



THE RELATIONSHIP BETWEEN STUDENT ADVISERS AND EMPLOYERS  
IN THE CONTEXT OF THE GRADUATE LABOUR MARKET AFTER 1992

Newnham College, Cambridge  
22nd - 24th March 1990

CONFERENCE REPORT

CONTENTS

	Page
REPORT	2
RECOMMENDATIONS	5
Appendix 1 - Programme	7
Appendix 2 - Participants	9

## REPORT

FEDORA organised a conference at Newnham College Cambridge from 22-24 March 1990 on the subject of "The Relationship between Student Advisers and Employers in the context of the Graduate Labour Market after 1992". The conference was attended by 100 delegates, 79 of whom were student advisers and 21 of whom were representatives of employers.

The student advisers came from 10 of the 12 member states whilst the employers were British organisations which had sponsored the conference. In addition to the 21 sponsors present, another 2 gave financial support without sending a delegate. Full details of the participants appear in Appendix 1.

The objective of the Conference was for each participant at the end of the Conference to have an understanding of:-

- (i) the different models of student guidance that exist within the EC and of the various schemes for promoting the mobility of students in higher education like COMETT and ERASMUS
- (ii) the way the graduate labour market is developing in the EC (including the harmonisation of qualifications) and of the needs of employers for suitably trained and mobile graduates

The Conference was designed to provide an opportunity to contribute to the development of student guidance in the EC. The emphasis was on informal participation and discussion.

The programme had two strands:-

- (i) the needs of employers in the Single Market, particularly the sort of additional skills which they may need from graduates and why (eg: changes in the way in which businesses are organised and in which careers will develop) and their needs for help from student advisers
- (ii) the challenges to student advisory services and how they will have to develop to meet the needs of both employers and students

Themes for discussion included:

- What sort of graduates will be emerging from higher education institutions in the European Community in the 1990s?
- What sort of labour market will they meet?
- What skills and knowledge will employers need from graduates?
- What should institutions of higher education be doing to help students and graduates find jobs?
- What should institutions of higher education be doing to help students find *stages* or vacation placements?
- What role should student advisers play in the process of linking students or recent graduates to employment?
- What sort of information do student advisory services need from employers?
- What role should student advisers play in interpreting the needs of the labour market to their institutions for planning courses?
- Can employers provide student advisory services with resources to help them develop services in this area?
- What rôle can FEDORA play in this field?

The first session on Thursday evening consisted of two introductory talks, one by Gunnar Sandmark, the Human Resources Manager for ICL Europe, talking about the challenges for employers, and one by Jean-Marie Burnet, the Vice-Chairman of FEDORA and Director of the Centre d'Information et Documentation at the Catholic University of Louvain-la-Neuve, talking about the challenges for student advisers. These two talks set the theme for the work of the Friday, which consisted of two panel discussions and two working group sessions.

The first panel group session was for employers and the speakers came from ICI (a major British-based multi national chemical company), Procter & Gamble (the American multi-national soaps, detergents and personal care products firm), Price Waterhouse (international chartered accountants) and Clifford Chance (a major British law firm with offices in many other countries, including some in Europe). The four speakers talked about the problems they faced, particularly in recruiting students from other countries. Such problems included the unfamiliarity of the educational systems, difficulties in judging the content and level of qualifications, difficulties in identifying suitable points of contact in universities and also some of the technical problems of the harmonisation of professional qualifications within the Community which affect especially professions like law and accountancy.

The afternoon session was similarly an opportunity for four speakers, this time student advisers, to talk about their work. They came from Italy, France, Germany and the United Kingdom and each outlined the basic system of guidance in higher education in their country.

The working groups were given the very simple brief of "what are the two most important initiatives that could come out of this conference?"

On the Saturday morning the theme of the conference changed slightly in the first session to discuss the ERASMUS and COMETT programmes. Four participants in COMETT and ERASMUS programmes were invited to talk about their experiences, the reasons for choosing that particular type of course and the advantages and disadvantages of it. The two ERASMUS speakers were currently studying in the UK as part of their degree courses. One was a Danish engineer and the other a German business studies student. The COMETT trainees had both finished their course at the end of last academic year but during that year had undertaken COMETT work placements. One was a German engineer who had undertaken his work experience in England and then returned to work for the same firm. The other was an English information studies student who had worked at the European Community's Research Centre at Ispra in Italy.

This session raised a number of very interesting points, including many practical ones, about the difficulties which students moving to another country for short periods of study can encounter in integrating themselves into either the academic environment or a working one. Good preparation and proper arrangements for reception and the monitoring of progress are very important.

The final session consisted of a synthesis of reports from the working groups and a discussion of the suggestions made.

## RECOMMENDATIONS

The recommendations and suggestions fell in to two main groups.

### a. Recommendations for Employers

It was suggested that employers should consider the idea of creating a European version of the UK's Association of Graduate Recruiters, perhaps in association with FEDORA.

It was also suggested that employers should be encouraged to produce and distribute to the universities good information about the professional and academic training which they offer, about their recruitment methods in each of the European Community countries, including a glossary of the professional terms used and the equivalences of the qualifications which they seek.

It was recommended that further conferences should be organised both for continental European employers in the UK (perhaps in association with the Association of Graduate Recruiters) and for UK employers to meet continental student advisers.

### b. Recommendations for Student Advisers

It was suggested that FEDORA should try to identify a core of facilities and services for careers guidance and placement of graduates across the European Community with a view to developing equity of provision. FEDORA conferences might be used to demonstrate different models of good practice.



It was suggested that there was a need to produce and disseminate (perhaps in collaboration with the European Community) information for students on employment opportunities and recruitment methods, as well as opportunities for *stages*. Information should also cover accommodation, living conditions, etc.

It was recommended that national schemes for work experience relevant to courses of study should be extended across European Community boundaries, and there should be a permanent bulletin for students carrying this information.

It was also recommended that students and institutions of higher education should be encouraged to include the study of other European languages and cultures in their courses.

It was suggested that consideration should be given to a pan-European training scheme for careers advisers, perhaps including exchange programmes with ERASMUS funding, aimed at increasing the understanding of the differing natures of the educational systems, careers guidance and placement models and the graduate labour market).

In the ensuing discussion it was agreed that a joint working group of FEDORA members and employers should be set up to carry out some of these ideas.

It was also agreed that it would be useful if FEDORA members would put notices in the Newsletter of information which they produced and which might be of interest to other members.

It was also agreed that members could obtain from the Secretariat of FEDORA mailing details if they wished to send information direct to all other members. This could be in the form of peel-off labels or on diskette.

Keith Dugdale, Chairman of the Association of Graduate Careers Advisory Services in the UK offered to make AGCAS training available either through associate membership of AGCAS or by organising a special course for FEDORA members.

It was agreed that a list of the UK's Central Services Unit for Graduate Careers Advisory Services' publications should be sent to all non-UK FEDORA members. AGCAS also offered to look at the possibility of making available more widely the database of careers literature which it is currently compiling.

## Appendix 1 Programme

### THE RELATIONSHIP BETWEEN EMPLOYERS AND STUDENT ADVISERS IN THE CONTEXT OF THE GRADUATE JOB MARKET AFTER 1992

#### LES RELATIONS ENTRE LES EMPLOYEURS ET LES SERVICES D'ORIENTATION UNIVERSITAIRES DANS LA PERSPECTIVE DU MARCHÉ EUROPÉEN D'APRÈS 1992

THURSDAY 22 MARCH/JEUDI 22 MARS

16.30 - 17.45 Optional visit to Cambridge University Careers Service  
*Visite facultative du Service d'Orientation de l'Université de Cambridge*

20.45 - 21.45

Welcome by Miss Sheila Browne, Deputy Vice-Chancellor and  
Principal of Newnham College,

*Accueil par Mme Sheila Browne, Vice-Président de l'Université et  
Principal du Newnham College*

WHAT ARE THE CHALLENGES THAT FACE US?  
*DEVANT QUELS DEFIS SOMMES-NOUS PLACÉS?*

Introductions by/introductions par:

- Gunnar Sandmark  
Human Resources and Development Manager, ICL Europe
- Jean-Marie Burnet  
Vice Président de FEDORA et Directeur du Centre d'Information  
et Documentation, Université Catholique de Louvain, Belgique

FRIDAY 23 MARCH - Morning VENDREDI 23 MARS - Matin

09.15

DEFINING THE ISSUES  
*LES PROBLÈMES RENCONTRES ET LES ATTENTES*

#### 1 - For Employers

Four employers will outline their current activities in the field of  
European recruitment, the problems they encounter and their needs from  
the higher education system. Followed by questions

#### 1 - Pour les Employeurs

*Quatre employeurs parleront de leurs activités courantes dans le domaine  
du recrutement européen, des problèmes qu'ils rencontrent et de ce qu'ils  
attendent du système de l'enseignement supérieur. L'exposé sera suivi  
d'un débat*

Laurie Graham - Procter & Gamble  
Dick Shervington - Price Waterhouse  
John Simpson - ICI  
Alistair Dawson - Clifford Chance

- 10.30 Coffee/Pause Café
- 11.00 - 12.30 Working Groups/Groupes de travail
- 13.00 Lunch/Déjeuner
- 14.00 DEFINING THE ISSUES  
LES PROBLEMES RENCONTRES ET LES ATTENTES
- 2 - For Student Advisers
- Four student advisers will outline their current activities in the field of European student mobility, the problems they encounter and their needs from the employment sector. Followed by questions
- 2 - Pour les Conseillers d'orientation
- Quatre conseillers d'orientation parleront de leurs activités courantes en matière de mobilité européenne des étudiants, des problèmes rencontrés et des attentes vis-à-vis du marché de l'emploi. L'exposé sera suivi d'un débat.*
- François Gaymard - France  
Keith Dugdale - UK  
Dieter Lucht - Deutschland  
Patrizia Motta - Italia
- 15.15 Tea/Thé
- 15.45 - 17.15 Working groups/Groupes de travail
- 19.30 Drinks/Cocktail
- 20.00 Formal Conference dinner/Dîner officiel du Colloque

**SATURDAY 24 MARCH/SAMEDI 24 MARS**

- 09.00 THE ROLE OF EXCHANGE PROGRAMMES  
LE ROLE DES PROGRAMMES D'ECHANGE
- Discussion with students about COMETT, ERASMUS and other exchange programmes  
*Débat avec des étudiants au sujet de COMETT, ERASMUS et autres programmes d'échanges*
- Alison Hopkins - Sheffield University  
Mathias Madlung - ICL Manchester  
Jan Nielsen - Loughborough University  
Ulrike Steinhoff - Middlesex Polytechnic
- 10.30 Coffee/Pause Café
- 11.00 Final session - WHERE DO WE GO NEXT?  
Réunion de clôture - ET LE FUTUR?
- Discussion of suggestions and proposals from working groups  
*Synthèse des échanges et des propositions des différents groupes de travail*



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