



trendence
INDIVIDUAL
SOLUTIONS



CES & L



Co-funded by the
Erasmus+ Programme
of the European Union

ERASMUS+

Results of the piloting – ERASMUS+

Berlin, 22 August 2017



Agenda



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About trendence

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Introduction



Introduction




The CES&L (Erasmus+) Careers Module For Students of Languages is a two year Erasmus+ funded project co ordinated by Institute of Technology, Tralee, Ireland and a collaboration between partners from Austria, Bulgaria, Germany, Italy, Ireland, Poland and the UK.

The output, 10 workshops, is a resource for practitioners working with Modern Languages students that aims to enhance their employability by engaging them in work related activities as part of their academic studies. The Project Team has worked with employers across Europe to seek their views on how HEIs can support students to become more employable and recognize the significance of their modern languages degree in the international job market.

In this report you will find the result of the different workshops, that were evaluated by trendence as the research partner in this project.

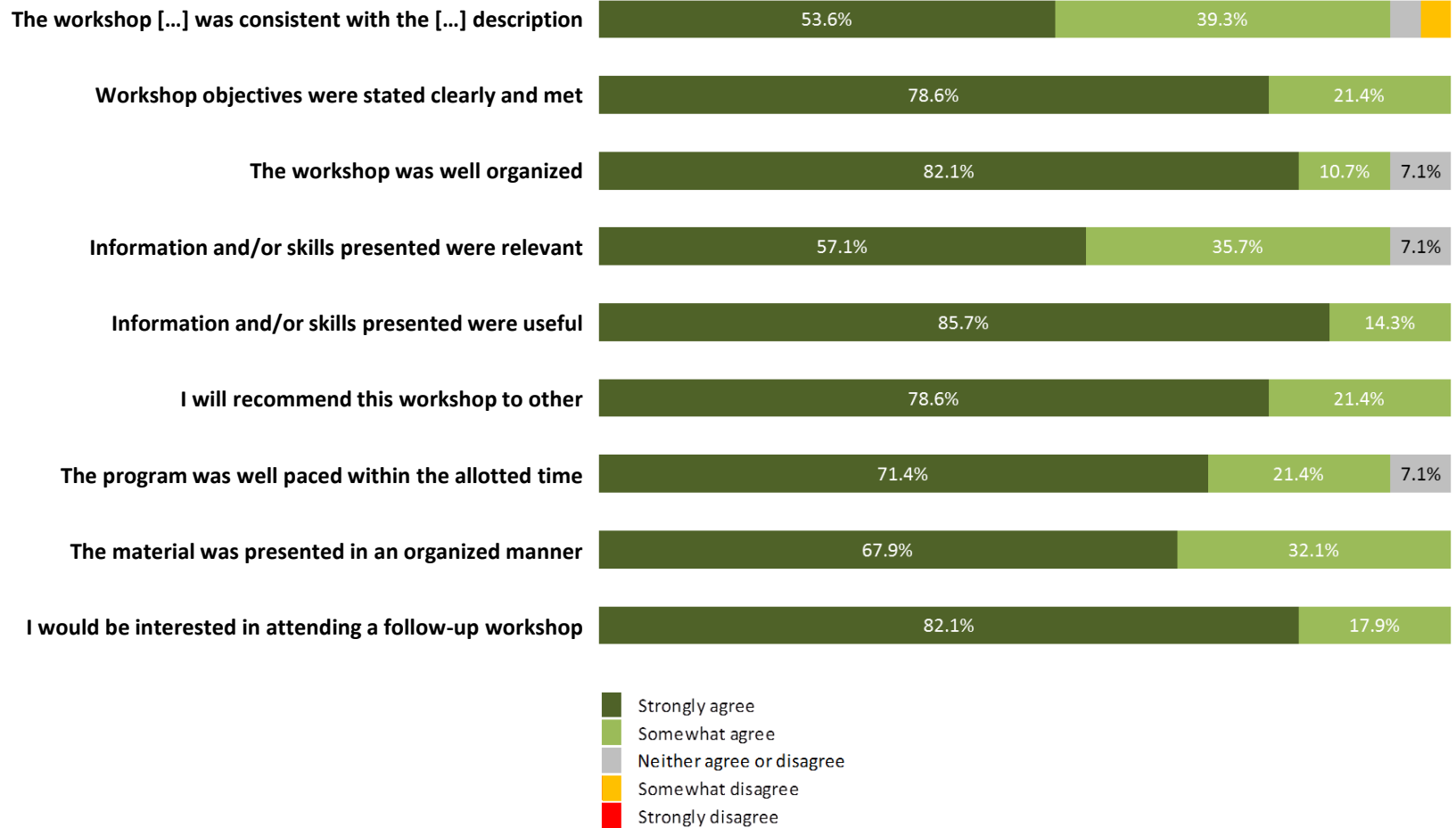
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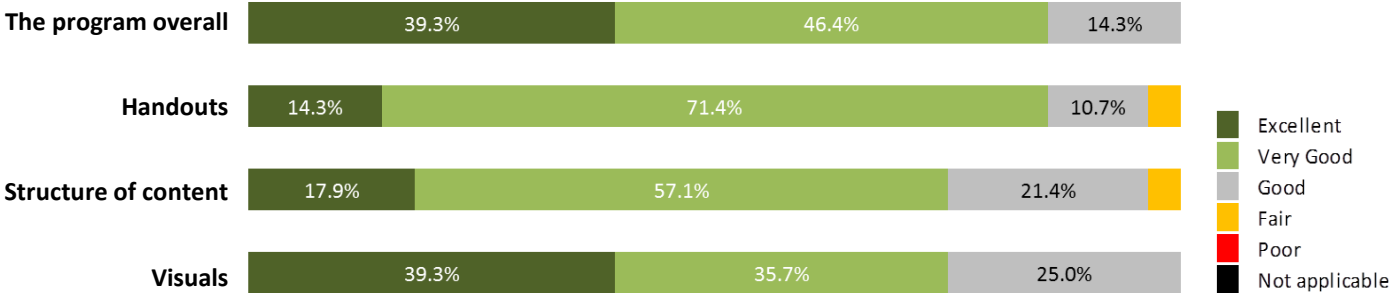
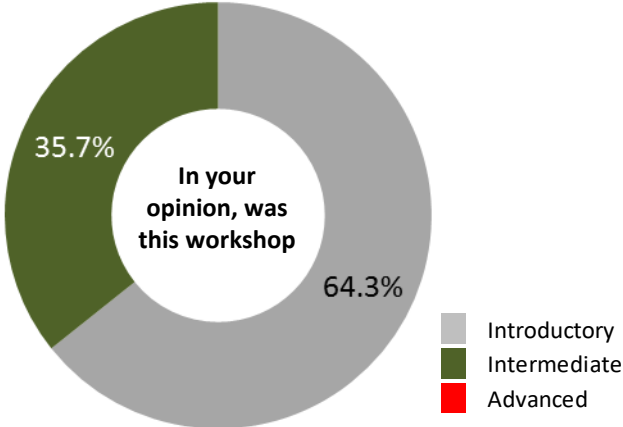
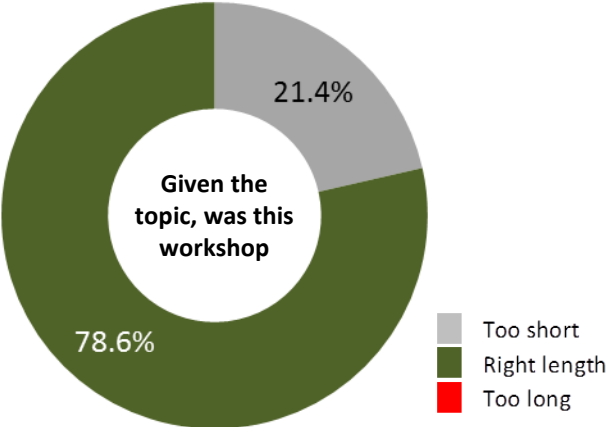
Evaluation CES&L Erasmus Workshop A

28 participants

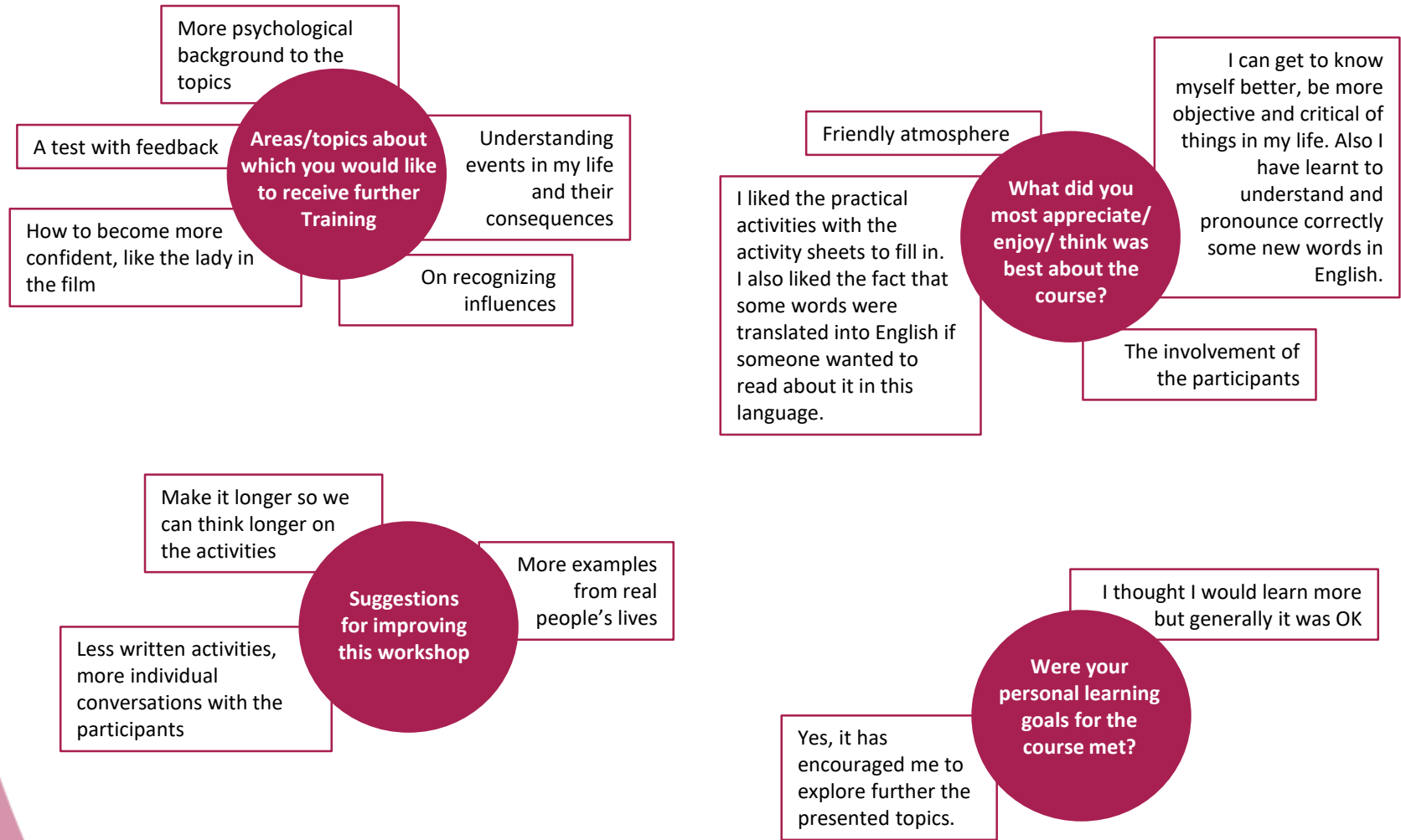
Evaluation CES&L Erasmus Workshop A




Evaluation CES&L Erasmus Workshop A



Evaluation CES&L Erasmus Workshop A



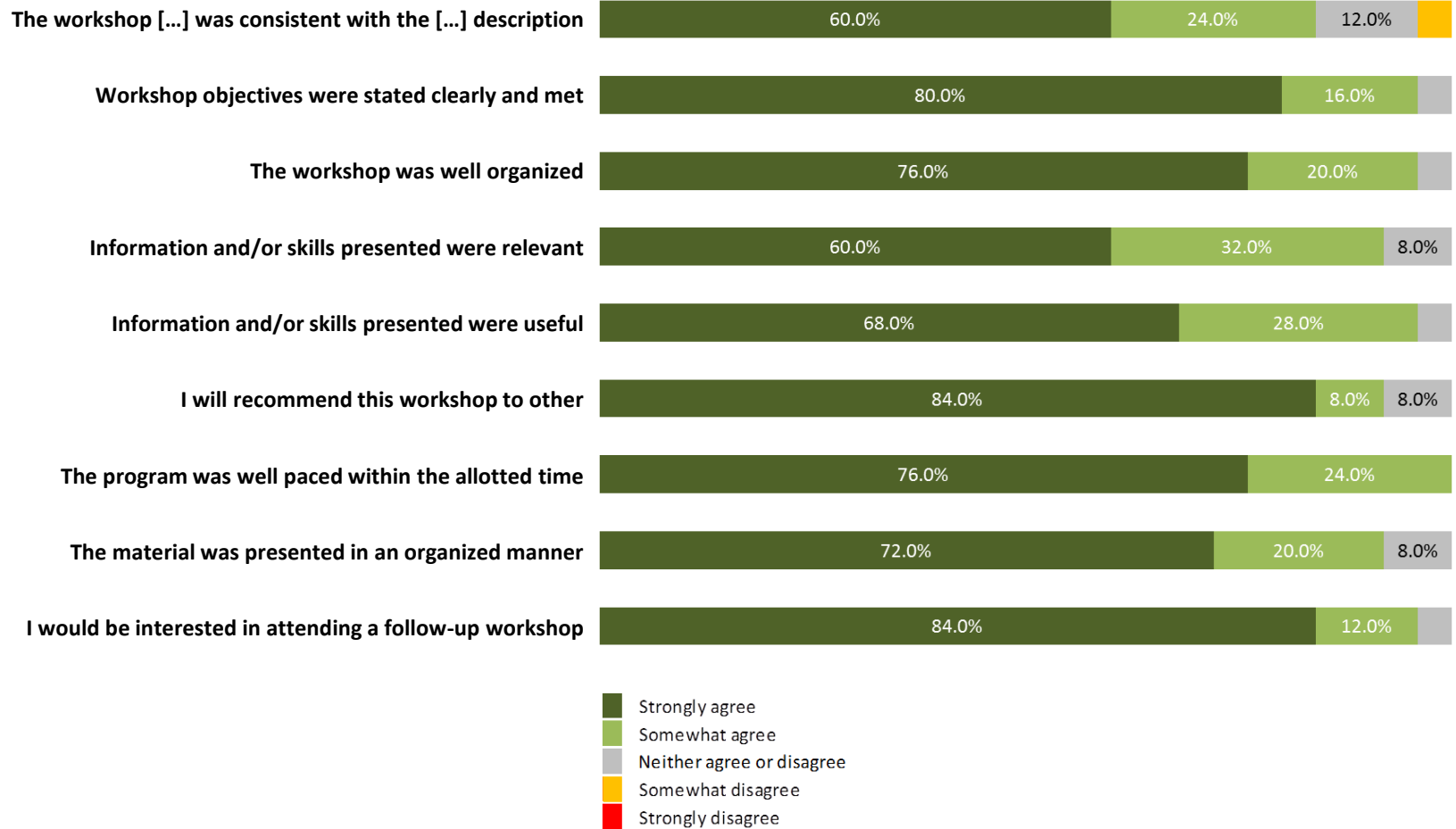
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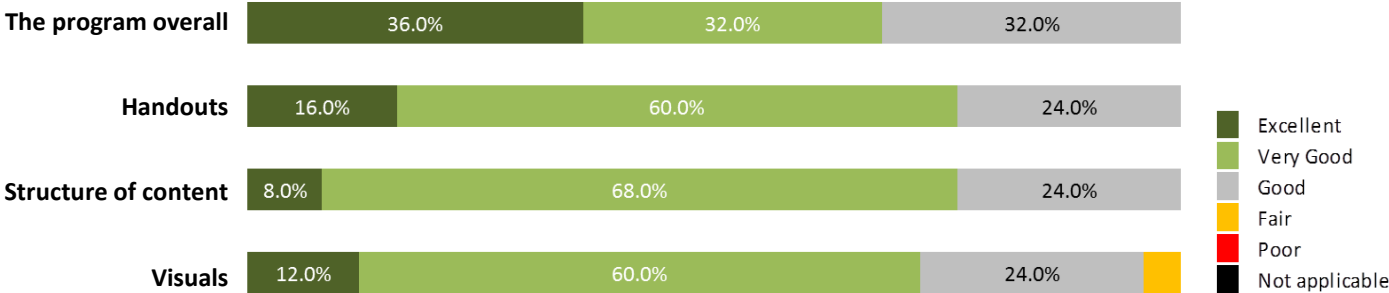
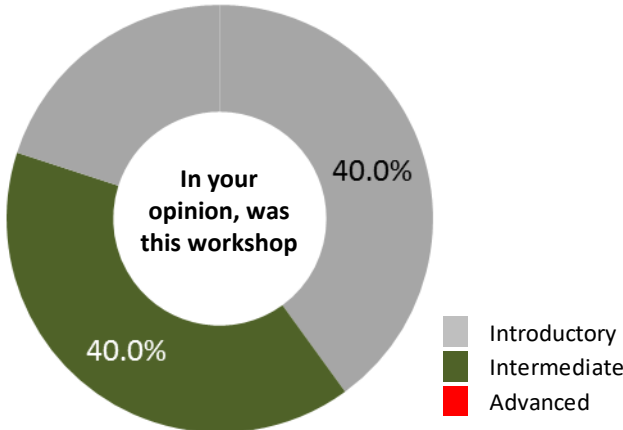
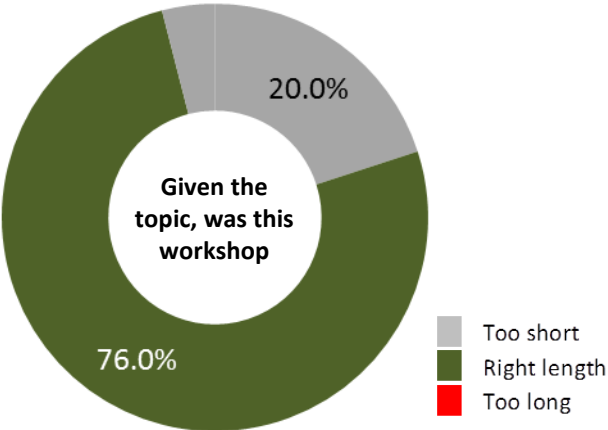
Evaluation CES&L Erasmus Workshop B

25 participants

Evaluation CES&L Erasmus Workshop B



Evaluation CES&L Erasmus Workshop B



Evaluation CES&L Erasmus Workshop B

Areas/topics about which you would like to receive further Training

- Employment opportunities in our region
- I would like to learn more about positive psychology
- How to have positive attitude, how to assess myself, how to be more confident
- More about the concrete employment possibilities after various university programs
- I would like to learn "learned optimism"

What did you most appreciate/enjoy/ think was best about the course?

- The teacher was convincing. I will think more what my strengths are
- Advice to go on an "inner pilgrimage" to find your real self before deciding about your career
- Discussion with others
- SWOT exercise
- In fact I liked everything - the presented topics, the presentation, the exercises
- Recognizing one's own strengths
- The amount of information, the handouts
- What I learned about positive psychology from the presentation


Suggestions for improving this workshop

- The workshop would be better without the presentation, I prefer when real people talk to me
- It could be longer and more detailed on some topics but we have the reading list, so I can continue on my own
- More practical exercises
- It was very interesting, I wouldn't change anything

Were your personal learning goals for the course met?

- Yes, it was generally OK
- Rather yes
- More or less

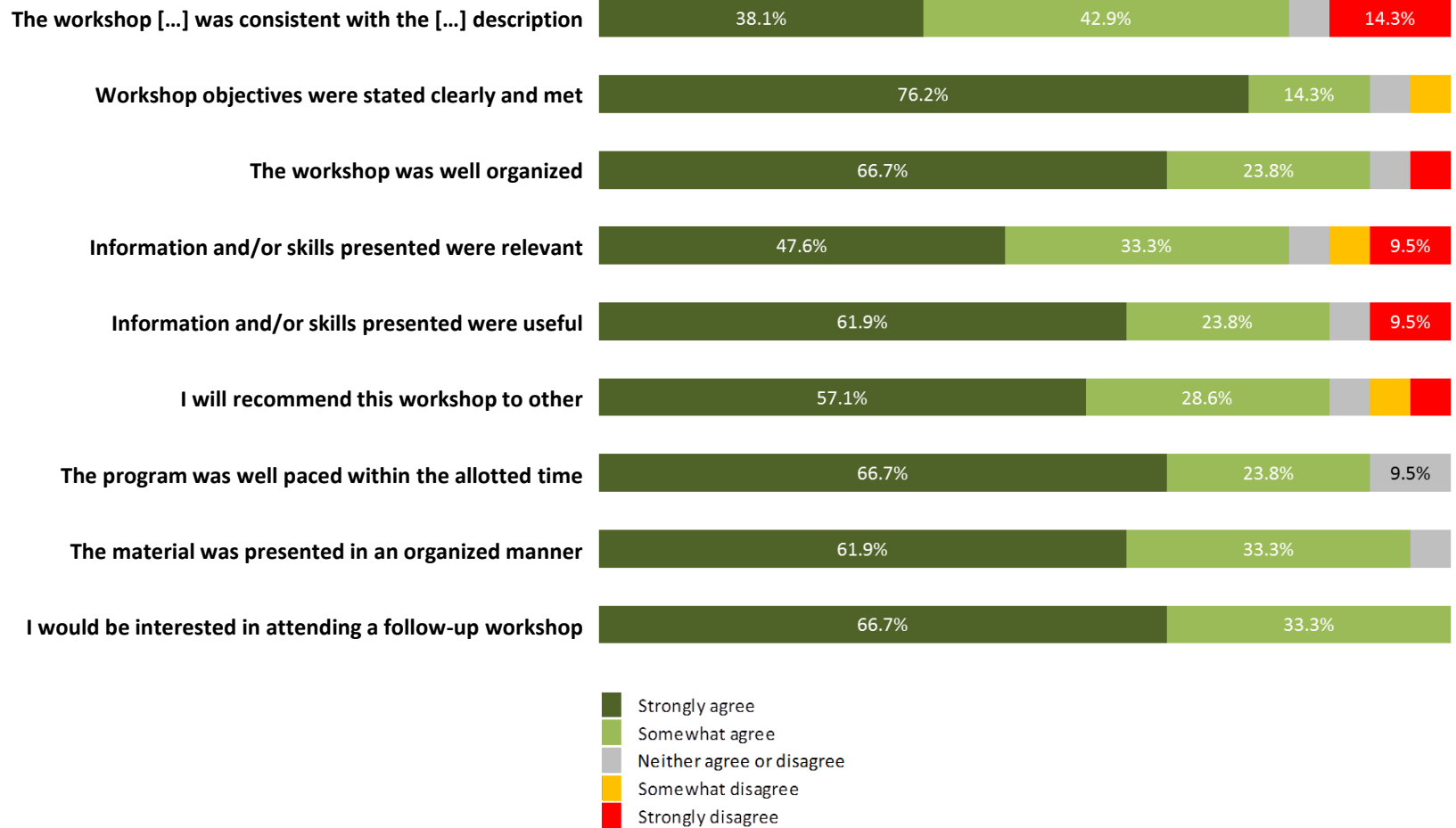
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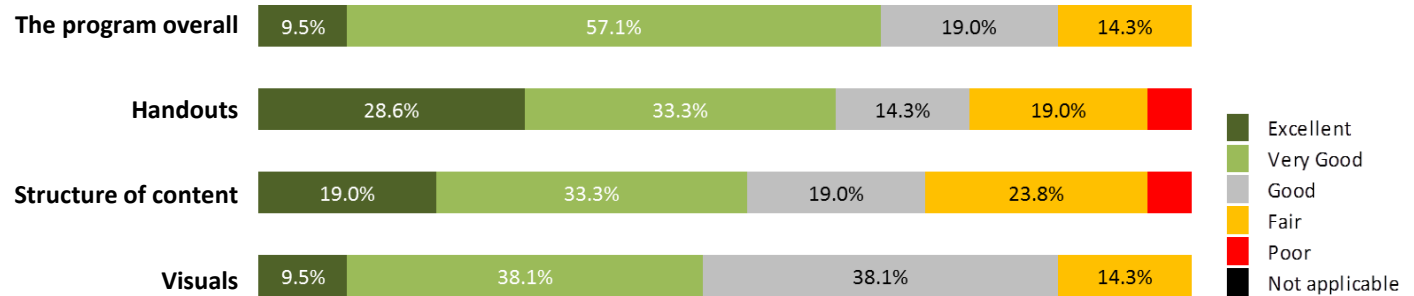
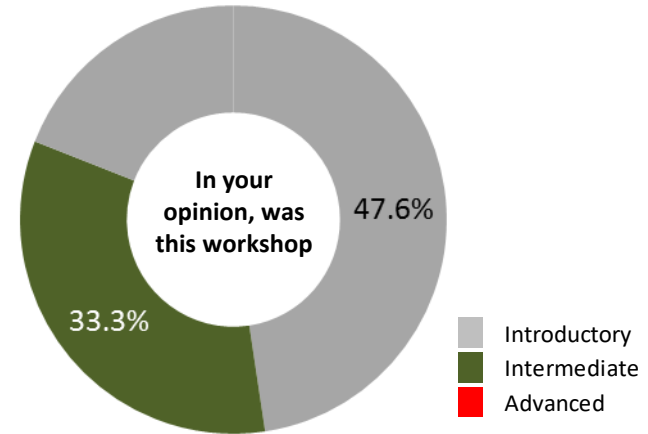
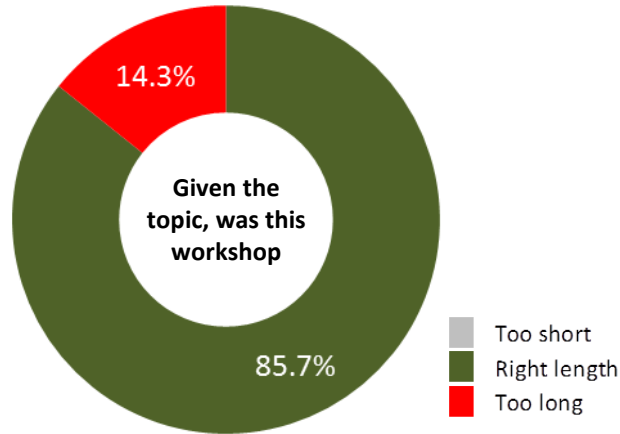
Evaluation CES&L Erasmus Workshop C

21 participants

Evaluation CES&L Erasmus Workshop C




Evaluation CES&L Erasmus Workshop C



Evaluation CES&L Erasmus Workshop C



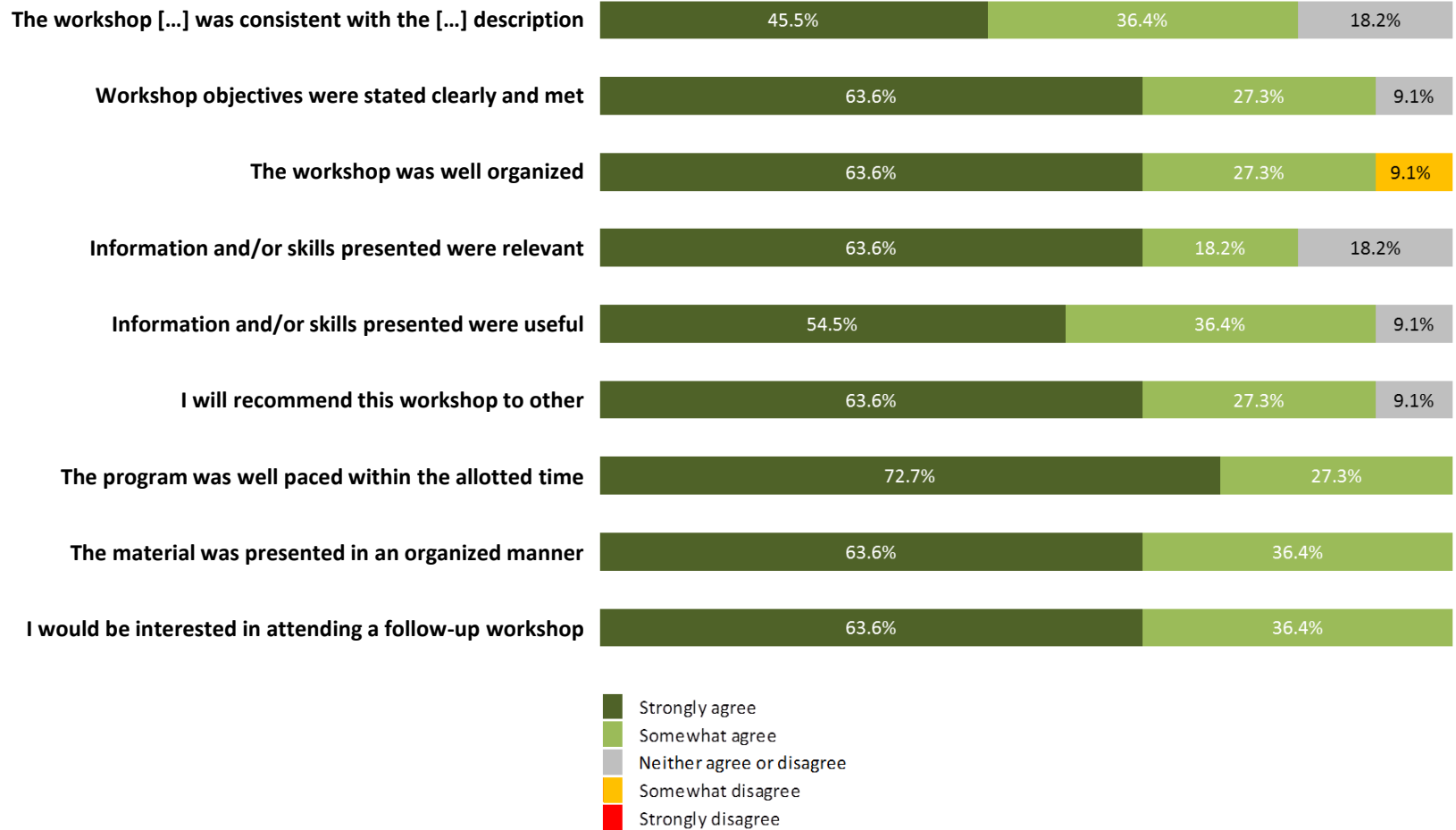
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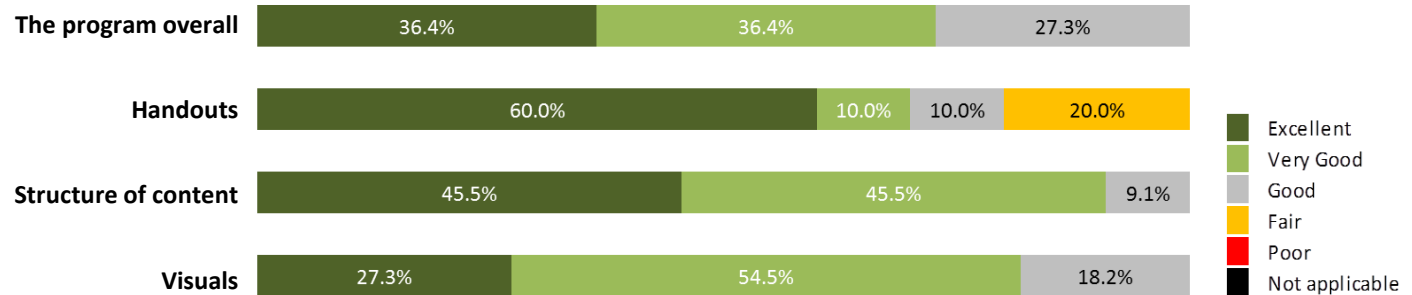
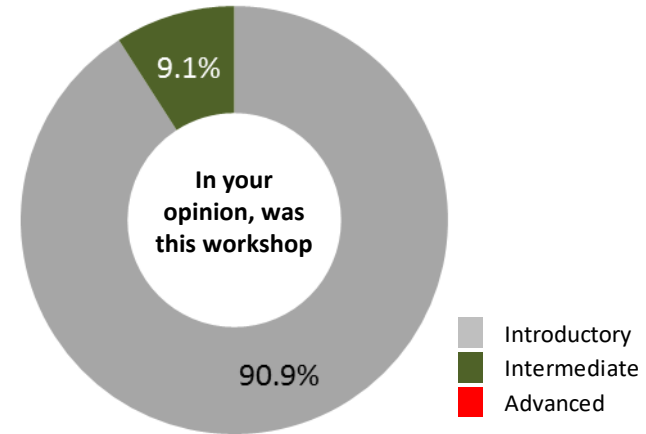
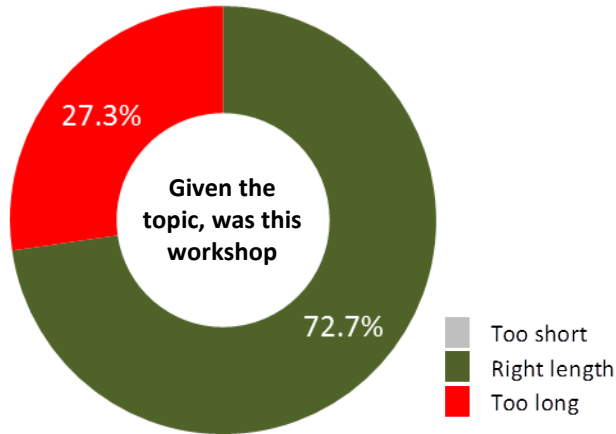
Evaluation CES&L Erasmus Workshop D

11 participants

Evaluation CES&L Erasmus Workshop D



Evaluation CES&L Erasmus Workshop D



Evaluation CES&L Erasmus Workshop D

Areas/topics about which you would like to receive further Training

Approaching some of the sectors/jobs we learned about e.g. how to tailor your CV.

Evaluation of job roles/career paths

How to actually go about finding vacancies for jobs/internships and work experience.

How to build a CV, how to behave in an interview.

More talk about the companies I should be looking into to receive training/a grad job.

Seeing various case studies of previous students. It helps to see how people evolved afterwards.

Case studies were most useful/informative.

The "planned happenstance" part (DI). Enjoyed really looking into how heads work when thinking of careers.

What did you most appreciate/enjoy/ think was best about the course?

Learning about the multiple opportunities available for languages.

Mindmap was a great idea to jot ideas down.

The variety of sectors available.

Less lengthy and more interaction.

Remove mind map exercise and condense the explanation of career - decision making.

Quiz to see what areas/sectors people would be best suited to.

Suggestions for improving this workshop

Have more examples to sources of jobs and go through them.

Could be a bit shorter as content does sometimes overlap, such as mind frame and case studies.


Less focus on theory.

Were your personal learning goals for the course met?

Made me consider different perspectives, was reassuring but would like more productive info.

Yes, I was exposed to a lot more job opportunities than I originally thought possible.

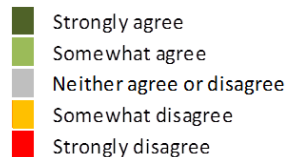
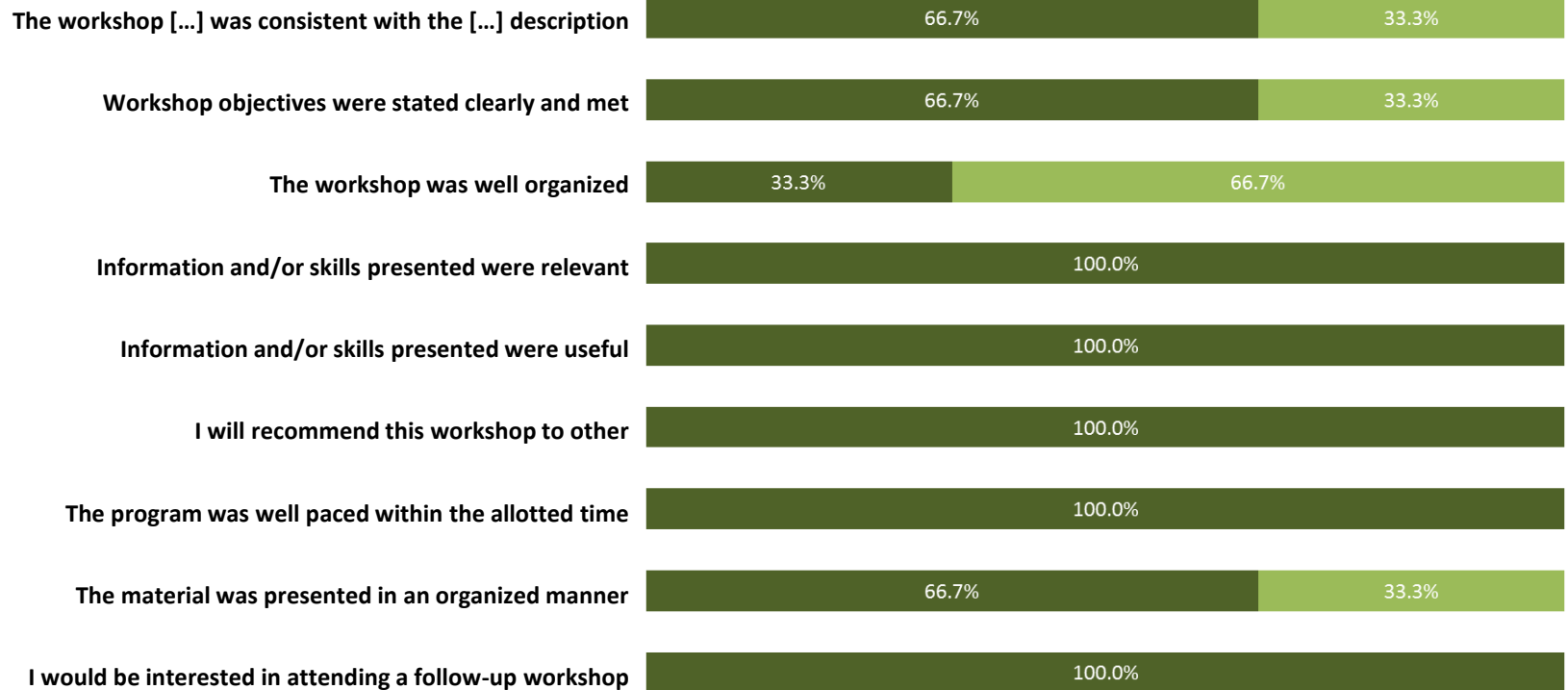
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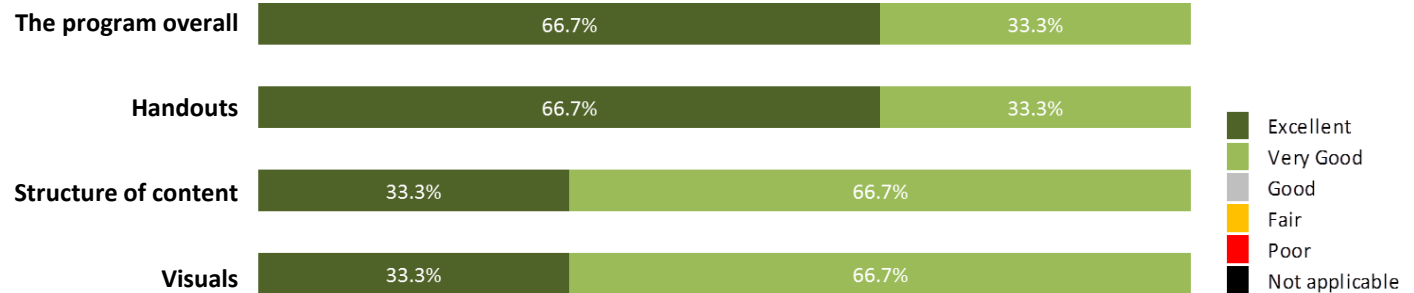
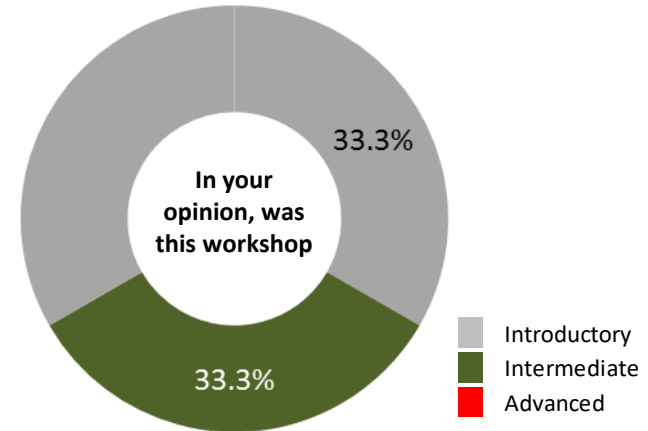
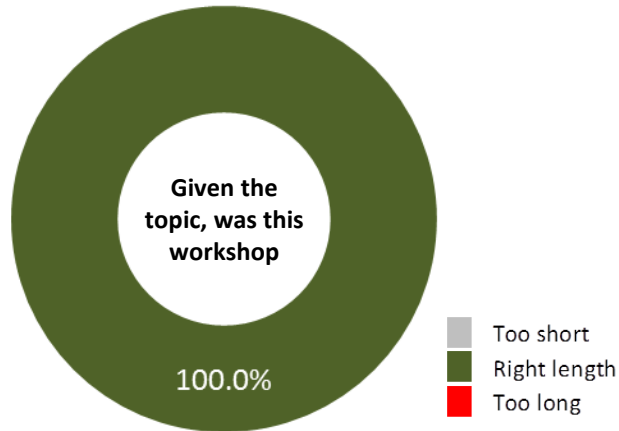
Evaluation CES&L Erasmus Workshop E

3 participants

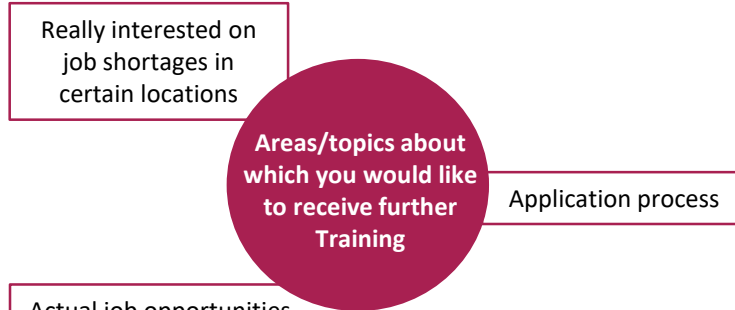
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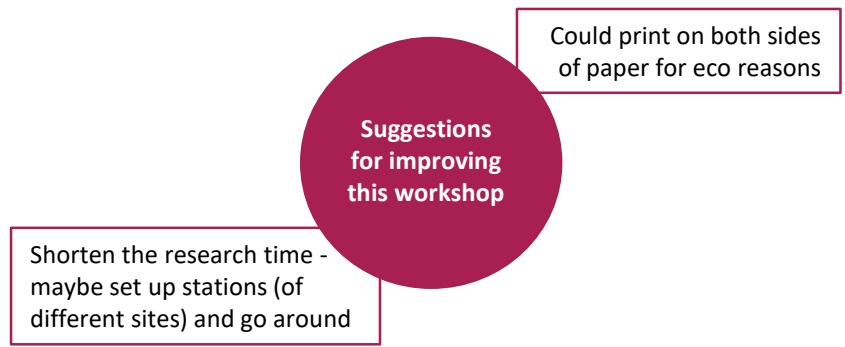
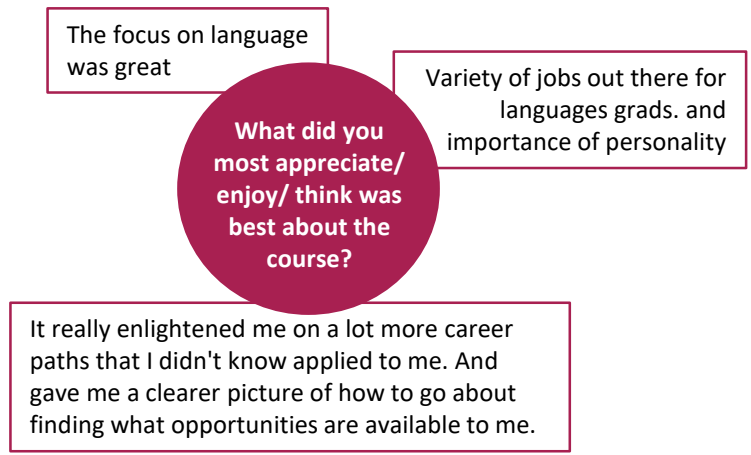
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Evaluation CES&L Erasmus Workshop E



Actual job opportunities - i.e. sites / go through one of the vacancy sites



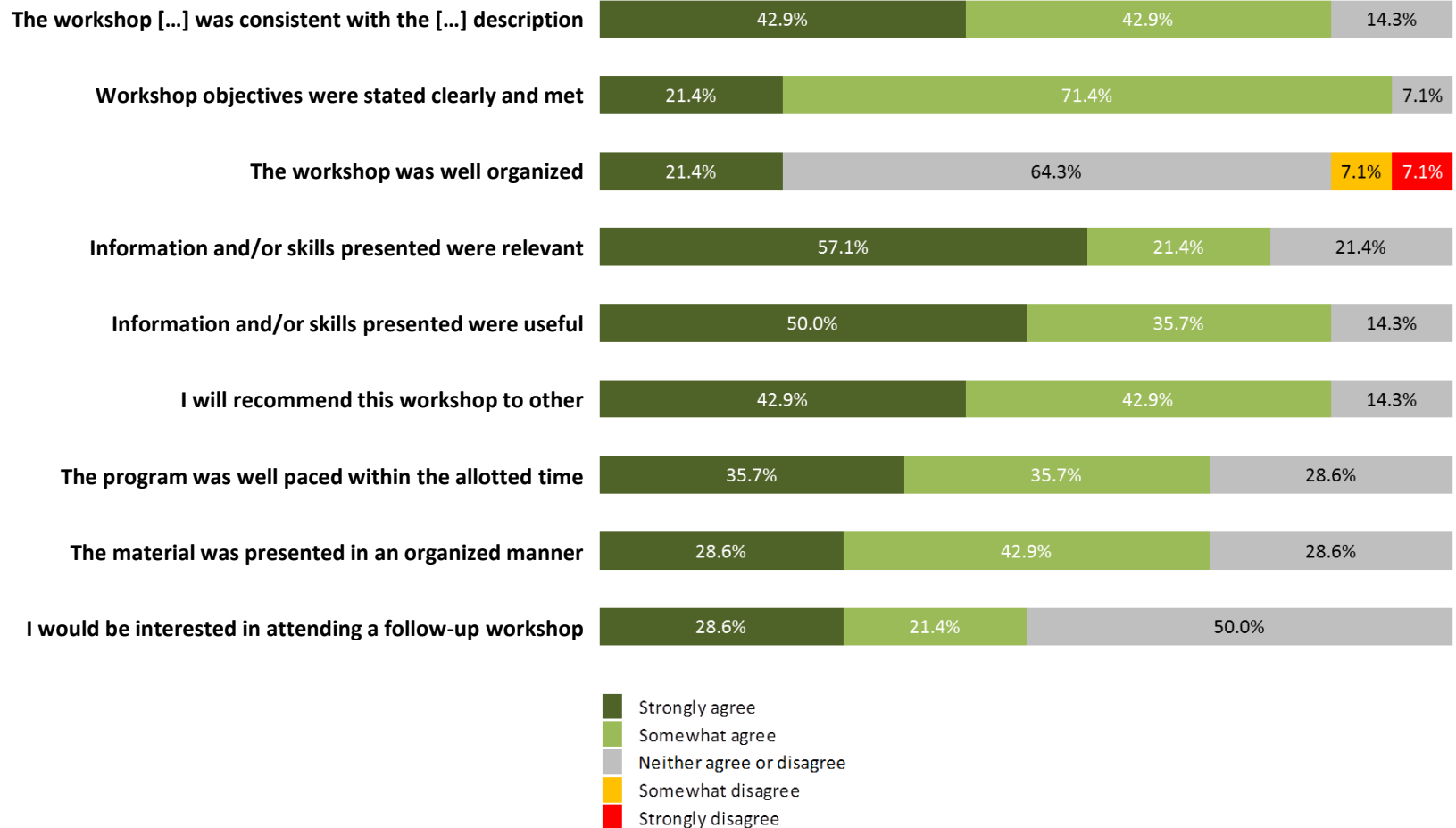
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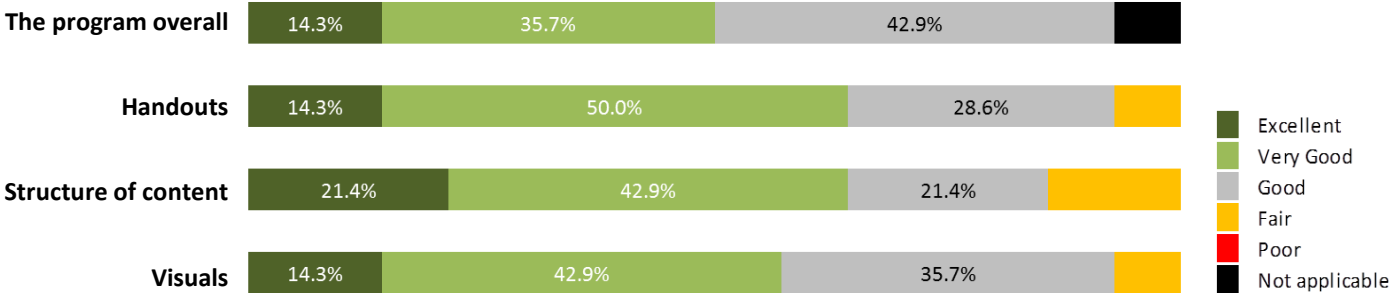
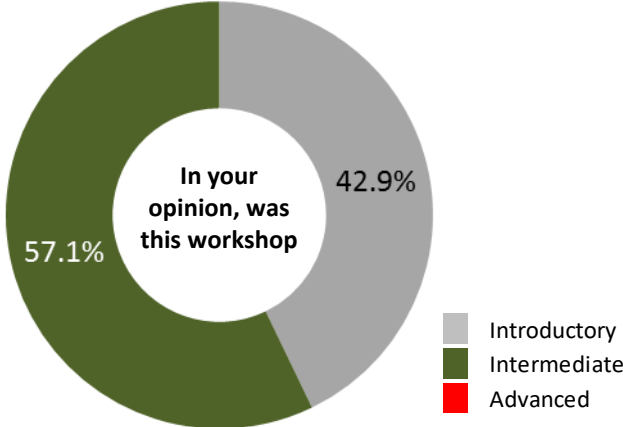
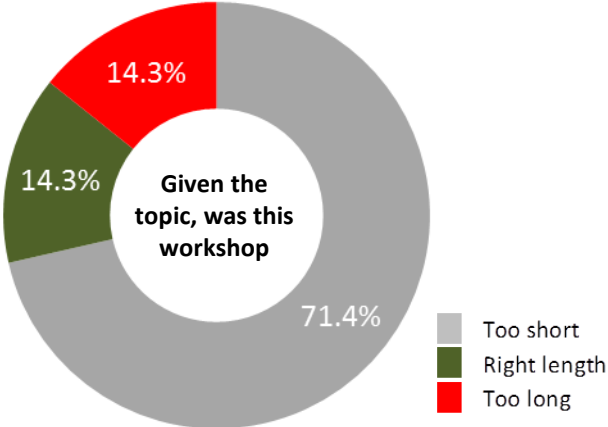
Evaluation CES&L Erasmus Workshop F

14 participants

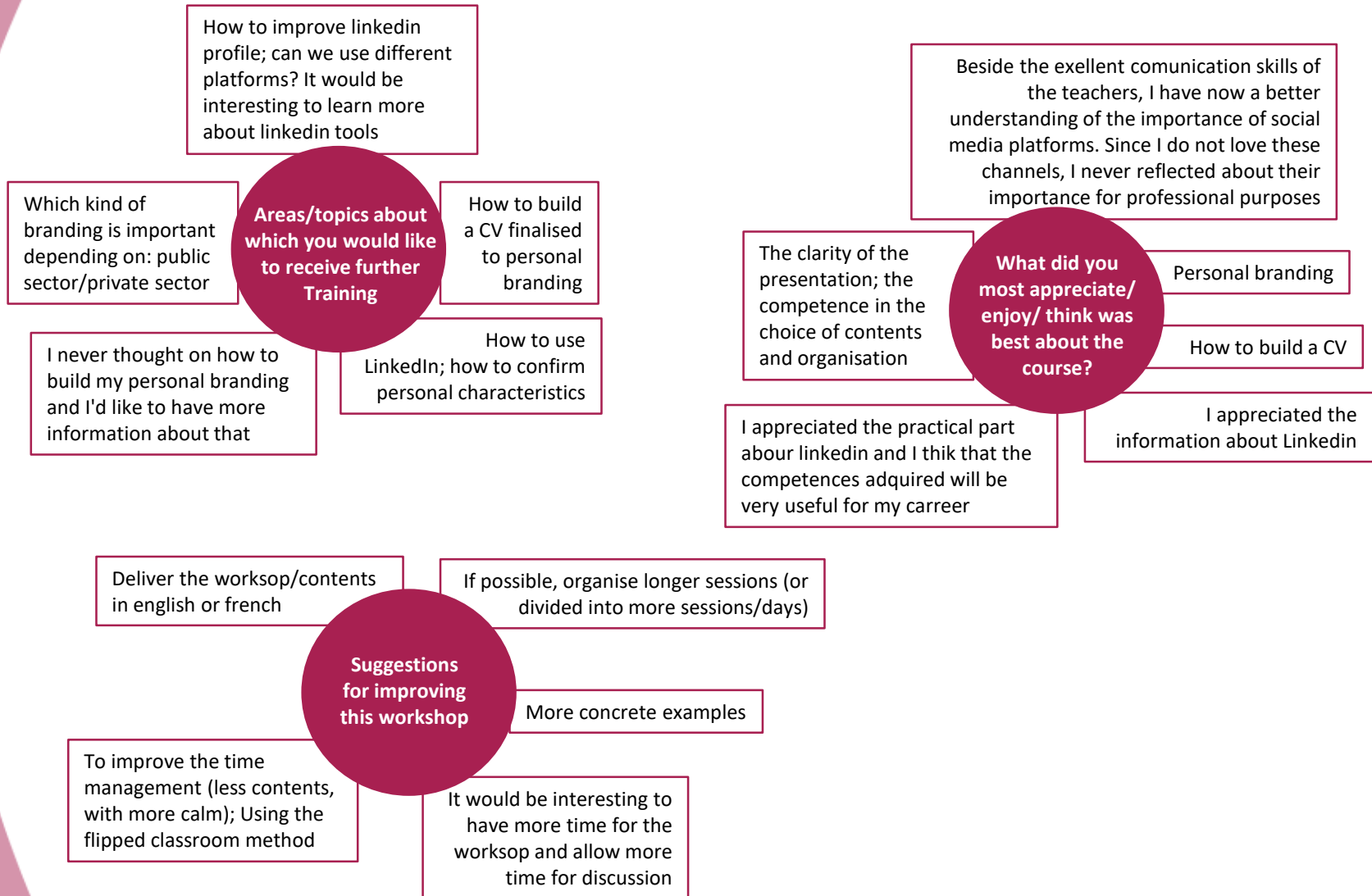
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Evaluation CES&L Erasmus Workshop F



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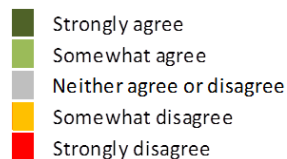
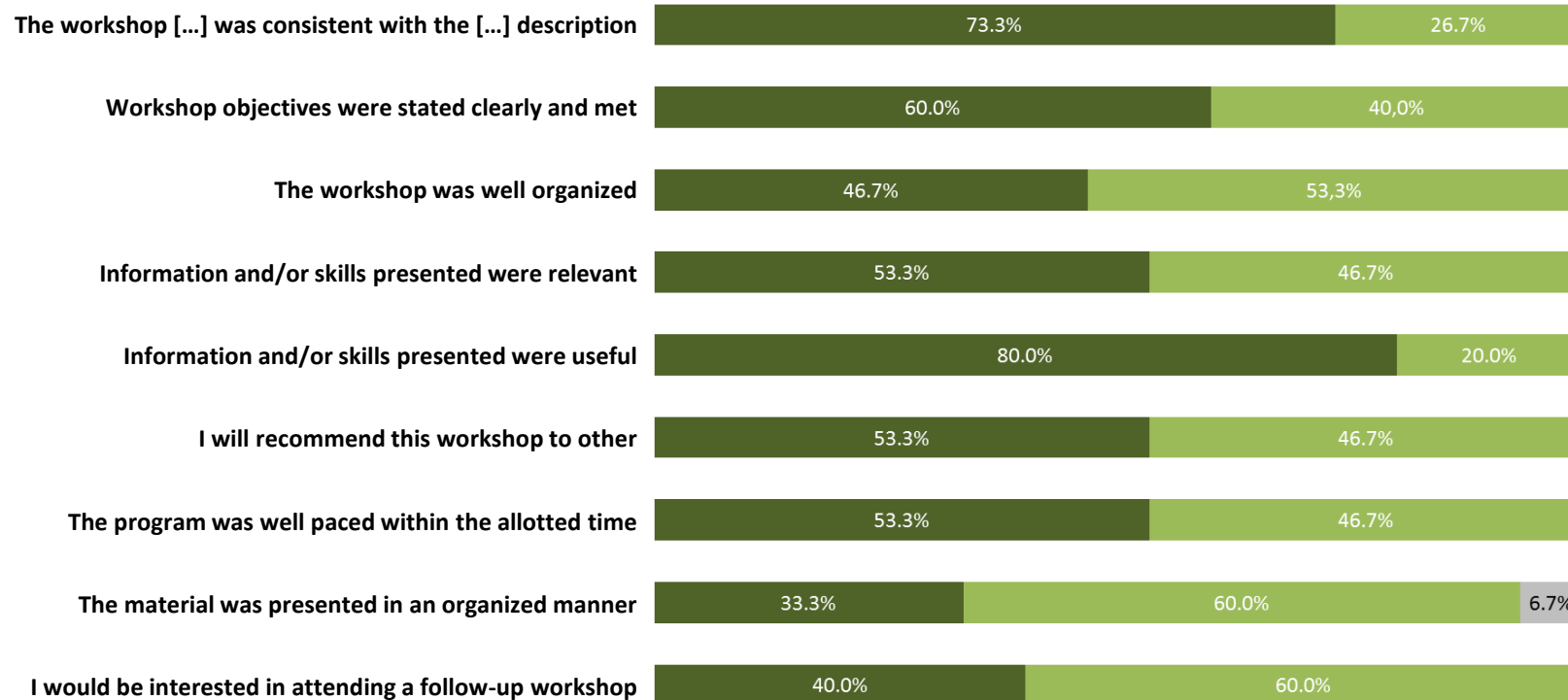
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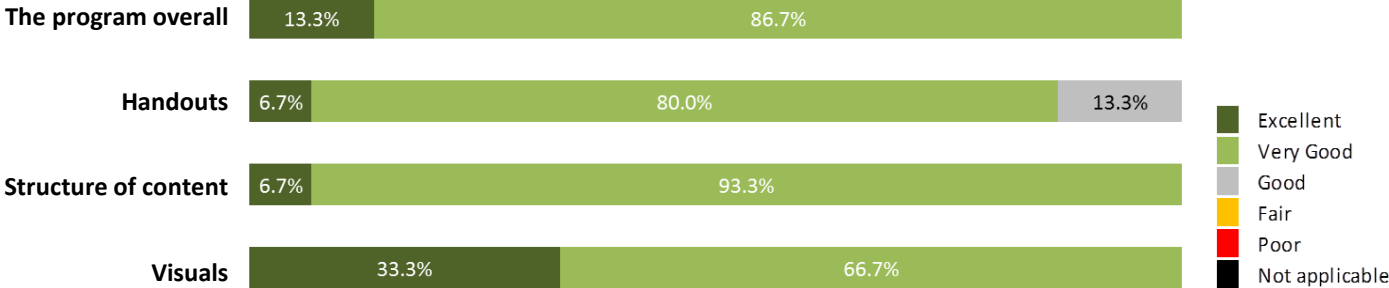
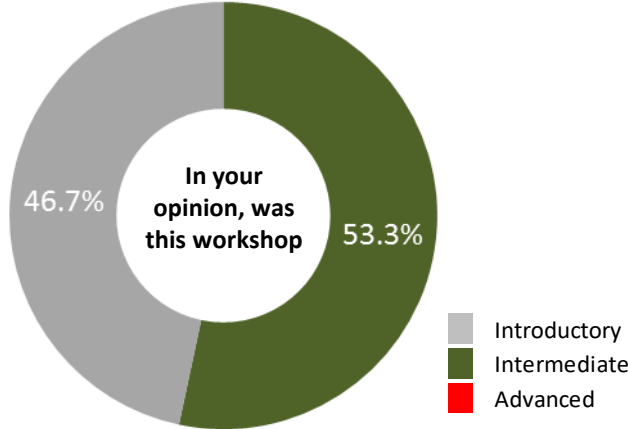
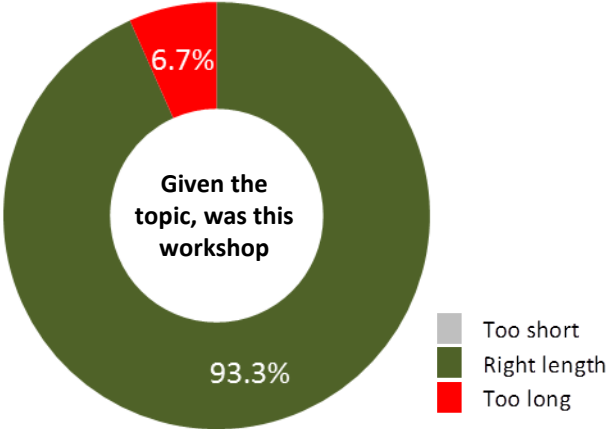
Evaluation CES&L Erasmus Workshop G

15 participants

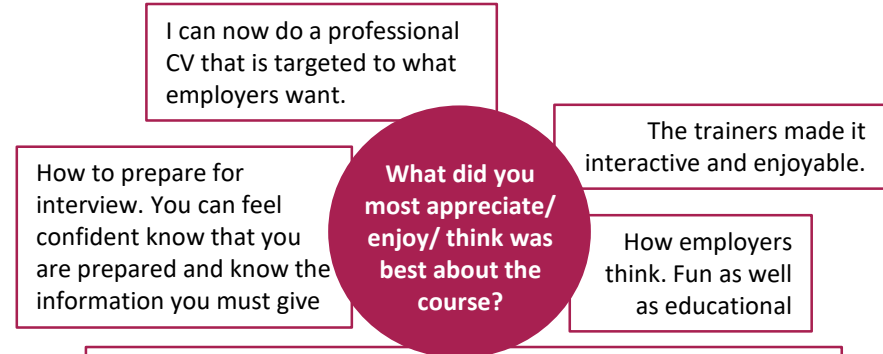
Evaluation CES&L Erasmus Workshop G



Evaluation CES&L Erasmus Workshop G



Evaluation CES&L Erasmus Workshop G




It helped me understand how important it is to have a good/structured CV. How you need to change for the job you are applying to. Hightail what the organisation is looking for, so it would be easier for them put you from all the applicants. I now know how important it is to have linkedin on your CV. And that it is important to have some example prepared for the interview.



Yes. I know how to answer question professionally. I also learned how to make a CV and what to include and not include.

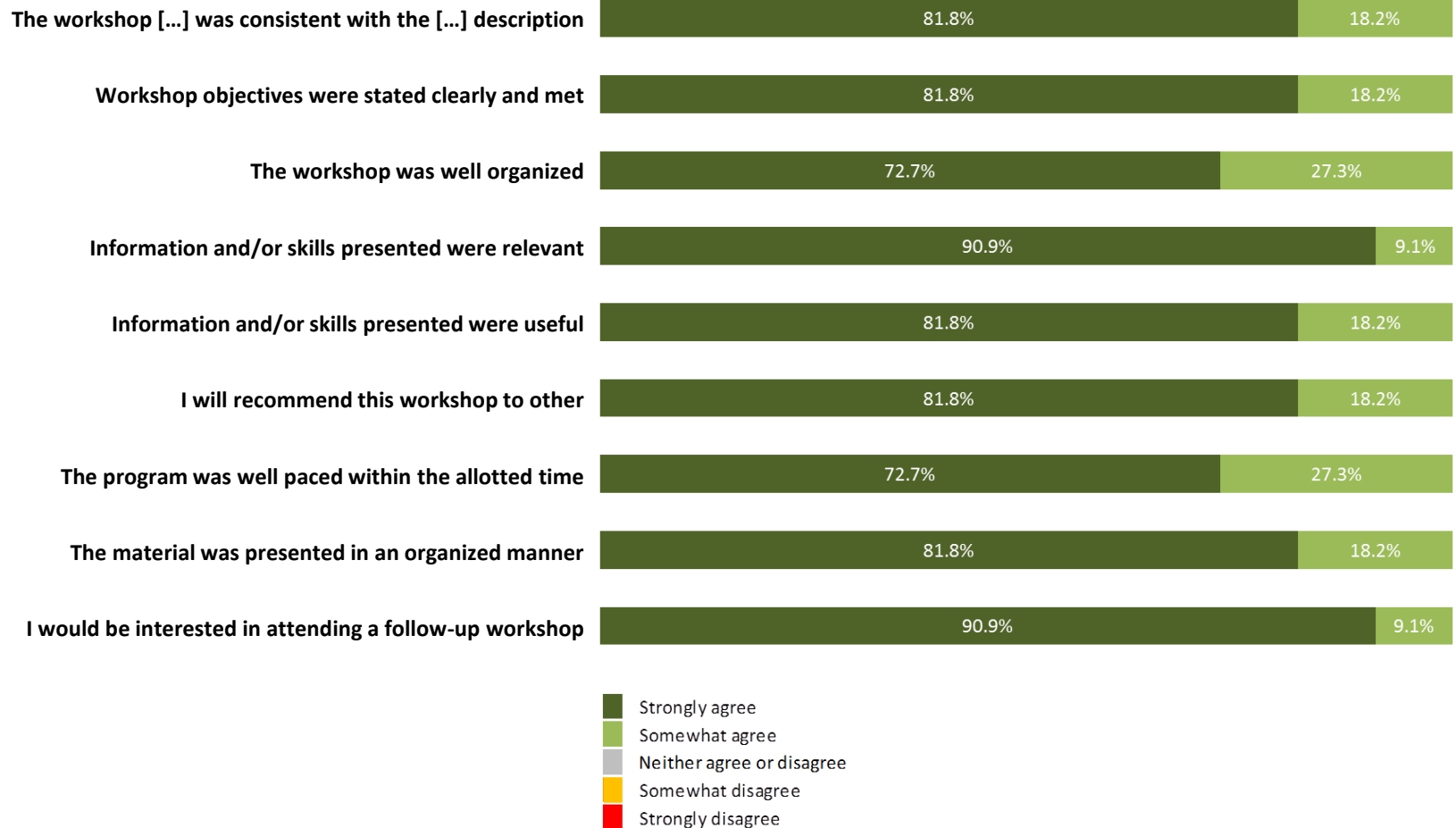
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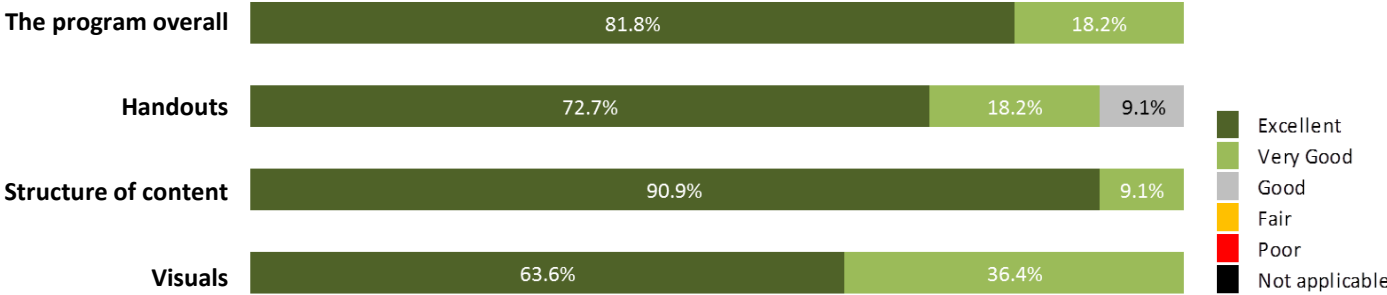
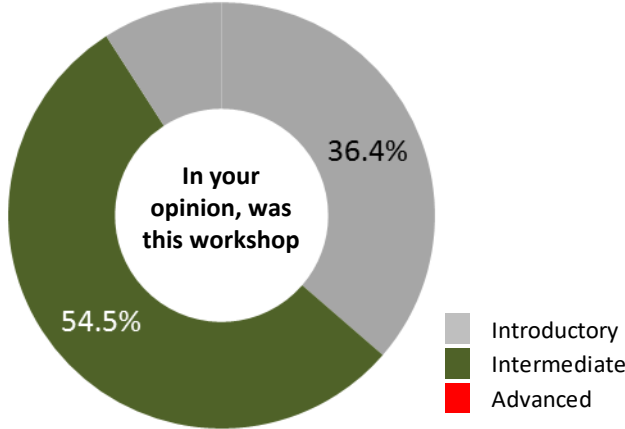
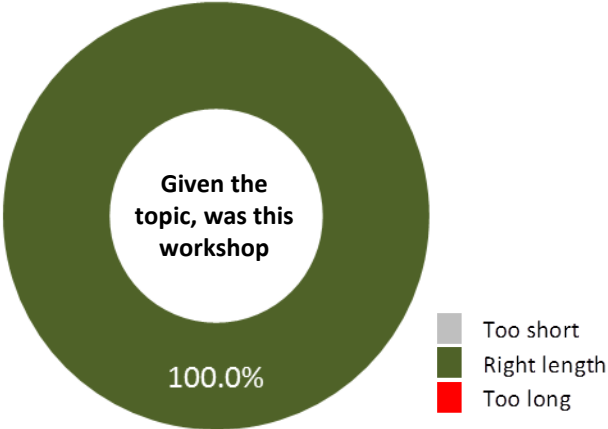
Evaluation CES&L Erasmus Workshop H

11 participants

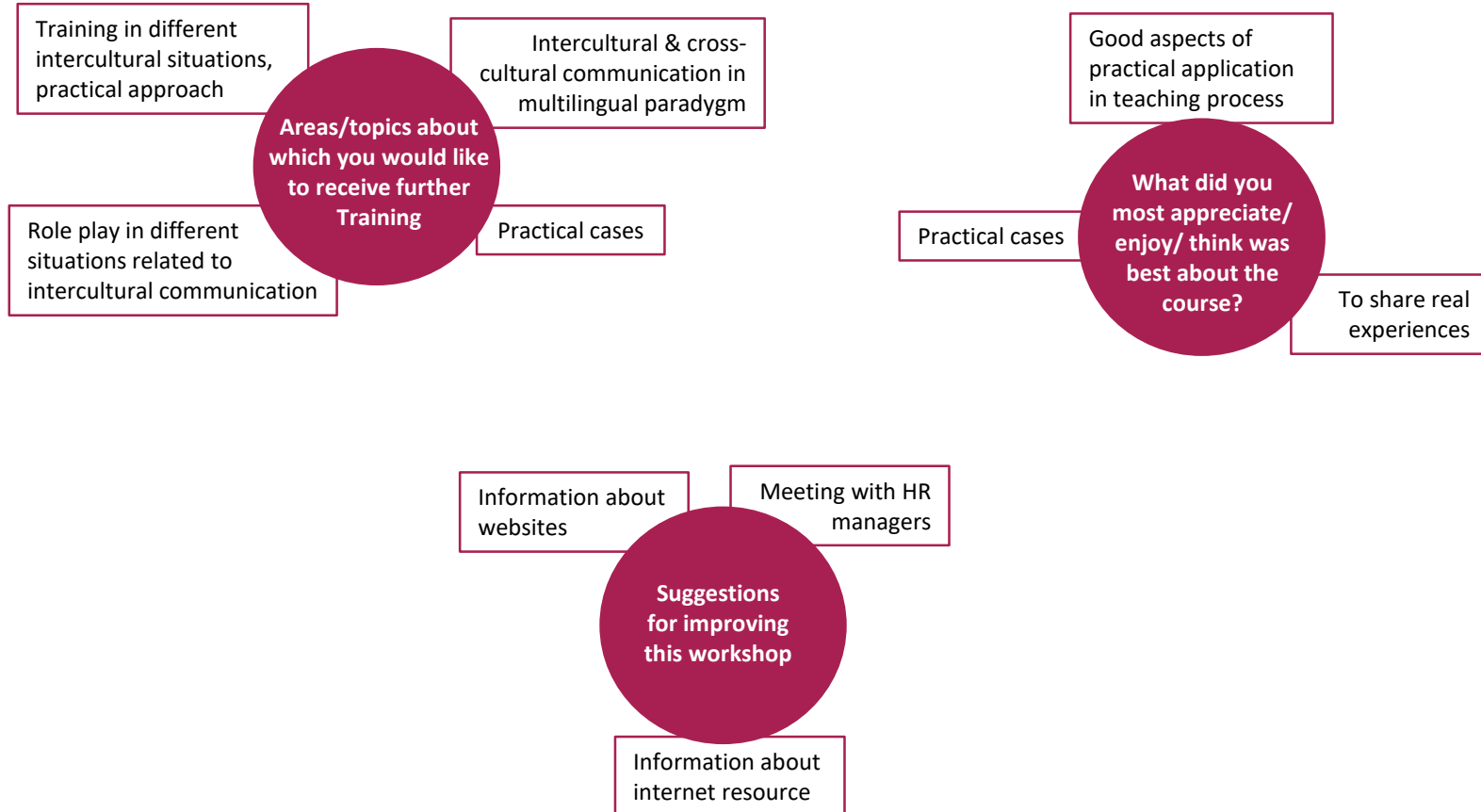
Evaluation CES&L Erasmus Workshop H




Evaluation CES&L Erasmus Workshop H



Evaluation CES&L Erasmus Workshop H



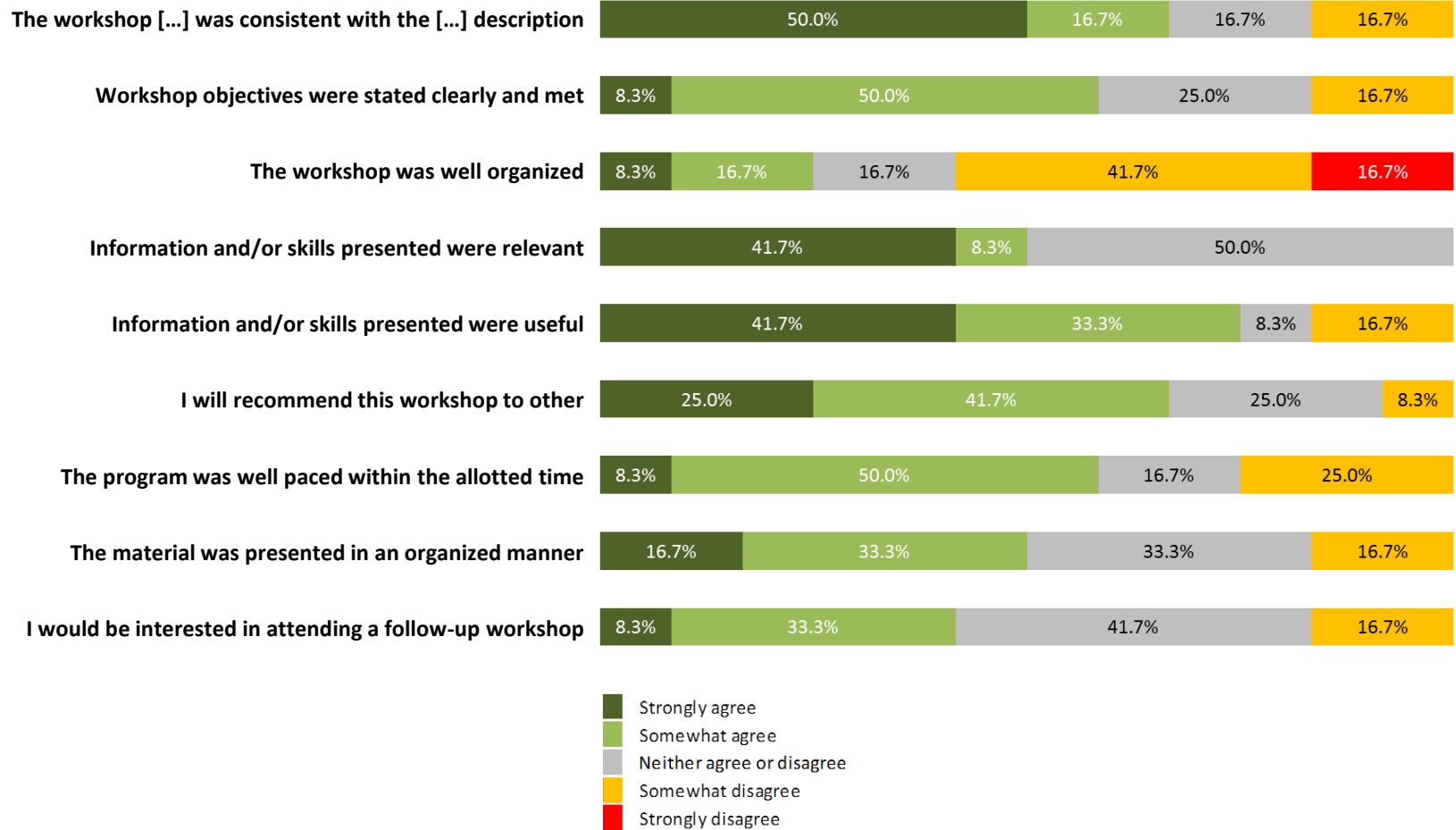
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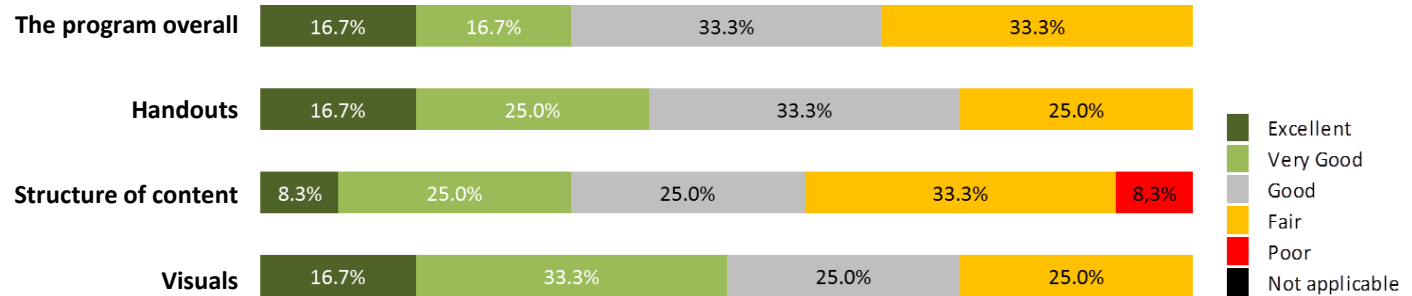
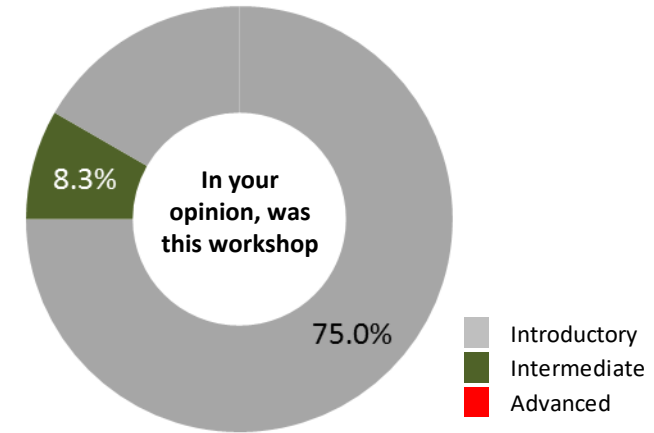
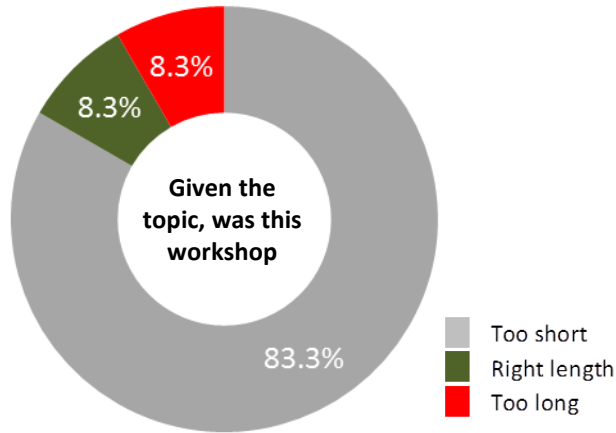
Evaluation CES&L Erasmus Workshop I

11 participants

Evaluation CES&L Erasmus Workshop I



Evaluation CES&L Erasmus Workshop I



Evaluation CES&L Erasmus Workshop I

Areas/topics about which you would like to receive further Training

How to develop entrepreneurial competences, with concrete examples; some examples of entrepreneurial ideas

Business Model Canvas (all the sections)

Business ideas and planning

Pedagogical literature about business model canvas to better understand how to use the concepts in different ways

Further information about the process of becoming an entrepreneur, through team work and role play

I would be interested in further training about this topic

Suggestions for improving this workshop

Time management and the fact that entrepreneurship is not relevant to our study sector

A second workshop with more time allowed

What did you most appreciate/enjoy/ think was best about the course?

The advice on how to build a competitive public profile


I think the Business Model Canvas is a good grid to observe existing companies and to reflect and plan new activities

Entrepreneur profile (business model canvas)

Were your personal learning goals for the course met?

No. In general I am not interested in entrepreneurship

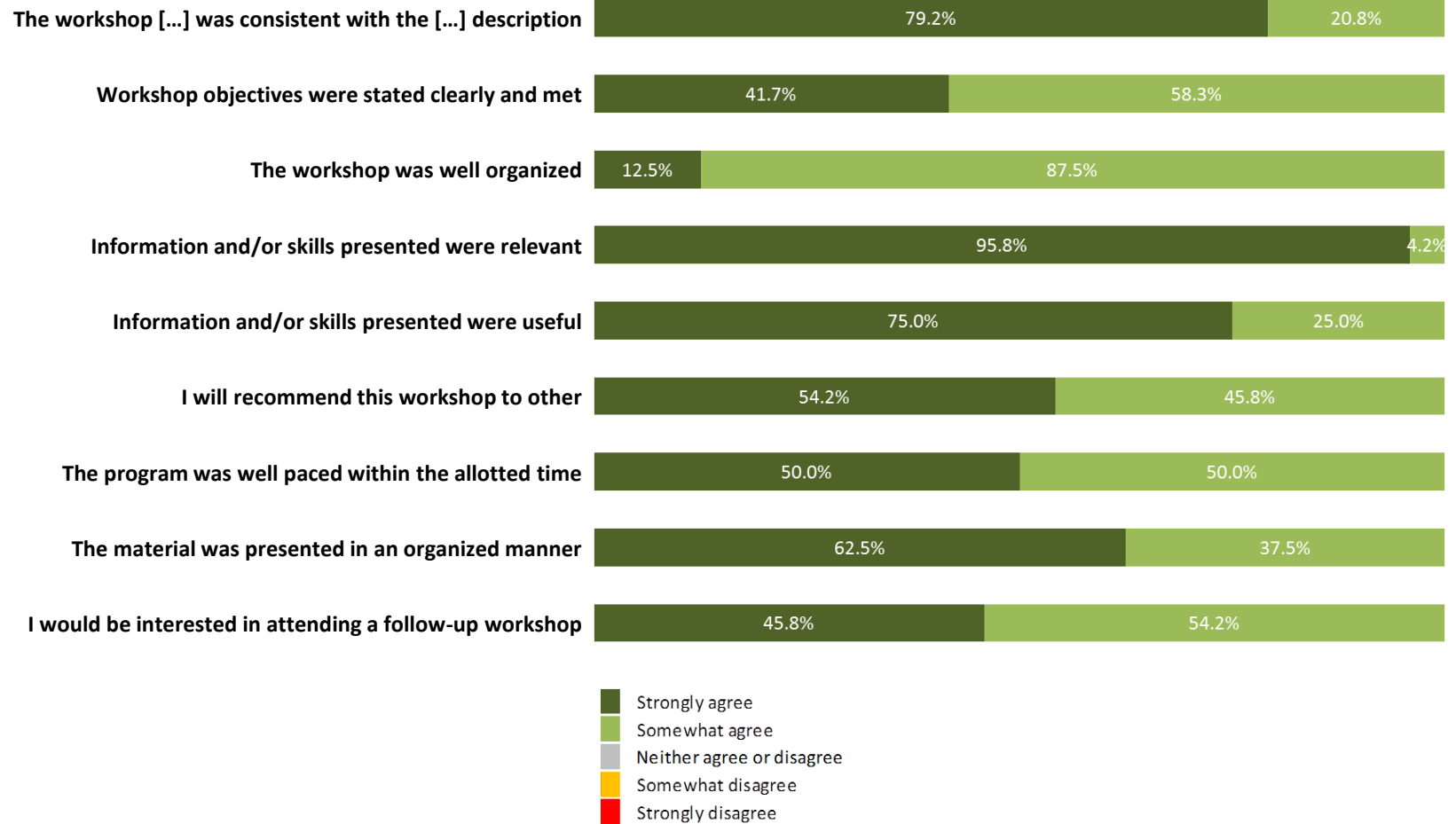
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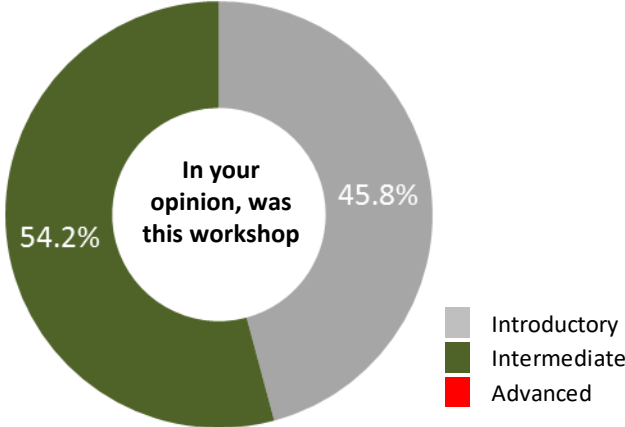
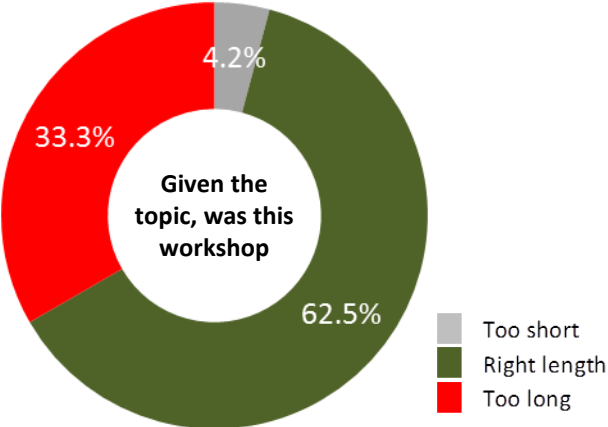
Evaluation CES&L Erasmus Workshop J

24 participants

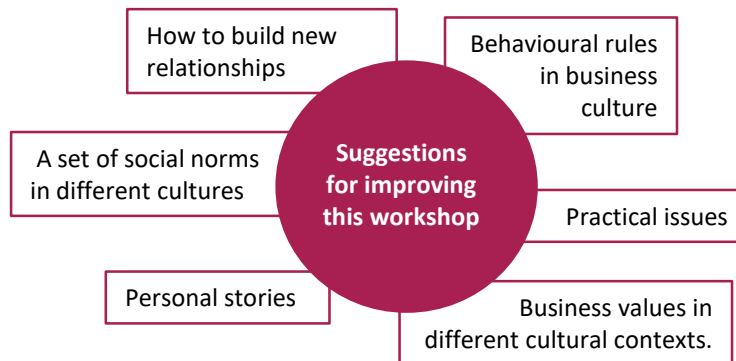
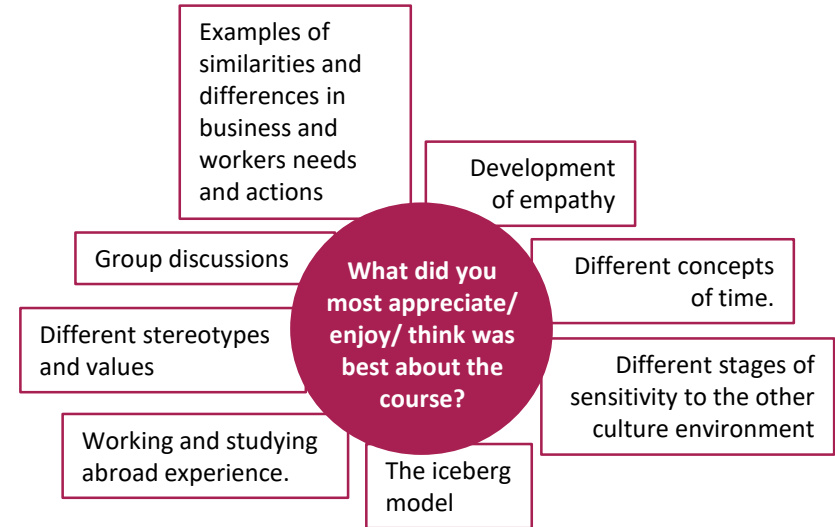
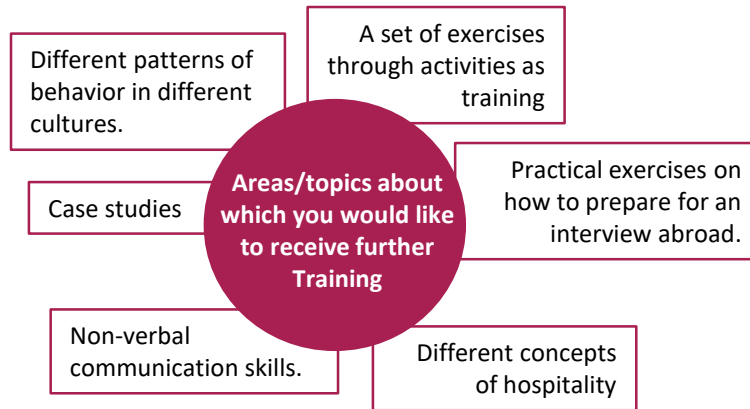
Evaluation CES&L Erasmus Workshop J



Evaluation CES&L Erasmus Workshop J



Evaluation CES&L Erasmus Workshop J



About trendence



About trendence

We help you to understand young talent



Market research and consulting

trendence is an independent consulting and market research company for human resources marketing and a pioneer for successful employer brands and educational institutions for nearly 20 years.



We know what young talents wants

Through our representative surveys, we know the career plans of three million talented youth worldwide. Our annual barometer surveys are among the most comprehensive surveys of their kind.



Personal contact partners

We want the best solution for you – fast, flexible, and uncomplicated. Therefore, a close, personal exchange with employers and educational institutions is extremely important to us.



Tailor-made target group analyses

We provide you with authoritative, individual analyses regarding your target group and competitors so that your marketing decisions are based on facts.



Making career options visible

With the publication of our top employer rankings in prominent media and our career guides, we help young talent to make good career choices and bring employers and talented youth together.

How universities benefit from trendence' research expertise



The trendence surveys are an important part of our quality assurance. It gives us the opportunity to get a view from the outside, therefore it helps us supporting our effort to constantly better the quality of teaching and studying at the WHU – Otto Beisheim School of Management. [...] The results of the student surveys are extremely revealing to us, on one hand they help us to internally validate the characteristics of our university and programs, on the other hand they support us to communicate the WHU to the outside to future students as well as companies and university partners.

Vincent Meertens

Dean's Office at WHU - Otto Beisheim School of Management



The trendence surveys have been a settled point of the survey and evaluation calendar of the University of the BFI Vienna for years. The results of the university feedback from the students represent an important benchmark with other Austrian and European universities and help us for further development. The trends observed in the time series with regard to the preferences of our and European students in the selection of employers or in career visions bring other important facets.

Eva Maria Schlattau

Head of Quality and HR Management at Fachhochschule des BFI Wien



We love to take part at the trendence surveys since in addition to the existing internal and external evaluations and surveys we are given a further meaningful evaluation by our own students.

Dr. Oliver Kreis

***Managing Director at the Department of Mechanical Engineering,
Friedrich-Alexander-University Erlangen-Nuremberg***



These universities benefit from trendence' research expertise (selection)



How employers benefit from trendence' research and consulting expertise



With the annual trendence analysis and consulting, we are able to plan our target universities very precisely and we know on which universities we are successful and where potentials can still be exploited. In addition, we are kept informed about the expectations that prospective engineers at SKF have on us as an employer and how our employer brand is actually perceived in comparison to competitors.

Bastian Mattlener
Manager Employer Branding & Corporate Communications at SKF



trendence data assists us to better understand and analyze our target group as well as strategically align our communication measures accordingly.

Corinna Vielmeyer
Corporate HR Marketing at CLAAS



It is important for us to stay the first mover because competition on the market is increasing rapidly. trendence is a valuable strategic partner and provides us figures on the basis of which we can further develop our strategy.

Steve Goodwin
Head of Employer Branding and Human Resources Marketing at Deutsche Bahn



The trendence Graduate Barometer affirms us in our strategic objective to focus our target group in particular and interact with it directly. It shows us our necessary fields of action and therefore provides the basis for a targeted addressing of our desired candidates in the highly competitive War of Talents.

Burkhard Hanke
Head of Recruiting at zeb



These employers benefit from trendence' research and consulting expertise (selection)



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