Graduate Internship lead to Graduate Jobs: a comparison of case evidence in 2010 & 2012

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Graduate Internships & employability

• framework
  – Graduate internship programmes
  – Graduate employability
Context

Graduates

• 9% graduate unemployment (6mths after leaving)
• Widening participation – increasing student numbers
• 70 graduates for each job
• Forced to accept lower skilled jobs
2010

The University of West London
• ECIF funded graduate internship programme £560,000
• Open to all English graduates
• 1000+ applicants (14 months)
• Job Centre Referrals,
• Online, (Graduate Talent Pool)
• Graduate selection – interviewing
• 2 weeks training + 4 weeks paid internship
2010

The University of West London

• Training
  • Vodcasting
  • Presentation & Communication Skills
  • CV preparation

• Employers
• Contributed £750 toward internship
• Type of employers – varied sectors
• 350 interns – 45 jobs
2012

The University of Greenwich

• 4500 invited through alumni,
• 124 expressions of interest
• 60 started training
• 5 one day training events
  • Market research - theme
  • Competitor analysis - theme
  • Social media marketing - theme
  • Presentation & communication skills
  • Interview techniques
2012

The University of Greenwich

• 65 Employers – SME’s
• Selected a project theme
• 4 weeks internship – unpaid

Project managed by 3 graduates
Largely automated
## Comparision

<table>
<thead>
<tr>
<th>University</th>
<th>Cost £</th>
<th>Interns placed</th>
<th>£ Cost per placement</th>
<th>Jobs Created</th>
<th>£ Cost per job</th>
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</thead>
<tbody>
<tr>
<td>UWL</td>
<td>560,000</td>
<td>350</td>
<td>1,000</td>
<td>45</td>
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<td>UoG</td>
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<td>436</td>
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</table>
Concerns

• What is a graduate job?
• Internships cheap labour?
• Corporates v SME graduate opportunities
• Benefits of internships
  – Graduate
  – Business
Business benefits

• Source of new talent
• New knowledge
• ‘Try before they buy’
• Opportunity to get a project underway
• Engagement with University
Graduate benefits

- Real work experience
- Prove/test an employer
- Enhance CV
- Competitive advantage in jobs market
- Potential job
- Interview experience
Thank You