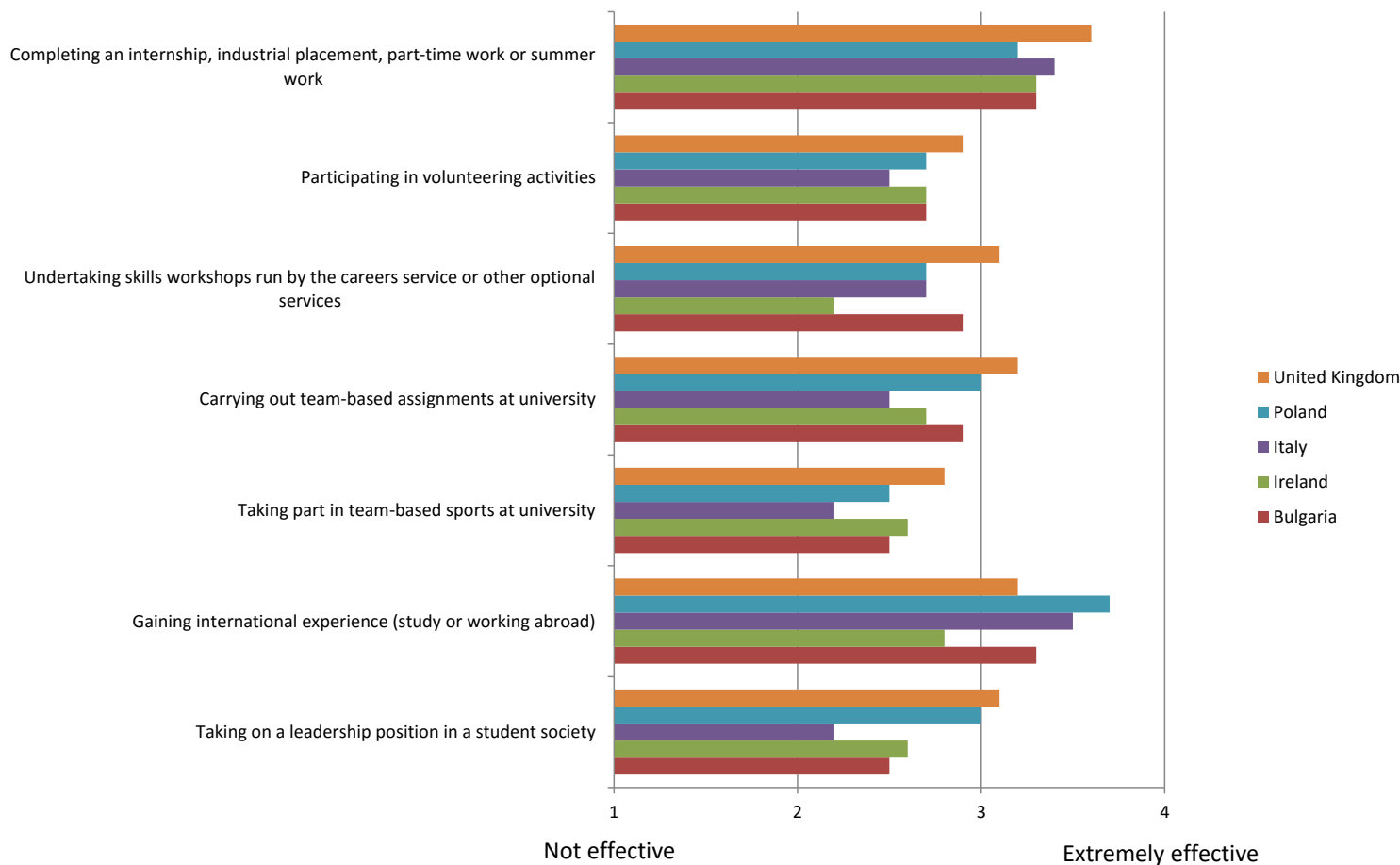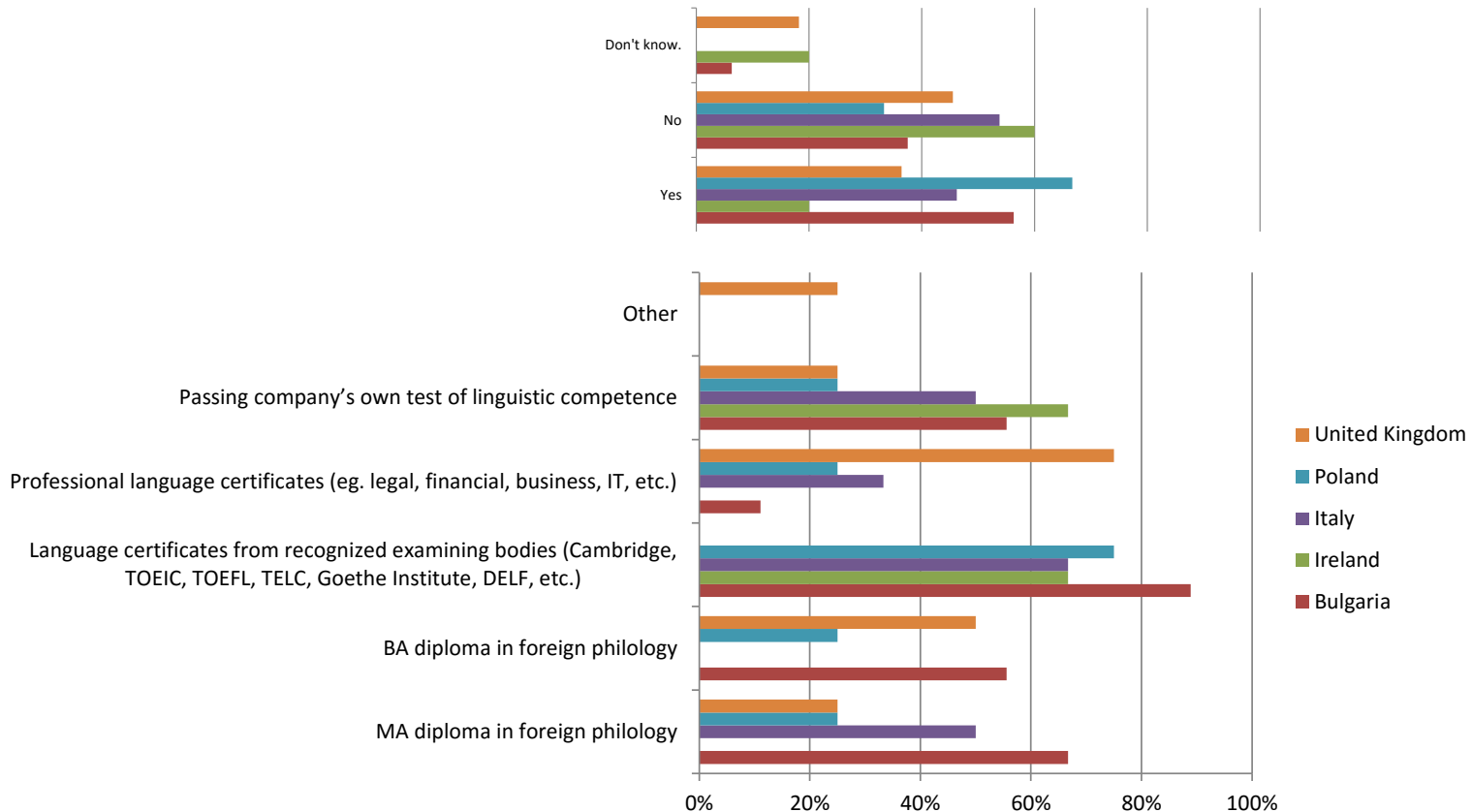# How does your organisation test language competence?

How does your organisation test language competence?
Conversational testing
Interview
Interview with a native speaker
Interview, trial customer service
Own tests
Phone call with native speaker & we also ask the candidate to send an email summarizing the call in the language we are testing.
Practical tasks
Test
Test, interview, incl. problem solving
Test, interview.
Tests- oral and written
Translation and QA tests
Using case interviews
Verbal chat with other native speaker

Do you expect to increase the number of work placement or internship opportunities for graduates in the future (next three to five years)?

Legend:
- United Kingdom
- Poland
- Italy
- Ireland
- Bulgaria

Categories:
- No, reduce
- No, stay the same
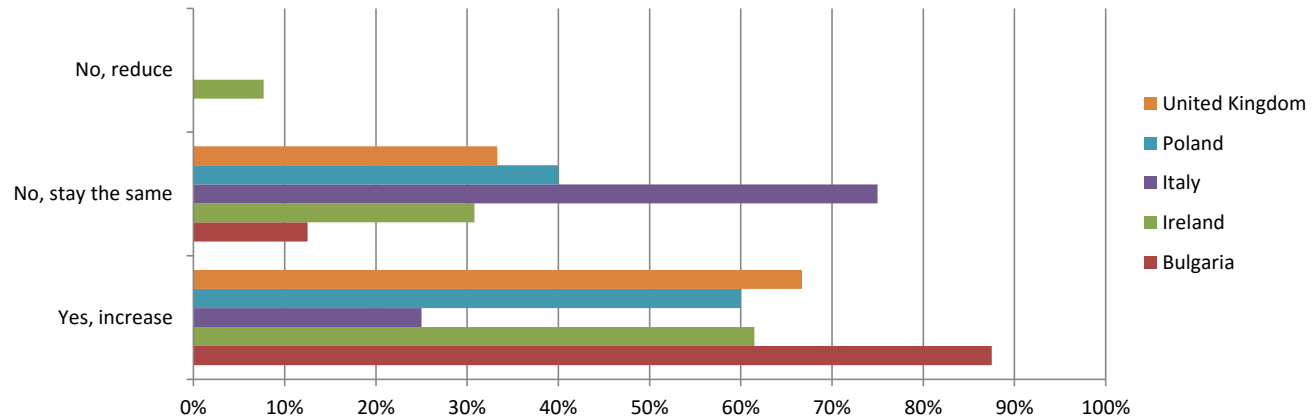- Yes, increase

Why do you think work placement or internship opportunities for graduates will increase in the future?

Why do you think work placement or internship opportunities for graduates will increase in the future?
Addressing the skills shortage requires us to contribute.
Assisting the employees, recruiting new employees.
Because of the need for fresh pair of eyes and diversity.
Because there is increasing demand for multilingual communication and management of technical documentation which also presumes knowledge of foreign languages and cultures.
Because there will be upcoming retirements of employees who will have to be replaced.
Cheap labor for companies.
Company strategy
Cooperation with regional and local employment offices. Own needs.
Due to population ageing.
Enpanding through various projects.
Expanding activities of the company which requires more specialists.
I am part of a expanding business that will require more people in the future. Also, internship opportunities may arise as this is also part of "succession" planning.
In our organisation, these employees form a major part of our future leadership pipeline.
Increase in business need.
Increasing volume of work.
Lack of availability of experienced nurses in this field.

Why do you think work placement or internship opportunities for graduates will increase in the future?

Why do you think work placement or internship opportunities for graduates will increase in the future?
More people are going to college now to pursue a career. These types of options are great for organisations to get an insight on how well the candidate will get on before securing a full time position. Need of qualified staff.
Opportunity Planned expanding of business.
Practical education and adaptation of the programme of studies to the social and economic needs. Quick enpanding of service sector, need of qualified staff.
The company is continuing to expand.
The company is growing and is growing in international markets where language skills will be required.
We view our graduate's as the future of our organisation. In the past 5 years numbers have gradually increased and I imagine it may continue to do so.

Why do you think work placement or internship opportunities for graduates will decrease in the future?

Why do you think work placement or internship opportunities for graduates will decrease in the future?
Persistency, responsibility.
Critical thinking, project managment, creativity.
Dealing with customers, using spesialized software and new technologies.
Lack of application of acquired knowledge in real work environment.
less job opportunities.
More permanent positions becoming available in the sector.
No
Practical thinking, quick adaptation to environment and conditions, ability to make motivated decisions.
Responsible attitude to work, self motivation, teamwork.

Could you specify skills that your organisation requires now and Higher Education is currently not providing?

Could you specify skills that your organisation requires now and Higher Education is currently not providing?
A clear picture of how companies and business units actually interact with each other. A pragmatic view and realistic expectations on what is feasible independent from the formal knowledge.
Negotiation and communication skills.
A good work ethic
Ability to work in a multicultural environment. Independence. Working for results.
Actual work experience with the qualification.
Adjustement of the knowledge and skills acquired at college to future work.
commercial awareness skill especially from technical / engineering graduates.
Critical thinking, project managment, creativity.
Dealing with customers, using spesialized software and new technologies.
Diligence, conscientiousness, willingness to train and develop, teamwork skills.
Dilligence, taking on responsibility, project management skills.
English
Entrepreneural thinking
Expertise in the design and management of community activities.
Fluency in English speaking
Fluent language speakers
Hospitality sector vocabulary
I feel that Higher Education currently provides skills that my organisation requires.
Independent undertaking of actions useful for the company.
Lack of application of acquired knowledge in real work environment.
management / administration of an office, telephone filter.

Could you specify skills that your organisation requires now and Higher Education is currently not providing?

| Could you specify skills that your organisation requires now and Higher Education is currently not providing? |
| --- |
| Not specific to Strathclyde, but LLB students need to be more commercially aware and see the Law Firm as a commercial enterprise. On-going training needed in the social care field. |
| Persistency, responsibility |
| Physical stamina |
| Practical elements of engineering, software skills, Electronic Engineering (limited availability) |
| Practical thinking, quick adaptation to environment and conditions, ability to make motivated decisions |
| Practice learned at the university, insufficient practice of conversational foreign language |
| Practicing aqcuired academic knowlegde, not enough skills to use the foreign language studied |
| Publishing programs (DTP) |
| Resilience. Commercial awareness and business acumen. |
| Responsible attitude to work, self motivation, teamwork. |
| Soft Skills Soft Skills Soft Skills - good communication, leadership qualities, people skills, team skills, presentation skills, independent use own initiative. Self realisation, professional presence. |
| Specialized technical/ industry skills/ expertise. |
| Specific skills needs are easily provided for, however it is more difficult to find the right attitude. Graduates need realistic expectations regarding salary and level of responsibility for entry level roles. |
| Stress-resistant |
| Technical and operational expertise |

Future Needs

Do you expect to increase the number of work placement or internship opportunities for language graduates in the future (next three to five years)?
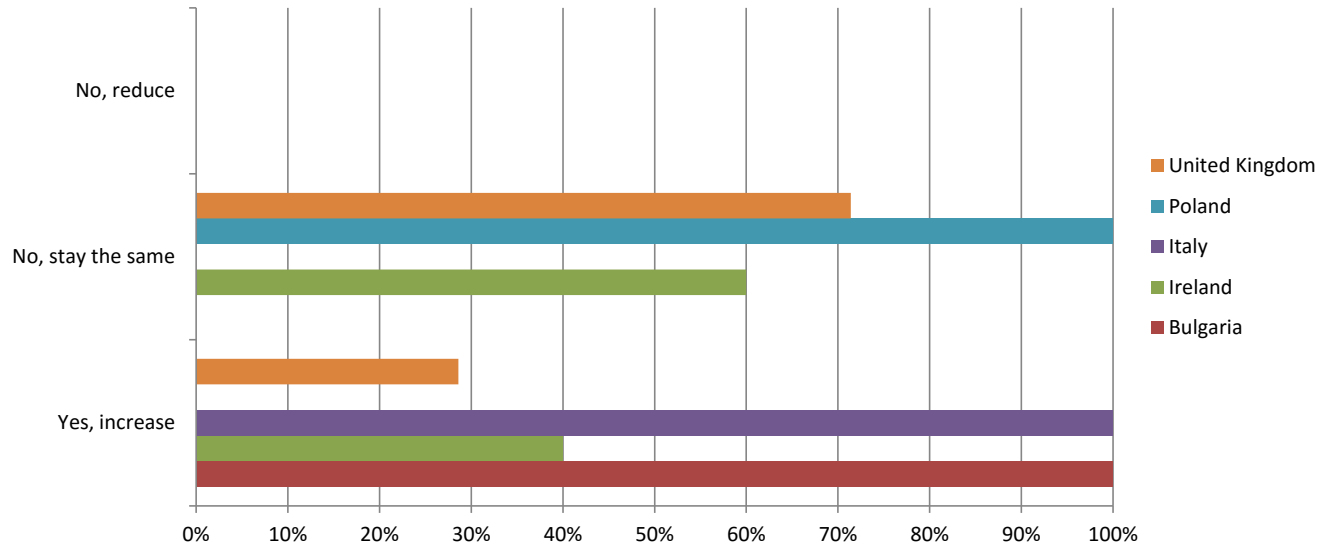
Why do you think work placement or internship opportunities for language graduates will increase in the future?

Why do you think work placement or internship opportunities for language graduates will increase in the future?
Because we are a high growth global business with partners in all parts of the world.
Because we are planning to develop.
Because we plan to expand our network of graduate ambassadors going forward.
Business growth
Demand. We focus on food and drink exports and tourism which are growing industries.
Due to expanding of international business contacts.
Economic development
Expanding interest to Bulgaria as a tourist destination.
For a generational change, for a natural exchange, for new acquisitions.
Further development and consequent need for additional staff with these skills.
Goal of internationalization.
I think so because using foreign languages is becoming a main requirement when applying for a position and in addition, it gives more opportunities for professional development!
Migration and globalization
More communication in the globalized work.
Staff turnover by increasing the existing one.
The global market
We have always done internships and had contacts with native speaking foreigners.

Why do you think work placement or internship opportunities for language graduates will decrease in the future?

Why do you think work placement or internship opportunities for language graduates will decrease in the future?
Communication skills, communication psychology.
Flexibility
It's a common fact that foreign language graduates can't use the language fluently. I guess this is due to not enough language practice with native speakers.
Motivation, responsibility, self-discipline.
Practical training with real orders.
Theory and practice of intercultural communication.
Work placements

Could you specify skills that your organisation requires now and Higher Education is currently not providing?

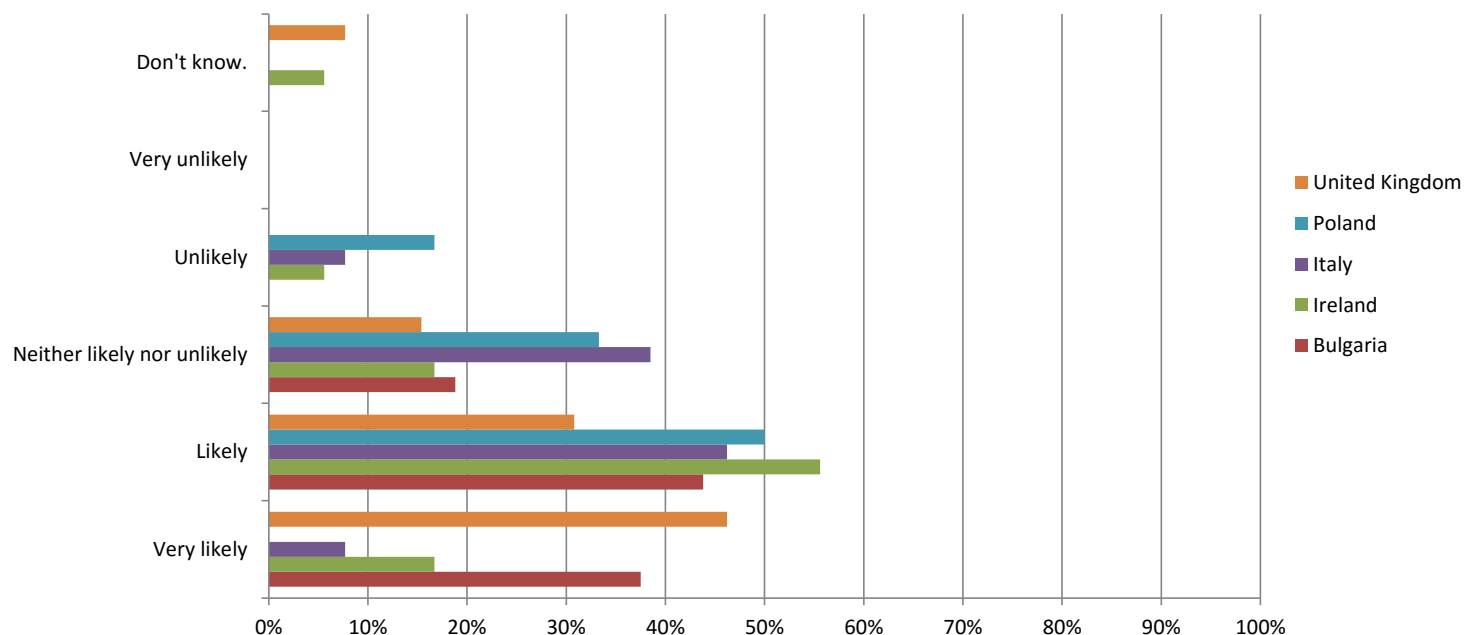| Could you specify skills that your organisation requires now and Higher Education is currently not providing? |
|---|
| Ability to relate to people in the field of work, technical expertise. |
| Business acumen within the language industry. |
| Business awareness/demonstrating commercial awareness skills, |
| Business organization and management of language projects. |
| Communication skills, communication psychology. |
| Communication skills, presentation and media training, technical skills relating to alcoholic beverages. |
| Critical thinking and creativity are skills required in the workplace as not every similar issue has the same resolution and there is a need to find alternative solutions. |
| Excellent knowledge of the language and its literature. |
| Flexibility |
| It's a common fact that foreign language graduates can't use the language fluently. I guess this is due to not enough language practice with native speakers. |
| More practical and office based skills would be a plus. |
| Motivation, responsibility, self-discipline. |
| Practical skills |
| Practical training with real orders. |
| Soft skills are a big issue but This is not just the role of academics. |
| Software engineering for front end and online user experience (UX). We also see a lack of Data Science and Statistical / Analytical students. |
| Very good knowledge of English, Russian and Ukrainian. |
| We have a demand for Graduates who are interested in working within Technology - this is something that Higher Education is providing just not in large enough numbers! |
| Work placements |
| Theory and practice of intercultural communication. |

How confident are you that Higher Education will supply with the right graduates to meet your organisation's needs in the future:

Legend:
- United Kingdom
- Poland
- Italy
- Ireland
- Bulgaria

Categories:
- Don't know.
- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very likely

Please describe why you feel the supply will be insufficient?

Please describe why you feel the supply will be insufficient?
Because if you do not change your training and you do not open up to new conceptions of education it will be difficult to train students.
Because universities don't liaise enough with industry to understand and keep up with what businesses require.
The education system does not change as quickly as the labour market. Lack of cooperation with the employers.
The way language is taught in 2nd level is not sufficient for them to carry through to 3rd level.

How can Higher Education help you to address your needs?

| How can Higher Education help you to address your needs? |
|---|
| Build partnerships with a broad range of companies to understand what technologies and skills we require. |
| Change the way language is taught at 2nd level & add more courses with target languages at Uni. |
| Collaborating with business, technical communication associations and trade unions that can contribute greatly by illustrating the realities that young people will find in the near future and they can prepare young people to meet the needs of companies and markets. |
| Establishing closer contacts with local employers. |

Graduate assessment

Do you formally measure the success of your graduate recruitment and development programmes?

Legend:
- United Kingdom
- Poland
- Italy
- Ireland
- Bulgaria
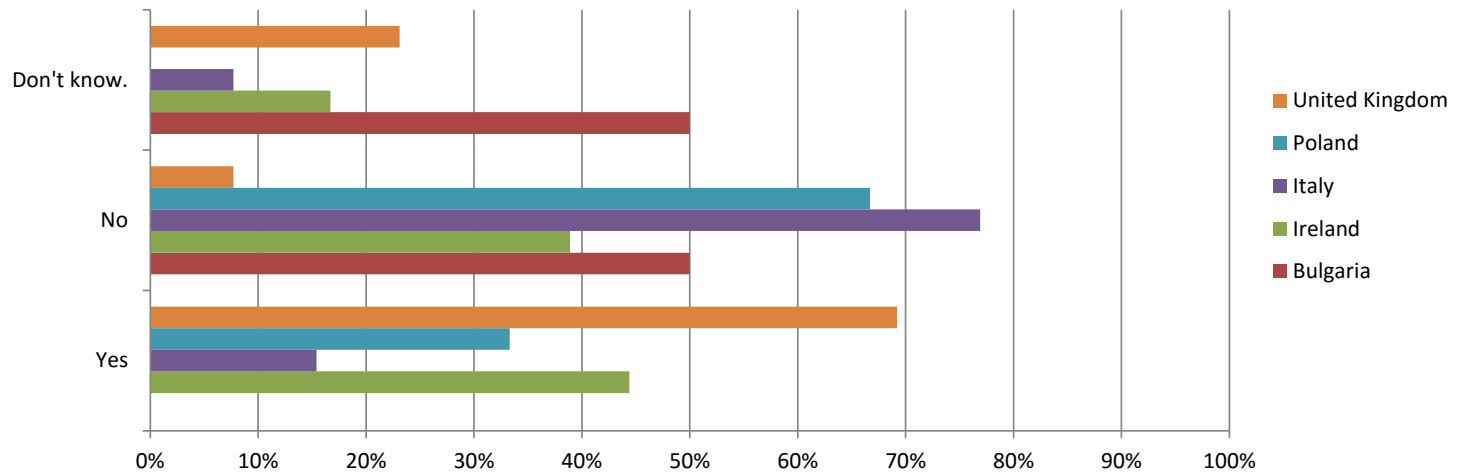
Which of the following methods are used to help graduates while starting a job within your organisation and how would you rate the effectiveness?
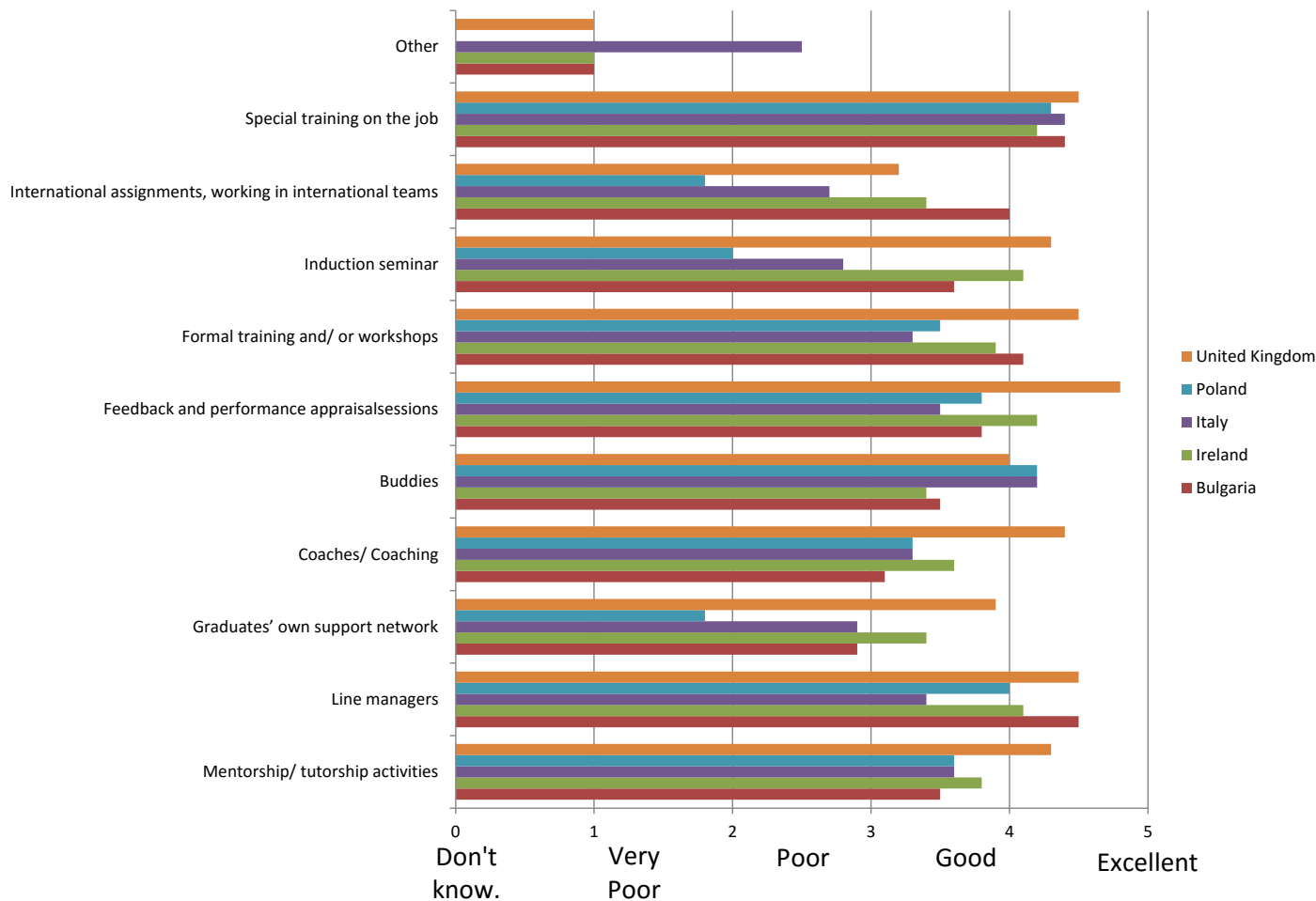
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