

World of Work WoW® Programme at Liverpool John Moores University

***erry ray
irector graduate development centre***

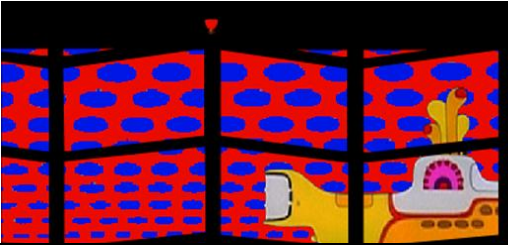
Terry Dray



- Background:

Managed Careers Services at Manchester University, Warwick University and Director of Careers Service at Oxford University

The City of Liverpool



Context





What do students want?



2/3 of students say they want more support from their university to become employable

4/5 of students say going to university is to improve their job opportunities

("Working Towards Your Future" National Union of Students and Confederation of British Industry (2011))

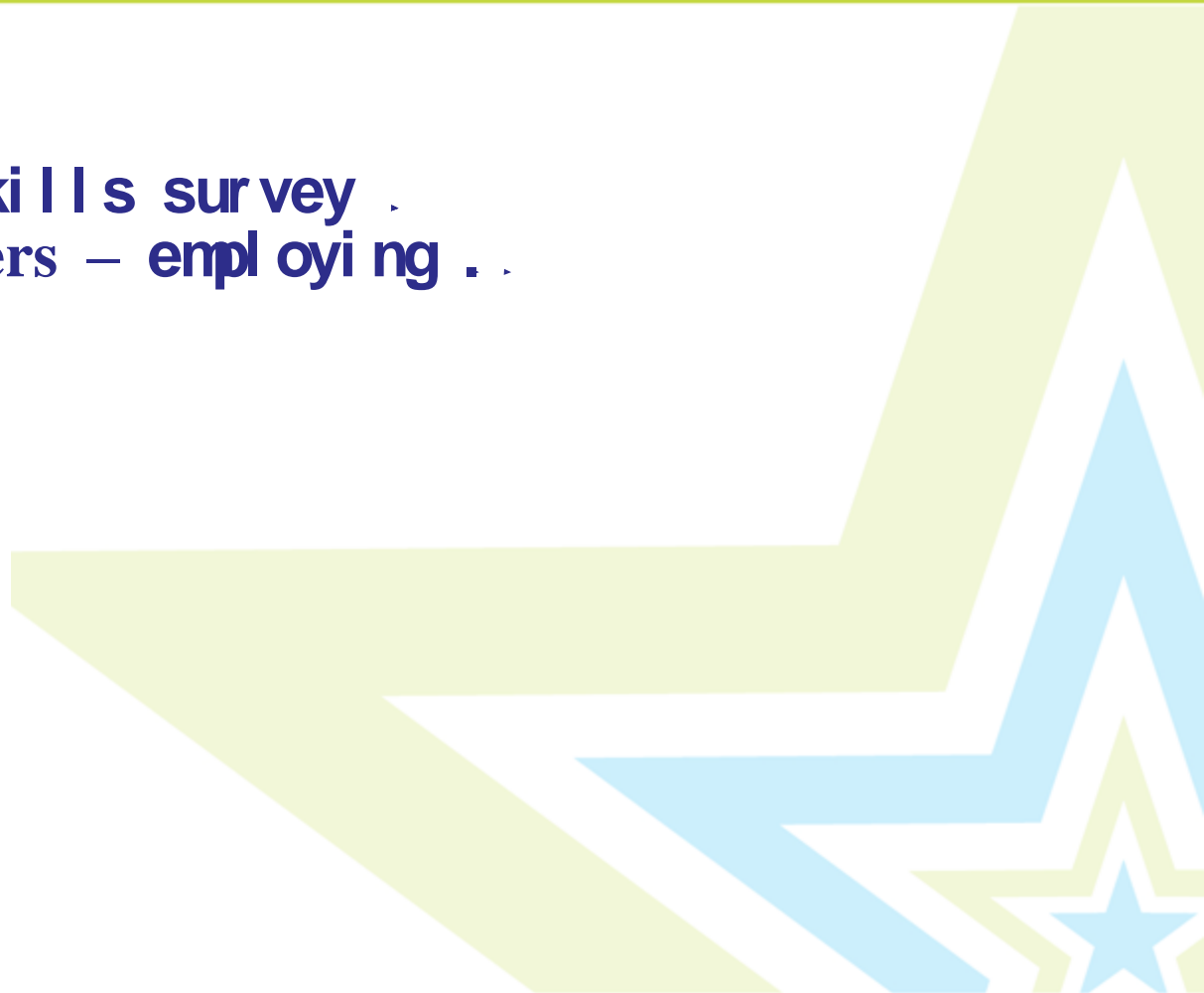
ready to grow :

business priorities for education and
skills

education and skills survey

Feb – employers – employing

million people



School and College leaver skills:

68% unhappy with business and customer awareness skills

57% unhappy with their time-management skills

70% want employability skills improved

Graduate skills:

46% unhappy with business and customer awareness skills

26% unhappy with time-management skills

24% unhappy with problem-solving skills

81% want employability skills improved

CBI definition of employability skills



- Self-management
- Team working
- Business and customer awareness
- Problem solving
- Communication and literacy
- Application of numeracy
- Application of information technology

A Global Challenge?



- LJMU/Malaysian Employers Federation employer survey 2010
- 224 (95%) of employers rated self awareness, organisational awareness and making things happen as either very important or important – WoW skills certificate is as relevant in Malaysia as it is in the UK

Employer Feedback:

“a degree is
not enough”





hat's

LJMU as chosen to be ...

“

”

“

”



The image features a vibrant background of concentric, stylized stars in blue and lime green, separated by white outlines. The word "WOW" is prominently displayed in the center in a bold, black, sans-serif font. A small registered trademark symbol (®) is positioned to the right of the word. The letter 'O' in "WOW" is uniquely designed, containing a smaller, multi-layered star that mirrors the background's color scheme.

WOW®

Our Aim

To offer our students....

More than a degree



Labour market matching model

Designed, Developed and Delivered with employer partners

Who are these employers?

organisations
on LJMU's
employer
advisory group

airbus
siemens
british chambers
of commerce

CBI
ford
europe
ford global

GKN
aerospace
IoD
shop direct

marks and
spencer

NHS

oracle

RICS

shell international

sony

united utilities

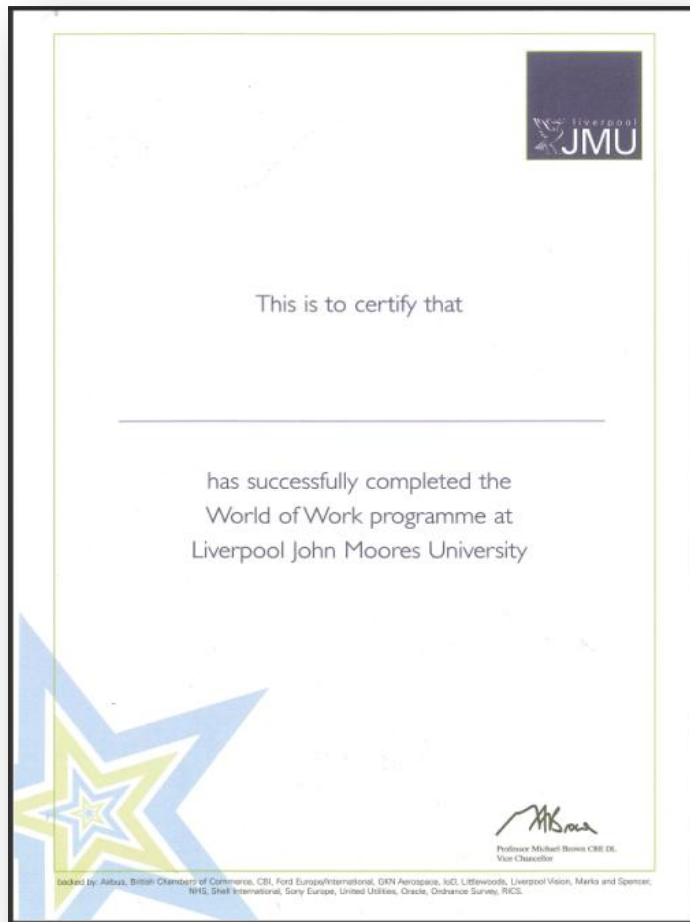
airbus oracle IoD
NHS siemens
GKN aerospace **CBI**
ford global
british chambers
of commerce ford europe
marks and spencer
shop direct
ordnance survey
sony united utilities
shell international

LJMU's employer advisory group

***WoW National Employer Board –
Oracle, Shell, Siemens etc.***

***WoW Local Employer Group –
Deutsche Bank, Royal Mail, The Army, Enterprise
Rent a Car etc.***

The employer commitment



The New WoW®

Higher Education Model



WoW[®] Programme

contact the gdc@ljmu.ac.uk for more details



The World of Work (WoW) is a major employability programme at LJMU that has 3 inter-related aspects - **Graduate Skills**, **Work Related Learning** and **WoW Skills** - with personal development planning (PDP) by the student, to reflect on their abilities and plan the actions they need to take, at its core.

Graduate Skills

These are generic, transferable skills which students develop as part of their course and which are essential for any graduate job role. Students learn, practise and are assessed on these skills as part of their course, receiving feedback from their module tutors. There are eight skills:

- Analysing and solving problems
- Team working and interpersonal skills
- Verbal communication
- Written communication
- Personal planning and organising
- Initiative
- Numerical reasoning
- Information literacy and IT

Students can reflect on and record evidence of their Graduate Skills development using a paper-based journal or an e-portfolio. They use their reflections to set goals and create action plans, and use their evidence of skill development to compile CVs, write applications and in interview preparation. Faculty Skills Support Officers support this process, confirming a student's skills so that they receive a Graduate Skills Statement when they graduate.

Work Related Learning

Is included in every degree programme in some way, so every student has the opportunity to engage in real world projects or go on placements and apply their skills in the context of the world of work.

There are various forms of work related learning eg:

- Work placements
- Internships
- Projects with work based contacts
- Simulations of workplace activity
- Employer driven case studies
- Off- campus work related learning

WoW Skills

These are high level skills, hugely valued by graduate employers - which students may develop through their course, work related learning, work experience, leisure activities and/or via workshops run by the Graduate Development Centre (GDC) - in the areas of:

- Self awareness
- Organisational awareness
- Making things happen

Students can complete the **WoW Skills Certificate** to prove that they possess these WoW Skills in 3 stages:

- **Bronze** (successful Self Awareness statement required)
- **Silver** (successful Self Awareness and Organisational awareness statement required)
- **Gold** (successful Self Awareness, Organisational Awareness and Making Things Happen statement required).

Final Certification

The GDC manages this process, supporting development of students' abilities to articulate and provide evidence for these skills via a personal WoW Skills Statement and verification of these statements via the 1:1 employer interview.

World of Work

LJMU Graduates with the WoW® factor

- ◀ have self awareness
- ◀ have organisational awareness
- ◀ have the ability to make things happen



Understanding and knowing about yourself

e.g. strengths and weaknesses as well as what are your personal values and motivation

How do you relate to others, 'emotional intelligence'

Understanding how organisations are structured

How they function, and how they operate

Understanding their culture and how to operate successfully in them as well as business ethics and customer and client needs etc

Understanding and demonstrating competences in range of interrelated management skills

Strategic and creative thinking

Project Management etc

the WoW[®] Certificate

employers...

...what they say



“

The World of Work certificate offers any employer an important means of discriminating between an applicant who has got the certificate and one who doesn't. It shows they have benchmarked themselves against fundamental employment competencies and have made some effort into making themselves more marketable as an employable person.

”

John Williamson, Principal Electrical Engineer, United Utilities

For further information, visit www.ljmu.ac.uk/wow, phone the Graduate Development Centre on **0151 231 8099** or email gdc@ljmu.ac.uk

Graduate Development Centre



the WoW[®] Certificate

employers...

...what they say



“

LJMU's World of Work certificate is invaluable for employers such as us. If I see two graduates and one has the WoW certificate and one doesn't, it tells me the one that does has given that commitment to their future and it's more likely that's the person we will want to employ.

”

Nigel Lee, Head of Planning, Liverpool City Council

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Graduate Development Centre



the WoW[®] Certificate academics...

...what they say



“

Employers tell us repeatedly that possessing higher level WoW skills is what differentiates individuals that will add value from the majority of graduates in the employment marketplace. The WoW certificate, uniquely, allows LJMU graduates to evidence the achievement of exactly the sorts of skills and competencies that employers are looking for.

”

Mike Riley, Director, School of Built Environment
Faculty of Technology & Environment



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Graduate Development Centre



Progress to date



- UK Best practice employability case study – CBI, BIS etc.
- Over 4,500 students registered with the WoW® certificate – across all disciplines
- Many academic programmes integrating WoW Certificate (Compulsory from 2012)
- 150 Employer Verifiers so far
- Malaysia: UiTM Pilot, University of Malaya staff training and student pilot

Thank you



Thank you

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