

GRADUATE CAREERS AUSTRALIA

Student Expectations and Perceptions September 2008

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Agenda

Today's graduates and what they want

The importance of corporate culture vs salary

Gen Y – myth or reality?

Key 'take-home' thoughts

GCA's Mission

To be the leading authority on graduate issues in Australia

To use this position to foster employment and career opportunities for graduates, in association with the higher education sector, government and business

Not for profit business – 40 years old

Funded by government, universities,
commercial operations and
memberships

We use our strategic position to foster
employment and career opportunities for
graduates, in association with the higher
education sector, government and
business

GCA has a number of primary functions:

- **Networking** for all parties involved in graduate employment and training
- **Careers education products and services** to universities and students
- Services to **Graduate Recruiters**
- Various **Research** projects

Networking

- Functions such as this
- Events and conferences
 - “Partnering to Success – Employers, Universities and our Graduate Talent”
 - November 9-12 this year, Sydney
- Close links with government, employers, universities, international associations etc

Careers Education Products and Services

- GCA website www.graduatecareers.com.au
- Career Information Booklets eg Psychology, Nursing, Engineering, Careers for Graduates with a Disability
- Your Career and You – a self-assessment guide
- Other – videos, DVDs etc

Services to Graduate Recruiters

- Information on the 'how to' of graduate recruitment
 - GCA website / Employer Research Centre
- Guide to Campus Recruiting
 - details of all University Careers Services contacts, term dates etc
- Graduate Directories
 - 5 in total – distributed free to students
 - Hard-copy print run of approx 100,000
 - CD print run of 15,000
 - E-book and on website
 - www.graduateopportunities.com
- Various consultancy and informational services

GCA research

- Australian Graduate Survey (AGS)
 - Outcomes of Graduates 4 months post-graduation
 - approx 120,000 responses per year
- Graduate Outlook Survey (GOS)
 - Graduate recruiters' current practices and expectations
 - 2007 – 271 respondents
 - 2008 survey now open – please participate!
- University and Beyond (U&B)
 - Student expectations and perceptions
 - 2007 - 32,000 responses
 - 2008 - 28,000 – results out later this year
- In 2007, cross over questions between U&B and GOS
 - Can paint the entire “graduate recruitment picture”

Your challenges

- Australia is running out of workers
- Graduates are in short supply
- Competition for the top graduates has increased
- Graduates are more aware of their market value and other job options

- Graduate loyalty ... *'they don't stay'*
- Graduate expectations ... *'they want too much'*
- Issues in integrating Gen Y into your corporate workforce .. *'they don't have a work ethic'*



How do you get them?

How do you keep them?



What do you think of the following?

“GENERATION Y workers are overconfident, lack practical experience and are unrealistic in their salary expectations .. “

(Daily Telegraph, May 2007)

- A) Generally True
- B) Generally Untrue
- C) Not sure

“GENERATION Y workers are overconfident ..”

Quite to Very Confident of getting:	Gen Y	Gen X	Baby Boomers	Total	Employers
Any job	62.8%	67.6%	59.6%	63.2%	71.9%
A job in your field	46.2%	54.1%	48.7%	47.2%	67.6%
Your preferred job	23.0%	32.3%	34.4%	24.5%	55.7%

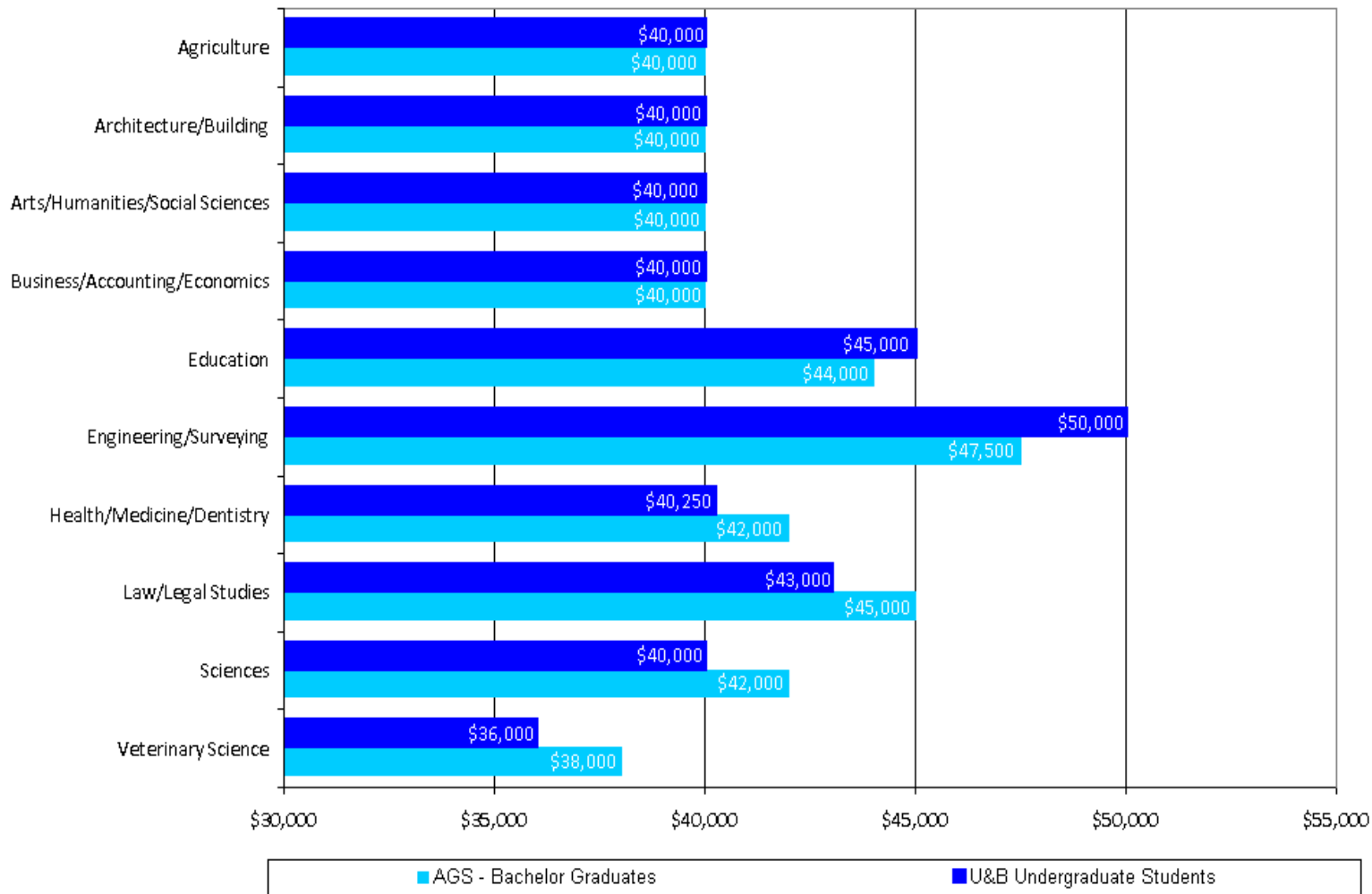
“GENERATION Y workers ...lack practical experience ...”

but

71% of full-time undergrad students worked an average of nearly 15 hours per week

(AVCC Student Finances Survey 2006)

“GENERATION Y workers ... unrealistic in their salary expectations .. “



Who are we dealing with?

- On average they have 3 e-mail addresses
- They spend
 - 30 minutes a day reading the newspaper or a magazine
 - 30 minutes a day listening to the radio
 - 1 hour a day watching TV
 - 2 hours a day on the Internet

and possibly all at the same time!



Who are we dealing with?

- In 2007, at Australian universities, of a total student population of approx 977,000:
 - 62% under 25 years of age **38% 25 and over**
 - 45% male **55% are female**
 - 68% full time **32% part time**
 - 73% undergraduates **27% postgraduate**
 - 74% were domestic **26% international**

The major influence on career planning for students ...

- 1 Work Experience
- 2 Parents
- 3 Friends
- 4 On-line Resources
- 5 Teachers

How do students find out more about a graduate employer?

	Best method	Other Methods	Total
Their employer website	30.6%	44.3%	74.9%
Approaching the employer directly	20.0%	34.1%	54.1%
Employment website	18.8%	40.5%	59.3%
A graduate recruitment agency	11.9%	38.7%	50.6%
University careers service	12.2%	36.1%	48.3%
Don't know	0.0%	10.2%	10.2%
Other	3.3%	5.2%	8.5%
Other websites (e.g. MySpace, blogs etc.)	0.6%	8.3%	8.9%
None	0.0%	0.4%	0.4%

Where are the other 25% looking?

What is important to them?

- 1) Good people to report to
- 2) Good training opportunities / developing new skills
- 3) Opportunities for Advancement
- 4) Interesting & Challenging Work
- 5) Personal life and career balance/work flexibility

What is important to them ?

It is important to have: Agree/Strongly Agree	<i>What you think:</i>	<i>What you think:</i>	<i>Students: Overall</i>	<i>Students: Overall</i>	<i>Engin. Students:</i>	<i>Account. Students:</i>
	%	Rank	%	Rank	Rank	Rank
Good training opportunities / developing new skills	97	2	95	1	1	1
Interesting & challenging work	96	3	95	1	2	3
Personal life and career balance / work flexibility	94	4	93	3	3	4
Good people to report to	92	5	90	4	5	5
Opportunities for advancement	98	1	89	5	4	2
Working with people I get on well with	78	6	88	6	6	6

Job Security

Making a contribution to society

Working for an ethically responsible, or environmentally sound company is imperative

Potential for above average financial rewards

Potential for international travel

Importance of different factors – by gender

Agree / Strongly Agree	Total Males	Total Females	Total
Differences of 4% points or more			
I need to have personal life and career balance/work flexibility	90%	94%	93%
It is essential to have good people to report to	88%	92%	90%
Working with people I get on well with is very important to me	86%	90%	88%
I value job security highly	80%	87%	84%
Making a contribution to society is important to me	75%	84%	81%
Working for an ethically responsible, or environmentally sound company is imperative to me	72%	82%	78%
My employment should have the potential to have above average financial rewards	74%	65%	68%
A successful career is the most important goal of my life	48%	43%	45%

What do they see as attractive benefits ..

Attractive Benefits an employer could offer:	Employer view %	Employer view Rank	Students Overall: %	Students Overall: Rank	Engineering / Accounting: %	Rank
Company-paid training and development	75%	1	76%	1	E – 80% A – 76%	1 1
Performance related bonus	46%	2			E-60% A-63%	2 2
Additional leave through rostered days off (rdo) or time in lieu	42%	3	56%	2	E – 55% A – 52%	3 3
Superannuation	14%	8	54%	3		
Mobile Phone	21%	7	18%	8		

Attraction:

Non Cash Benefits

- Company paid training and development most attractive for all fields of education
 - (except Vet Science – additional time off)
- Arts/Humanities/Social Sciences:
 - Additional leave/superannuation/car or car allowance
- Education:
 - Superannuation/additional leave/laptop
- Law/Legal:
 - Additional leave/performance-related bonuses/superannuation
- Science:
 - Superannuation/additional leave/performance-related bonuses

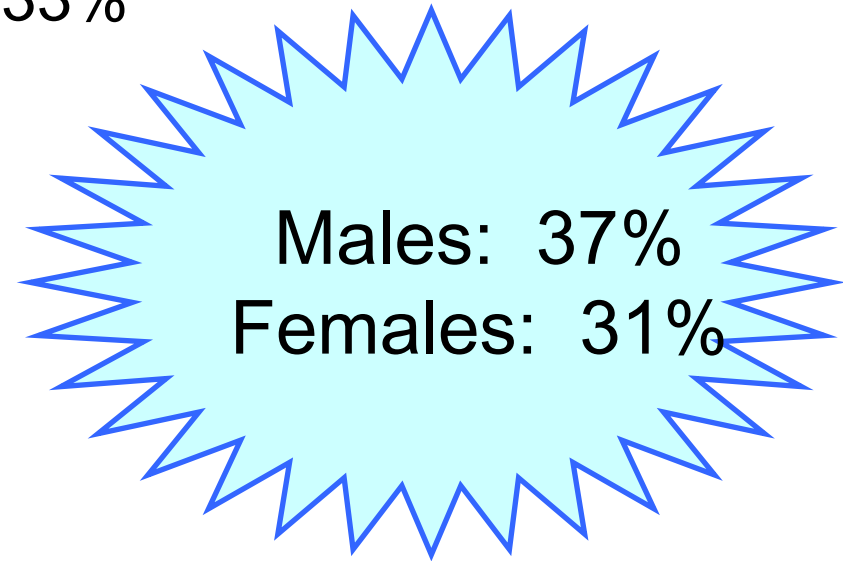
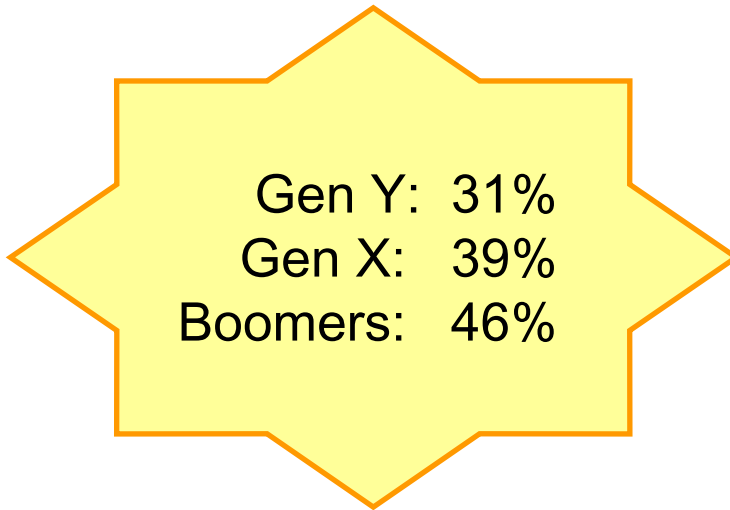
It's not all about salary ..

“Ongoing training and development is more important than salary at this stage of my/their career” (Agree/Strongly Agree responses)

- Employers: 30%
- Students: 53%

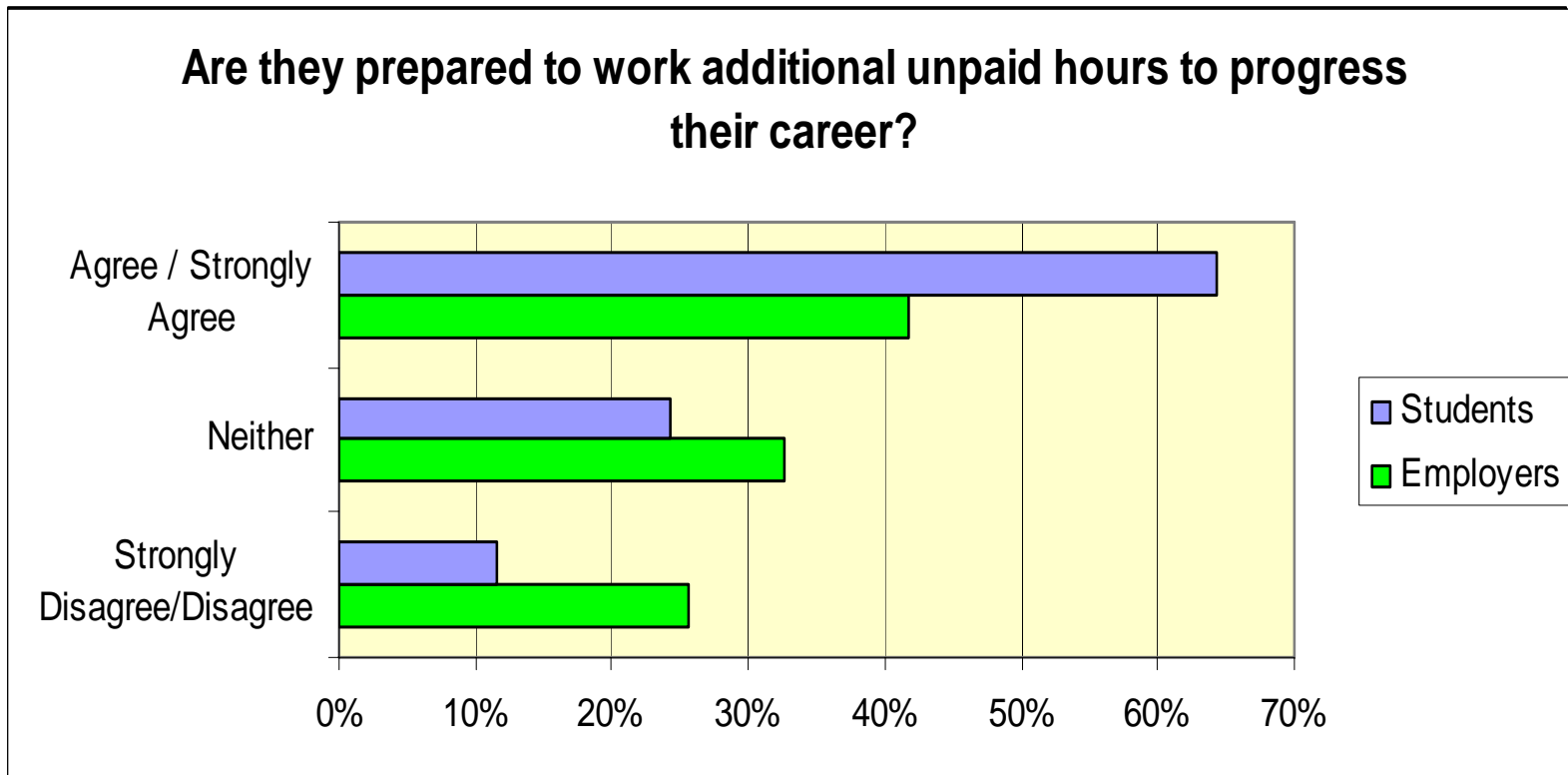
Gen Y: 56%
Gen X: 43%
Boomers: 38%

- “Salary would be the primary factor in my/their decision”:
 - Employers: 52%
 - Students: 33%



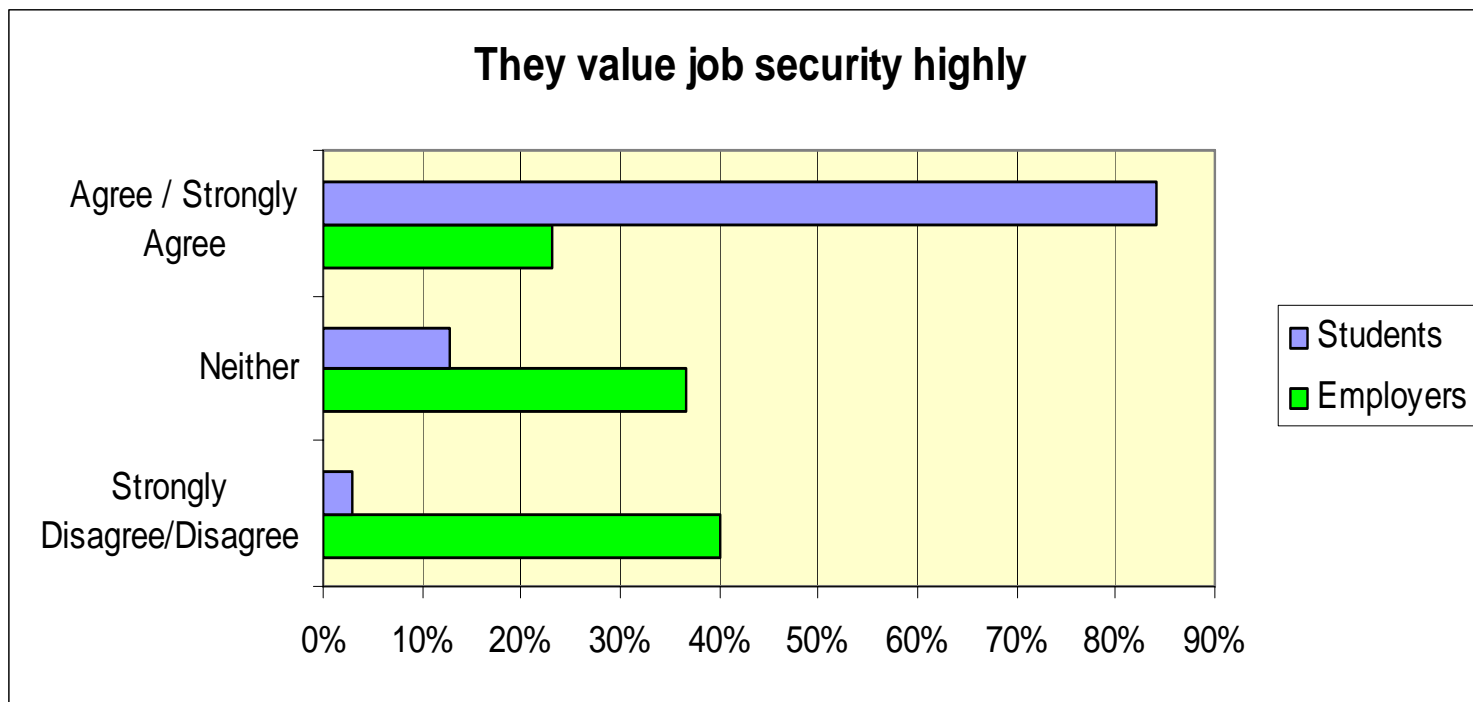
“Salary would at least need to be comparable to other offers”
84% agree

Unpaid hours?



They value job security highly?

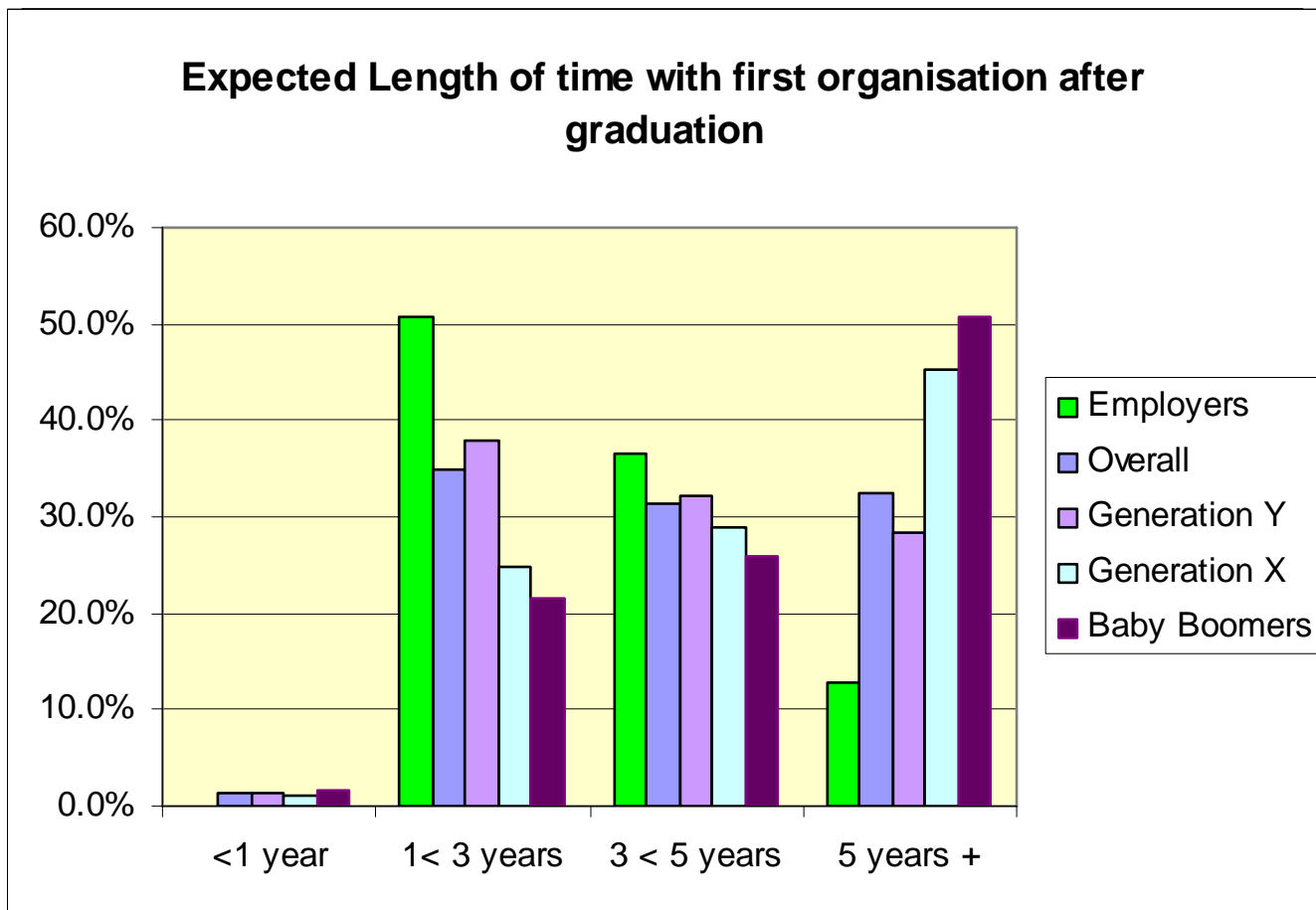
True or False?



What do they mean by 'job security'?

Retention

Length of Service: by generation type



Retention

- Expected changes in first five years of ‘preferred’ job:
 - “Change to a completely different job or career”
 - 9% overall
 - Gen Y - 8%
 - Gen X – 13%
 - Baby Boomers – 20%
- Length of service differences leads to the question of “why” retention an issue
 - Importance of corporate culture

Gen Y – myths or realities?

The not-so-surprising

Most attractive non-cash Benefit	Gen Y: Rank	Gen Y: %	Gen X: Rank	Gen X: %	Baby Boomer: Rank	Baby-boomer: %
Company-paid training and development	1	77%	1	70%	1	68%
Additional leave through rostered days off (rdo) or time in lieu	2	58%	2	53%	3	45%
Superannuation	3	55%	3	53%	2	61%

Gen Y – myths or realities?

The not-so-surprising

The following areas were ranked the same in importance by ALL generations:

- Good training opportunities/developing new skills
- Interesting and challenging work
- Working with people I get on well with
- Good people to report to

Gen Y – myths or realities?

The surprising

Importance of Following Factors: Agree/Strongly Agree:	Gen Y: %	Gen X: %	Baby Boomers: %
Opportunities for Advancement	91	85	74
Personal life and career balance / work flexibility	92	95	90
Making a contribution to society is important	80	86	91
Working for an ethically responsible, or environmentally sound company, is imperative	77	81	85

Gen Y – myths or realities?

The surprising

- Importance of Career:
 - “A successful career is the most important goal of their/my life”
 - Employers: 28% agree/strongly agree
 - Students Overall: 45% agree/strongly agree

Boomers: 33%
Gen X: 40%
Gen Y: 46%

Much higher for
accounting/economics/business
studies students:

58%

The 'new' graduate picture ...

- Many different types of graduates
- Not as confident as they may outwardly appear
- Very focussed on ongoing training and development
- The 'right' corporate culture is very important to them
- Great users of technology and social networking spaces

Tips and Strategies

- A number of different mediums should be used to attract potential employees to your organisation – your website should not be the only attraction strategy.
- You need to build profile on campus from an early stage
 - Use a range of strategies
 - Take your university careers service people out to lunch
- If possible, offer a work-integrated-learning (WIL) experience
 - Vacation work / scholarships / internships / work experience / student competitions etc
- Always ensure that you market honestly and accurately
 - Good messages (and bad) travel quickly

- Get the overall compensation package right
 - Salary at least relative to market
 - Other benefits focused on training, development, balance between work and personal life
- Recognise that there are some real “gaps” between employer perceptions and student expectations/perceptions:
 - Importance of career
 - Willingness to “put in” extra unpaid hours
 - Job security/job retention
- Harness the experiences they do have:
 - Work experience
 - Travel and world knowledge (multi-cultural)
 - Multi-tasking

- Focus on your corporate culture
 - Offer ongoing training and development,
 - Job diversity and interesting work
- Try to avoid different offerings between groups of employees
 - don't offer graduates one thing and other workers something less
- Let your existing workforce know what is going on with your graduate program
 - They may need training and development as well
- Use the social networking abilities of your current staff and graduates
 - Internal employee referral programs
 - Use the graduates skills eg technology, reverse mentoring

- Recognise that:
 - some “wants and desires” attributed to Gen Y are, in fact, common across all generations
- Despite some commonality, not all students are the same, and you should take care not to classify them by generational type, gender, discipline area etc
 - Focus on ‘competencies’ required, rather than disciplines or student type
 - Look at graduates from ‘non-traditional’ areas
 - eg international students
 - mature age students looking to change careers/jobs
 - postgraduate students
- Be prepared to listen when they tell you what they want – because they WILL tell you – and some of their comments may be valid

- Snapshot report available on the GCA website:
www.graduatecareers.com.au
- Full report available for purchase (order form in your kit)
- Participate in the current GOS survey
 - link on our website
- Attend “Partnering for Success: Employers, Universities and our Graduate Talent”
 - Nov 9-12, Sydney
 - www.gemspl.com.au/bipartite2008

Questions and discussion

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