



Outduction Case Study

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| Title | Built Environments Bootcamp |
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| Intended learning outcome | The Bootcamp is a two day employability event which has the ultimate goal of helping unemployed graduates and post graduates find work. Day one was an intensive training day which was followed by day two, an assessment day attended by industry professionals. |
| Problem statement (what did case study seek to address?) | The Bootcamp sought to address why the graduates were unemployed, increase their employability skills, their industry knowledge and introduce them to employers. |
| Context | <p>The Bootcamp was funded by Graduate2business, a government funded initiative that is aimed at helping unemployed graduates find work. This Bootcamp was specifically tailored to suit graduates embarking on a career within the property industry.</p> <p>All 2010 graduates and post graduates from the School of Surveying and School of Architecture were invited to attend the Bootcamp which took place on 26th and 27th July. 26 students reserved a place, 11 students attended.</p> |
| Activity | <p>Day One of the Bootcamp started with a presentation from leading property recruiter Hays Property & Construction, the presentation was intended to give the graduates an overview of the property market. Following the presentation the graduates took part in the following training; interactive CV and cover letter labs, application form writing skills workshop, a body language / interview skills workshop and interview questions workshop. Day Two was assessment day and mirrored a typical graduate assessment centre. Five professionals from industry attended the day to assess the students and give them vital feedback. At the start of day two the graduates were split into two groups, Group A were given one hour to prepare a presentation whilst the graduates in Group B were individually interviewed by a panel of three assessors for 20 minutes. This was then repeated with Group A facing the interviewers and Group B preparing their presentations. Following this, both Groups took part in a group exercise and finally delivered a presentation to their peers and the assessors. Each graduate was</p> |

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| | <p>assessed throughout the day on their performance and their appearance, verbal and non verbal communication skills. They were marked out of 20 for each of the three assessments. The graduates were then invited to complete a survey regarding the event, their thoughts on both days, what they liked, disliked, how we could improve the event etc. Throughout day two of the bootcamp, detailed feedback from the Assessors was recorded for each graduate. At the end of Day Two, all of the graduates were presented with certificates, special mention was given for outstanding performances within each assessment with a prize given to graduate with the highest score overall. Following the bootcamp all of the graduates were given their individual feedback from Day Two and a list of available roles and internships for them to apply to.</p> |
| Issues | <p>Attendance was the main issue I faced, over 450 graduates were invited to attend yet only 11 took part in the event. Feedback from the graduates who did attend was very positive, with the CV Lab and interviews scoring particularly highly. This indicates that more training is needed on CVs and more events featuring mock interviews which I will factor into my plans for semester one.</p> |
| Hot tips/key points for effective practice | <p>Running the event earlier in the year to capture more graduates before they leave the University.</p> <p>Inviting more employers to make the event as realistic as possible for the graduates and also potentially gain them employment.</p> |