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ERASMUS+

Needs Analysis – ERASMUS+

Key Findings, 02.08.2016



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.

What did we survey?



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Employability Strategies for HE Students of Languages in Europe

- What skills are employers looking for while recruiting language graduates?
- What are the future needs of recruiters?
- How do language graduates perform their job?

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	
UK	14	
USA	5	

21 sectors covered recruiting for **20** disciplines

55 businesses with **250+** employees

38 companies with international experience in recruiting (EEA)

53% recruit for Business/ Management disciplines,

32% for Languages, Literature and Classics and

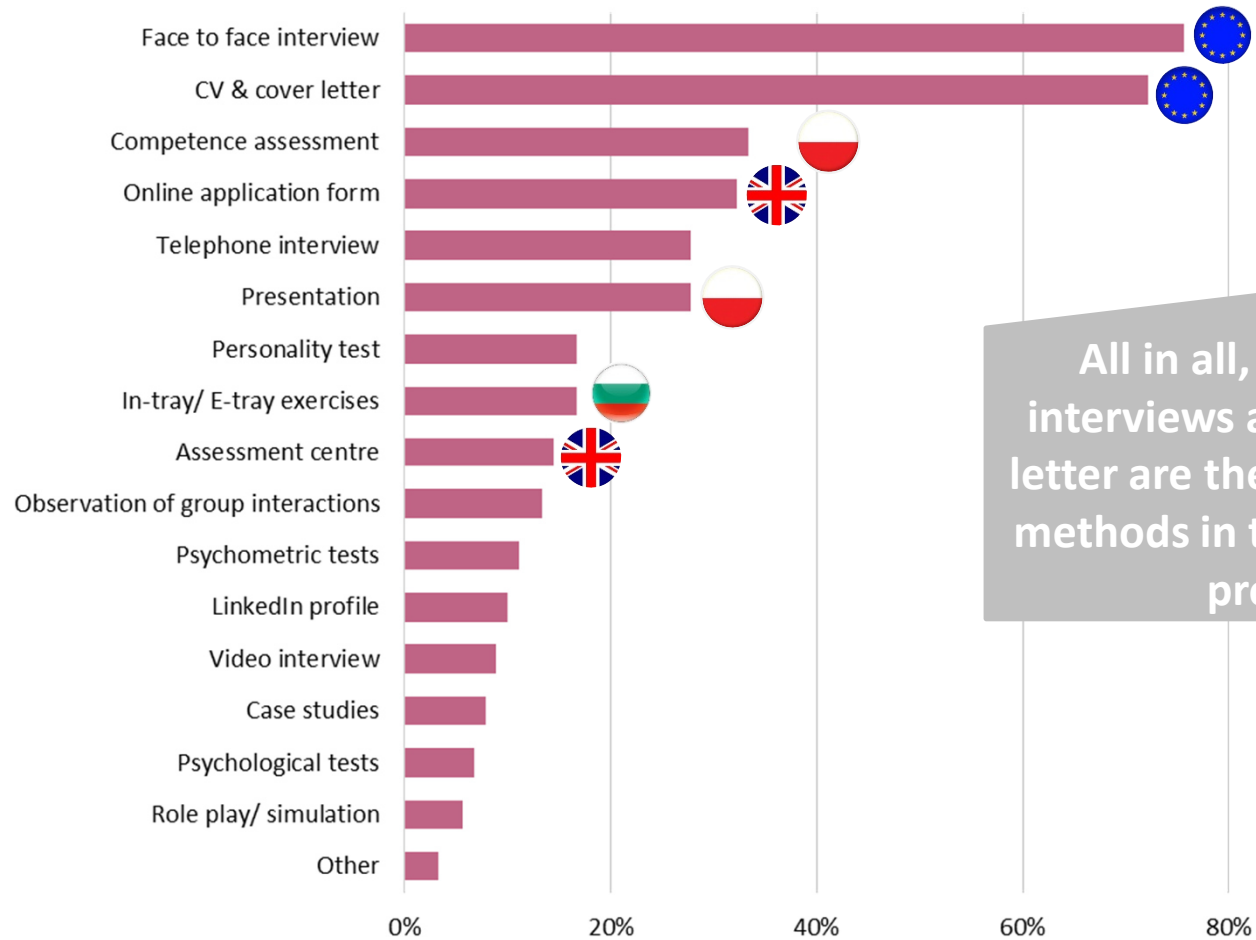
17% for Education/ Teaching



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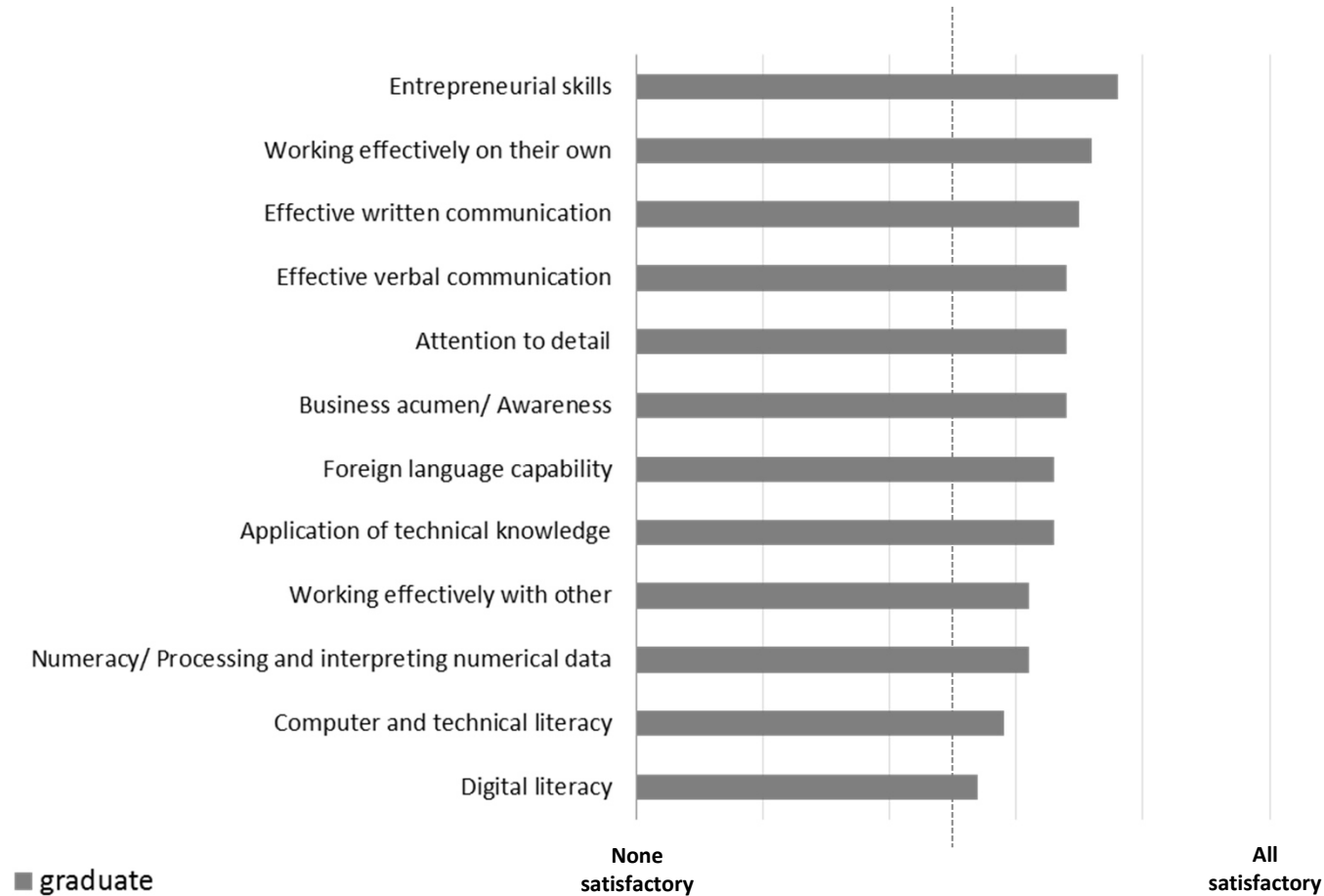
Recruitment methods



All in all, face-to-face interviews and CV & cover letter are the most common methods in the recruitment process.

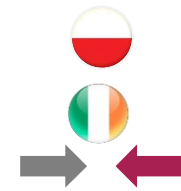
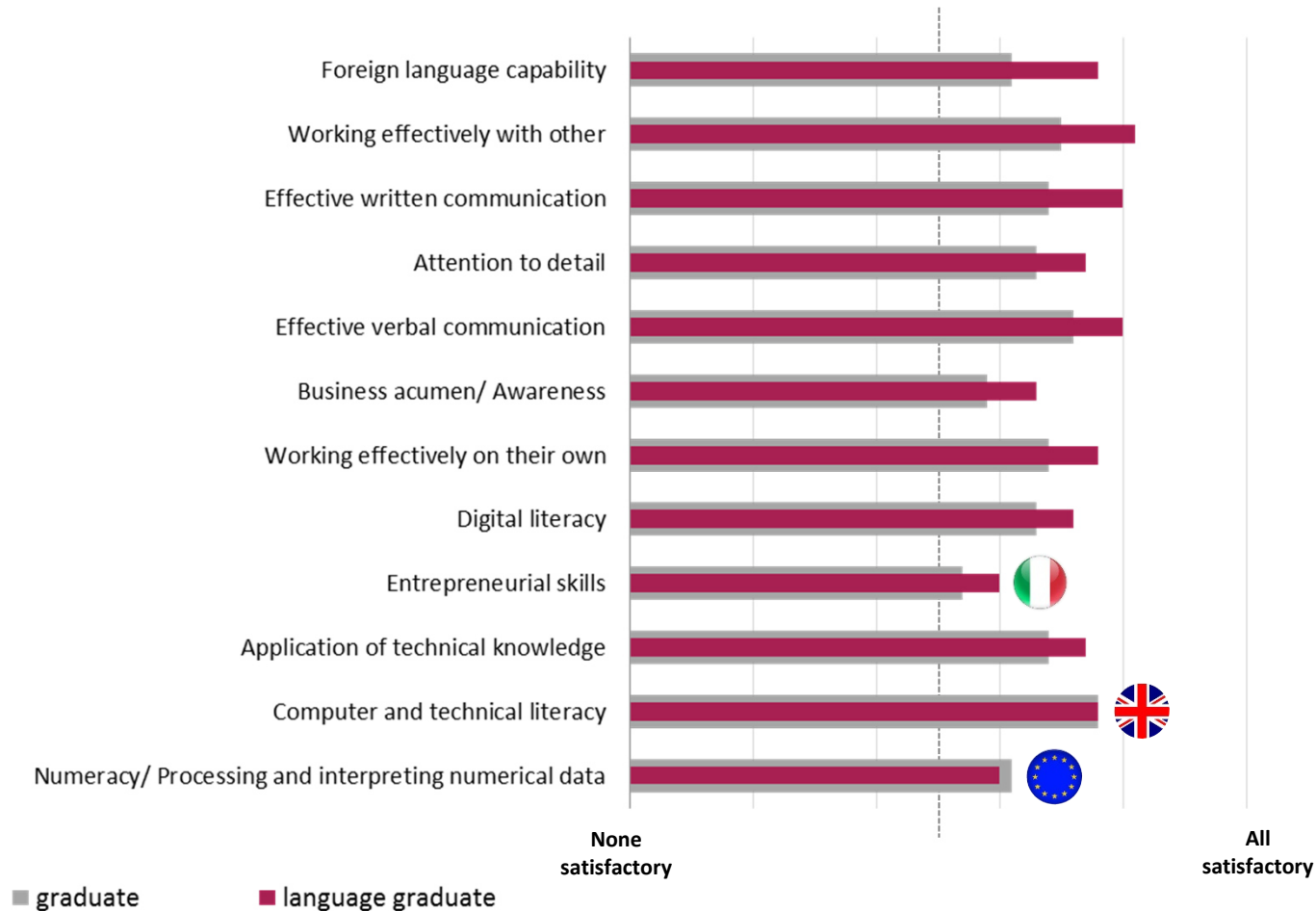
Multiple Response Question

Satisfaction among graduate recruits regarding the following workplace attributes



Each competence assessed on a 6-point scale: 1=None satisfactory | 6= All satisfactory

Satisfaction among language graduate recruits regarding the following workplace attributes



Each competence assessed on a 6-point scale: 1=None satisfactory | 6= All satisfactory

Specific linguistic skills required by companies



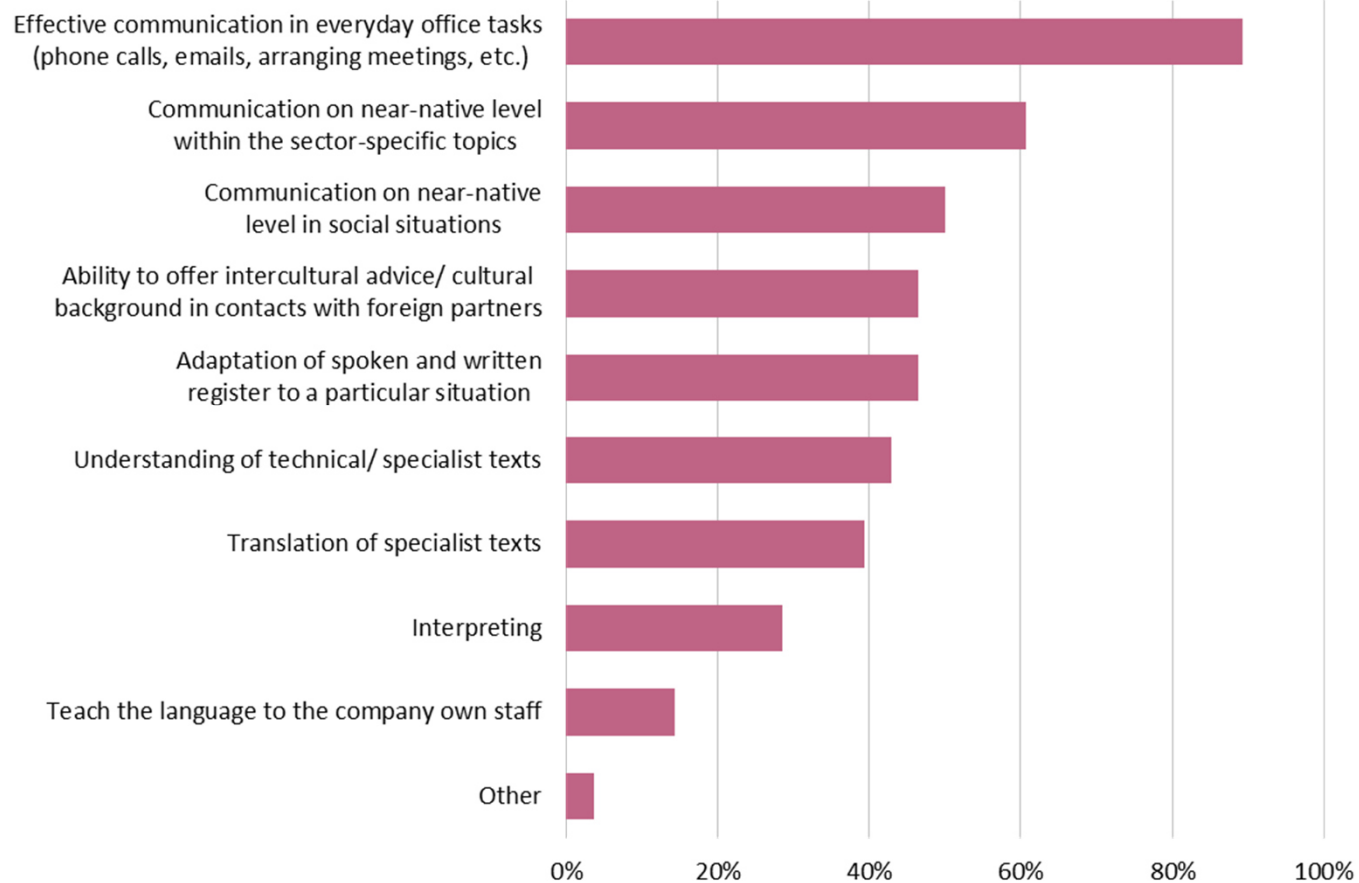
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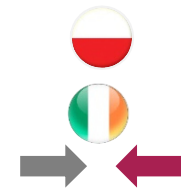
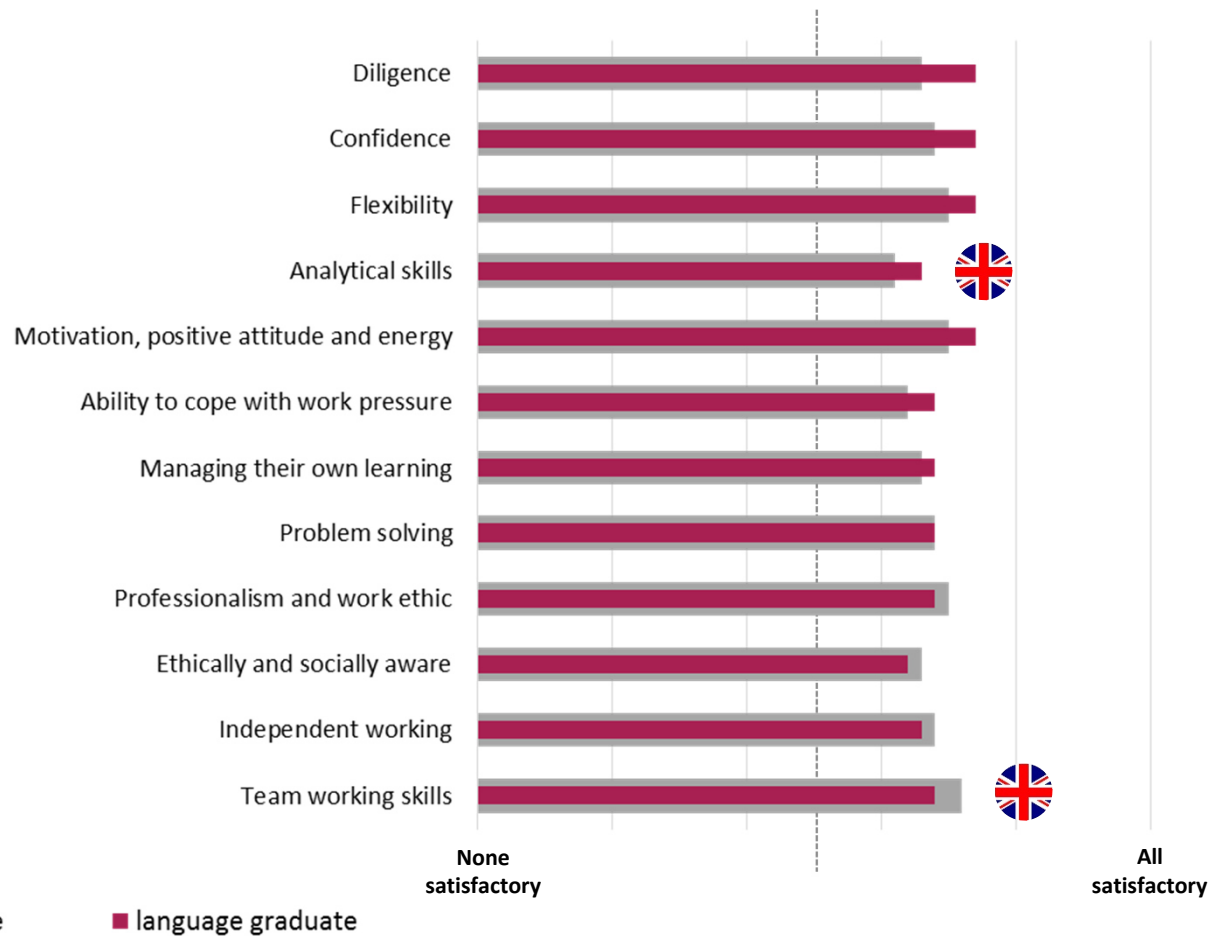


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Multiple Response Question

Satisfaction among graduate recruits regarding soft skills



Each competence assessed on a 6-point scale: 1=None satisfactory | 6= All satisfactory

Methods to help graduates to improve their soft skills



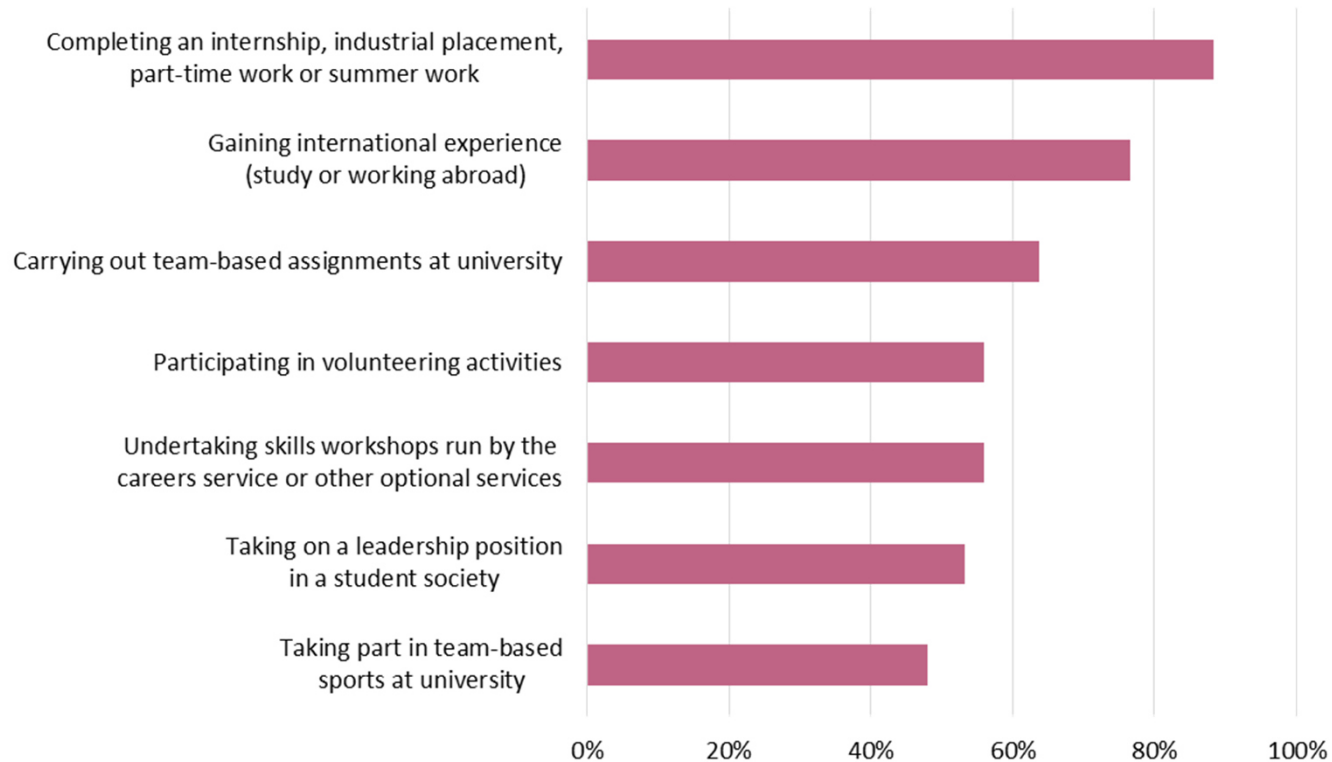
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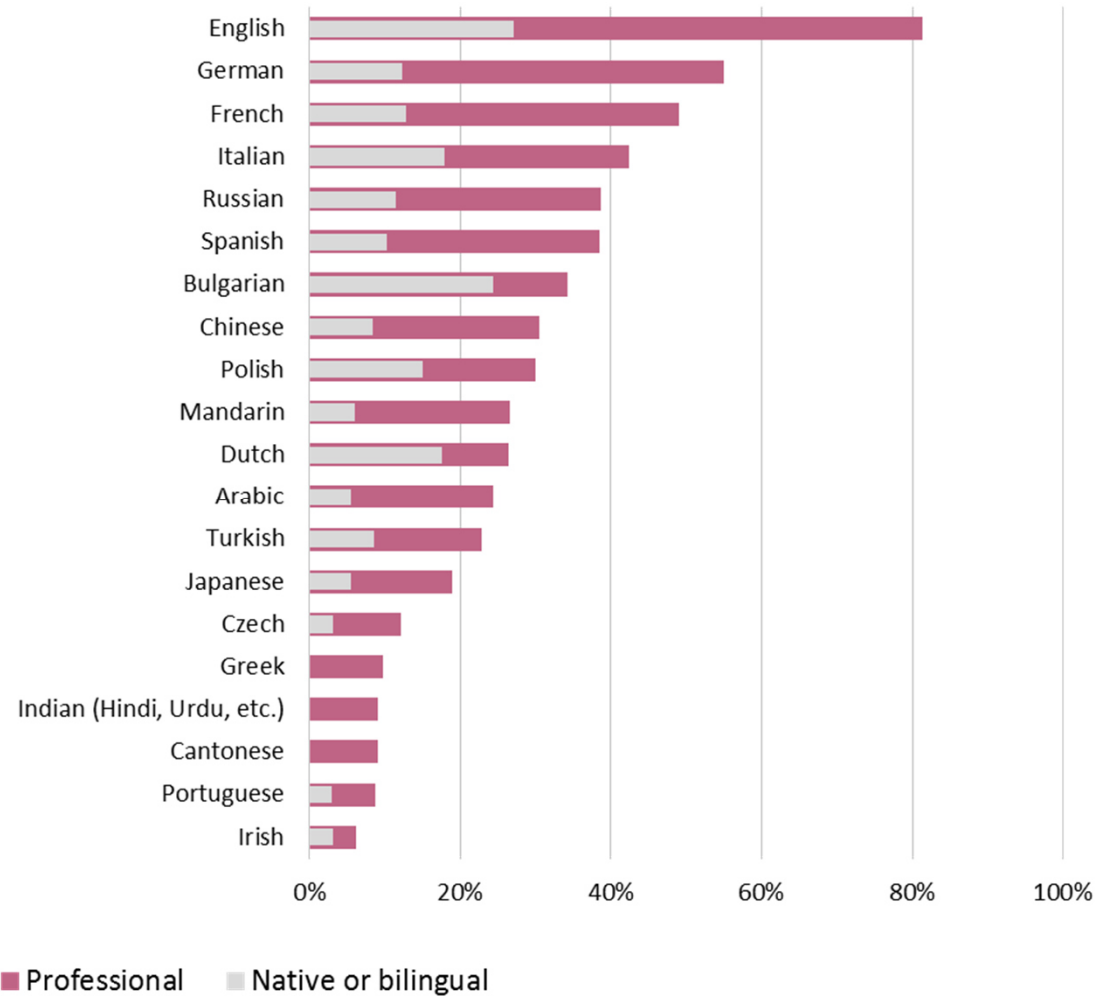
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Each competence assessed on a 4-point scale: 1= Not effective | 4= Extremely effective

The graphic shows the aggregated responses in percentage of the values 3 and 4

Foreign languages required in organisations



Multiple Response Question

Provement of language proficiency skills



Language certificates from recognized examining bodies (Cambridge, TOEIC, TOEFL, TELC, Goethe Institute, DELF, etc.)

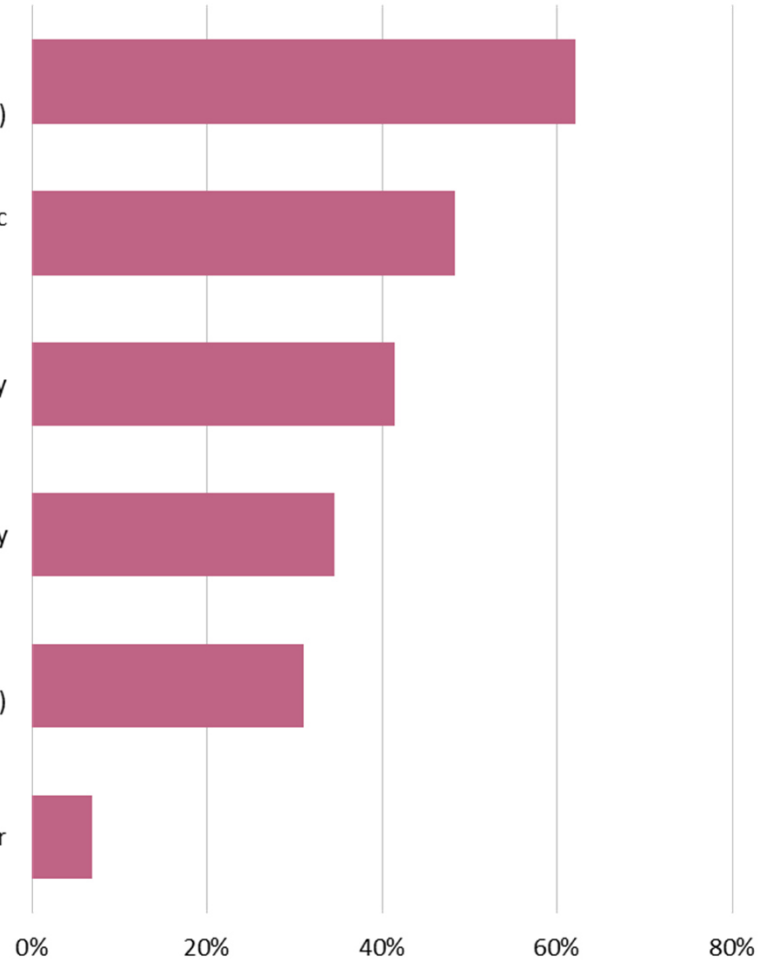
Passing company's own test of linguistic competence

MA diploma in foreign philology

BA diploma in foreign philology

Professional language certificates (eg. legal, financial, business, IT, etc.)

Other



Multiple Response Question



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Increase in work placement or internship opportunities



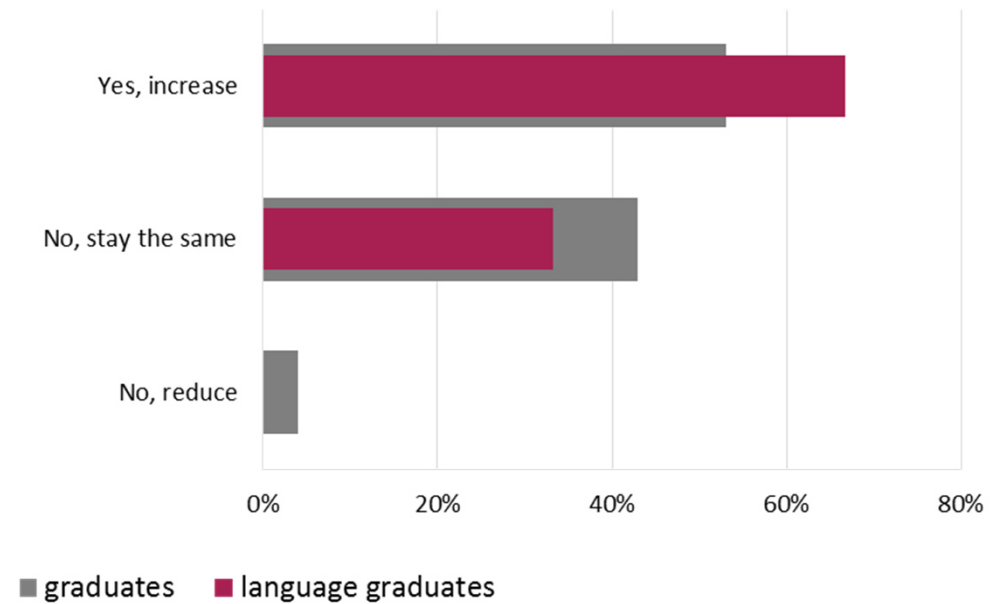
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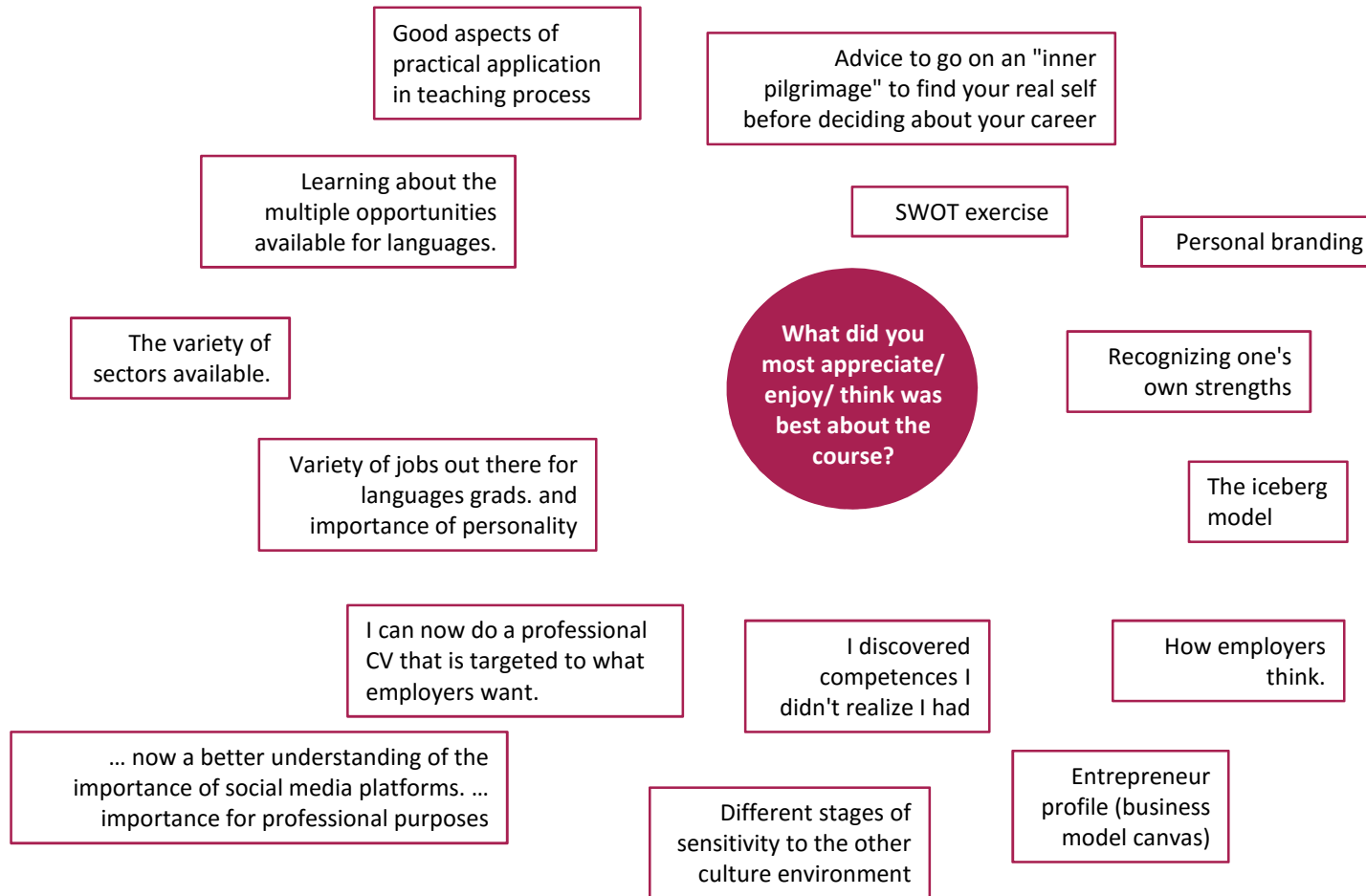


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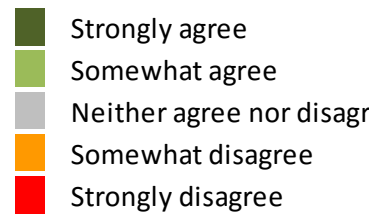
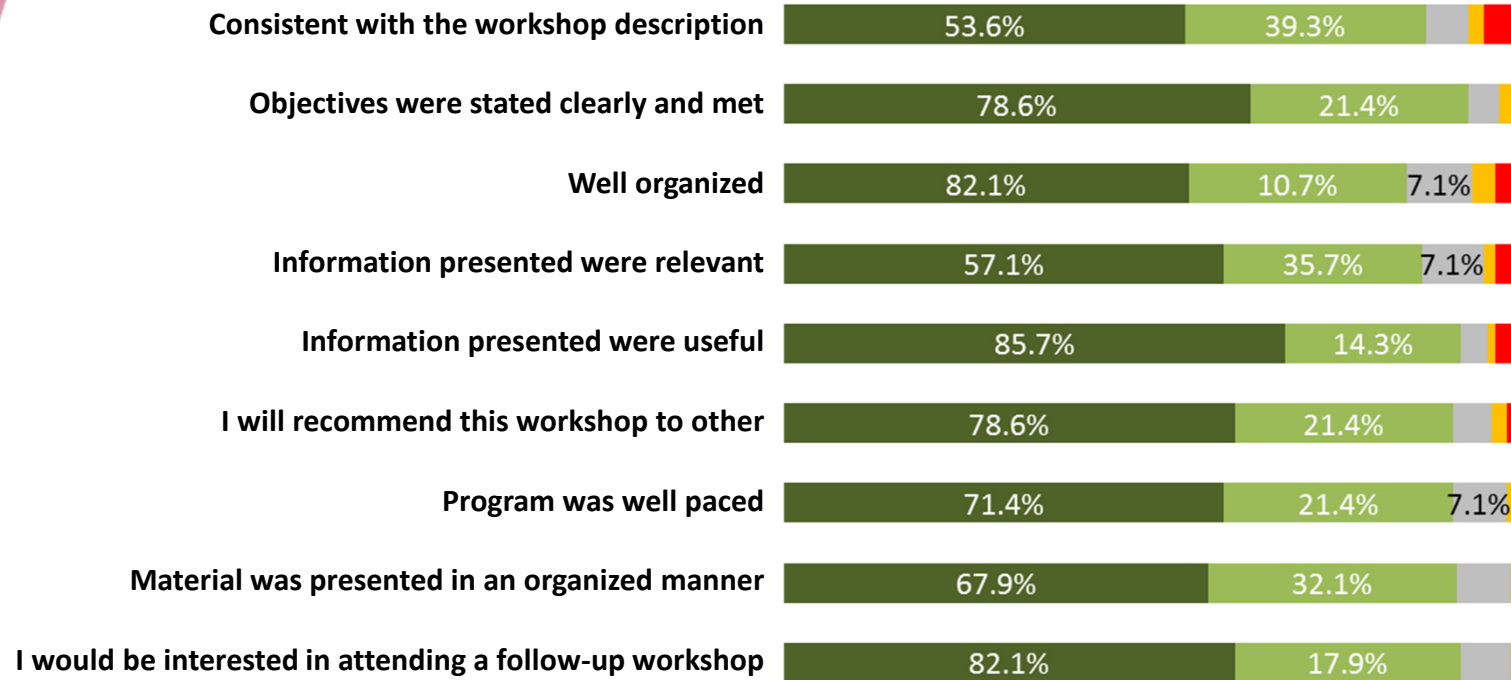


Single Response Question

Workshops



Workshop Evaluation



Workshop Evaluation



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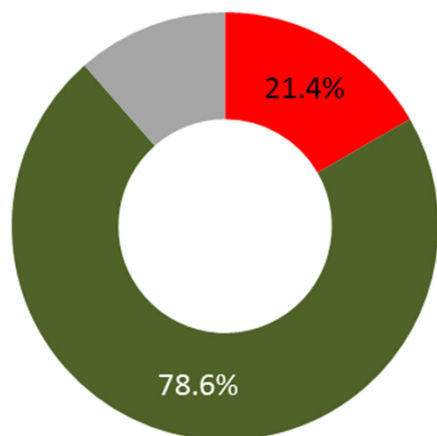


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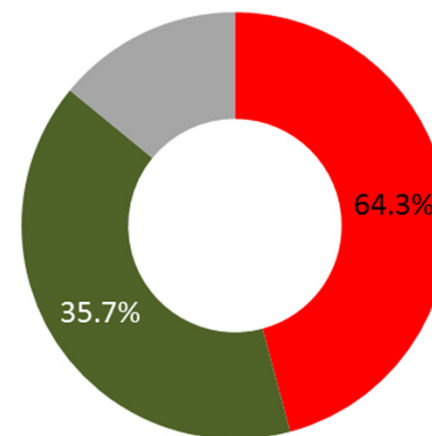
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Given the topic, was this workshop



- Too short
- Right length
- Too long

In your opinion, was this workshop



- Introductory
- Intermediate
- Advanced

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



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





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Contact



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ULRIKE HEYNE

Head of Individual Solutions

E-Mail: ulrike.heyne@trendence.com

trendence Institut GmbH

Markgrafenstraße 62

10969 Berlin

www.trendence.com

