



## Outduction Case Study

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| <b>Title</b>  | Architecture Employer Engagement Evening   |
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| <b>Intended learning outcome</b>                                | To increase employability skills and industry knowledge amongst final year Architecture students. Key skills I aimed to address were – networking skills, industry knowledge, recognising competencies, representing themselves effectively through a CV and cover letter.   |
| <b>Problem statement (what did case study seek to address?)</b> | The Bootcamp ultimately sought to improve the final year students' chances of employment.  |
| <b>Context</b>  | I was invited by the Faculty of Architecture to organise an employability event to precede their annual Employers Engagement Evening. The event took place on the afternoon of 8 <sup>th</sup> June 2010. It consisted of an industry talk followed by a variety of employability related workshops.   |
| <b>Activity</b>   | The afternoon began with a presentation from leading recruiter Hays Architecture, who delivered an overview of the industry and their tips on how to secure a graduate position. This was followed by workshops, delivered by the Careers & Employability team which were “How to write a successful Cover Letter” and “Interview & Networking Techniques”, simultaneously Hays ran a portfolio & CV drop in clinic. The students could select two out of three workshops to attend. The employability event was followed by a networking event (organised by the Faculty of Architecture) which was attended by alumni and employers. |
| <b>Issues</b>   | Attendance, only 35 students attended the employability event. Again feedback from the students who attended was very positive so the aim for the next event is to increase attendance   |
| <b>Hot tips/key points for effective practice</b>               | Increasing attendance. Also perhaps running a series of workshops preceding the networking event which could include How to prepare a portfolio (ready for the Hays visit), networking skills session (on its own) for students unable to attend on the day and also to raise the profile of the main event.   |