

Meeting Students Expectations and Complaints

What do students expect their degree will deliver after graduation?

Jane Artess
March 2013

Outline

1. Some recent findings
2. Some issues that still confront us
3. Key questions for today and for 'back at the ranch'



...in short ... a job!

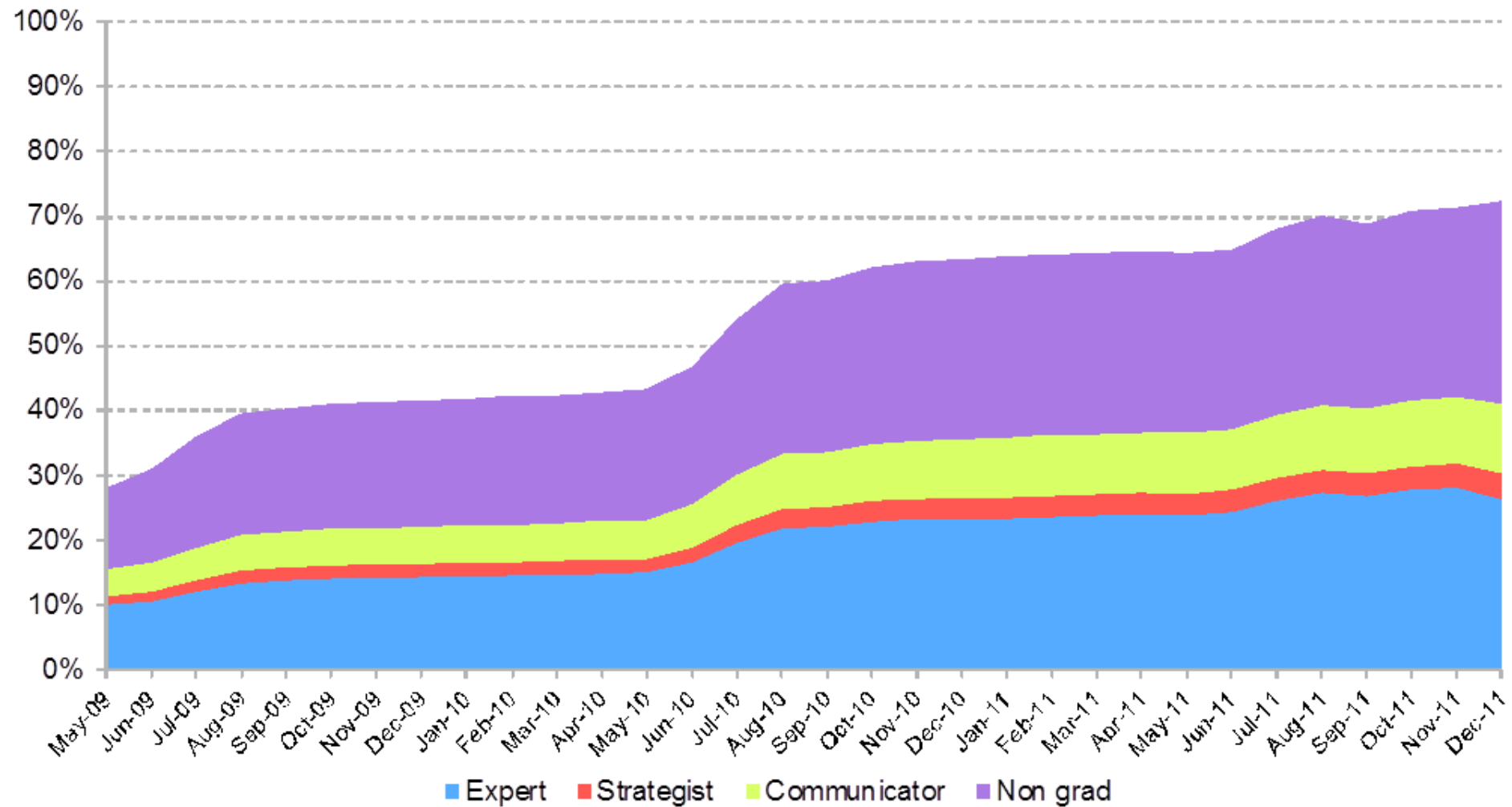


The worth of a degree

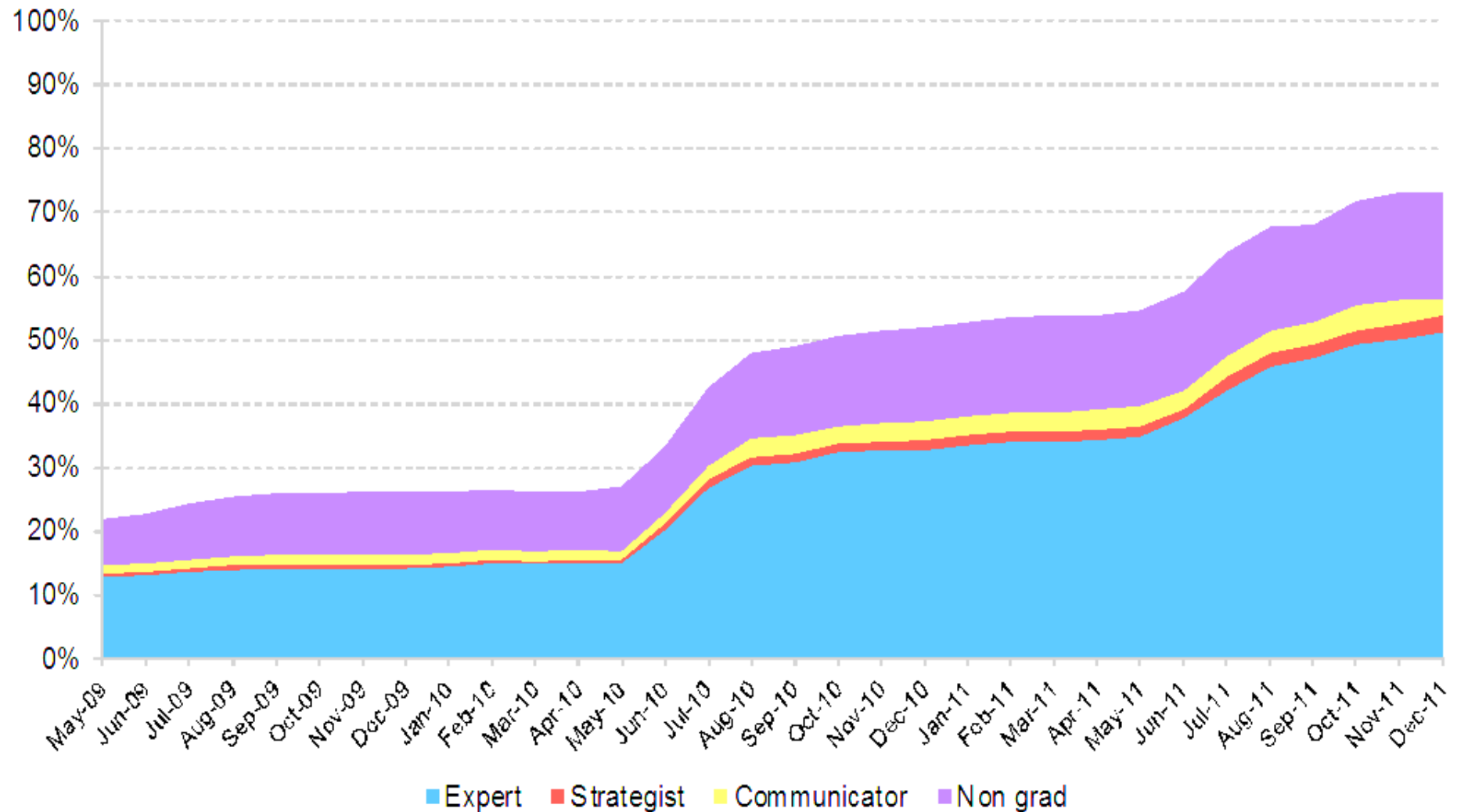
Three main ways

- **Type of job**
- **Satisfaction**
- **Earnings**

Expert, strategist & communicator



Engineering & technology

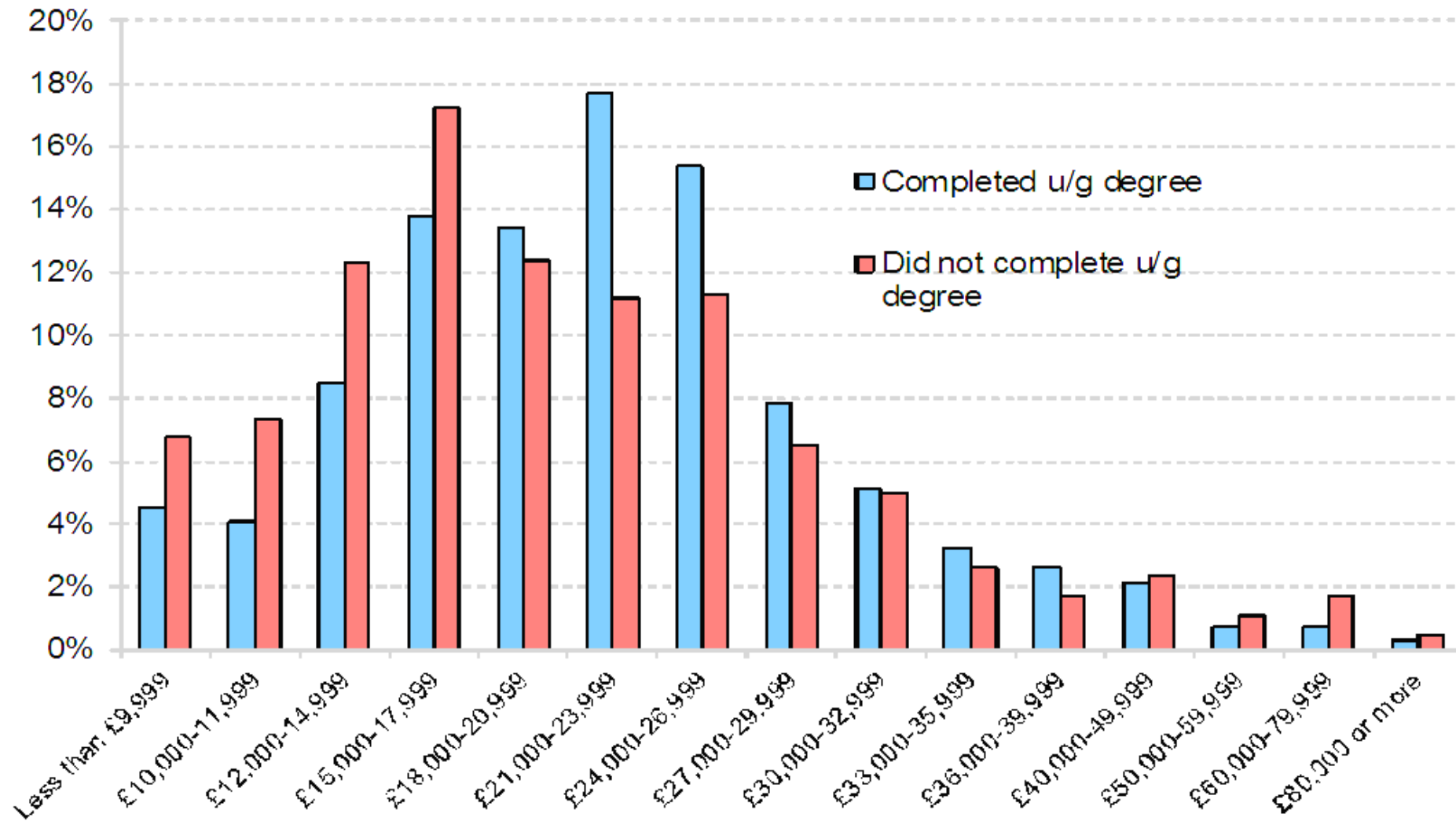


Real Prospects, 2011

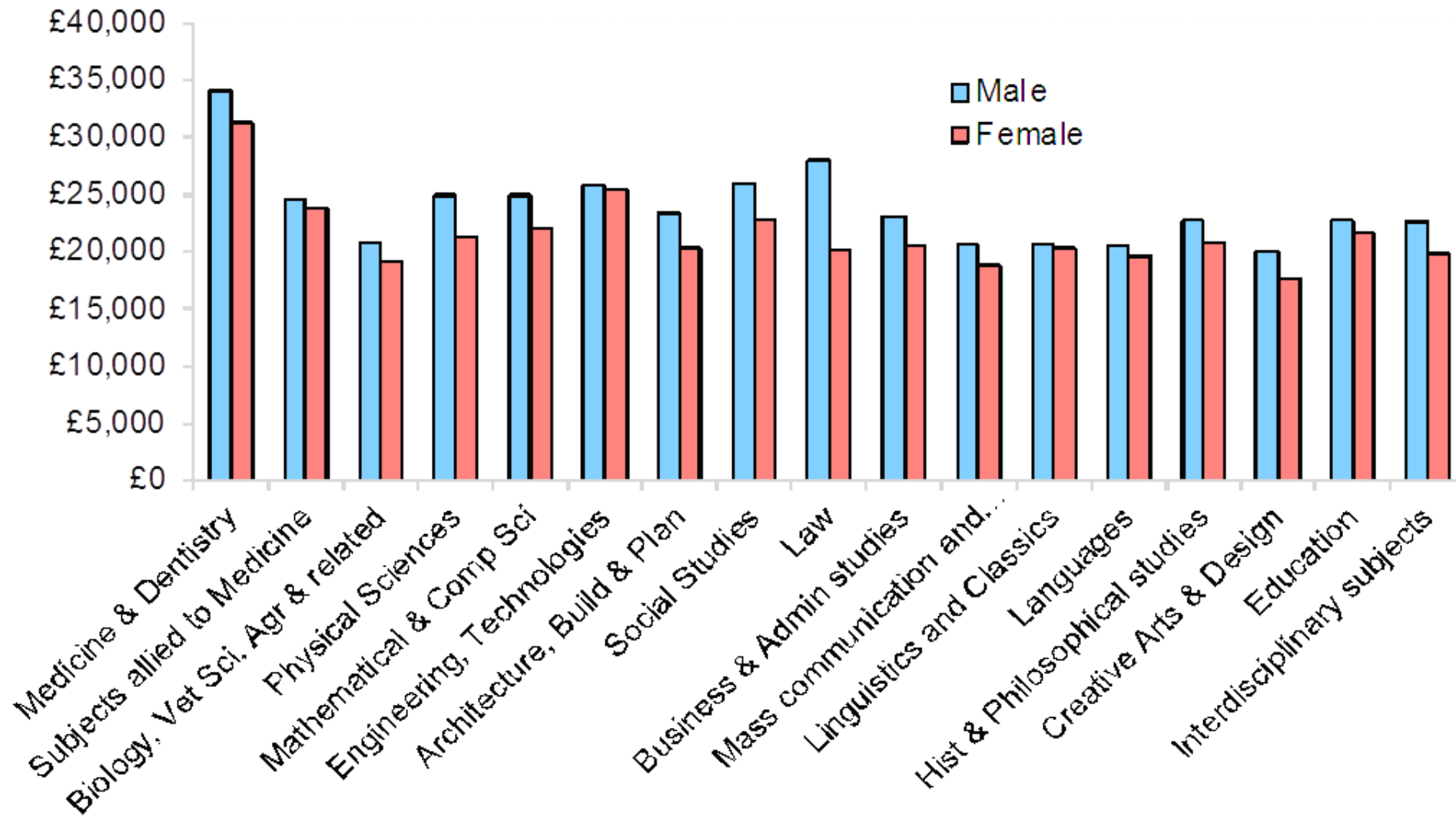
“We found that graduates who believed their participation in HE had contributed to their personal & professional development demonstrated an awareness of the broader purposes of HE while graduates who perceived their higher education to be of little or no value were more likely to view university as a means to an end.”

(Source: Higgins, in Graduate Market Trends, Spring 2012)

Graduates do earn more ...



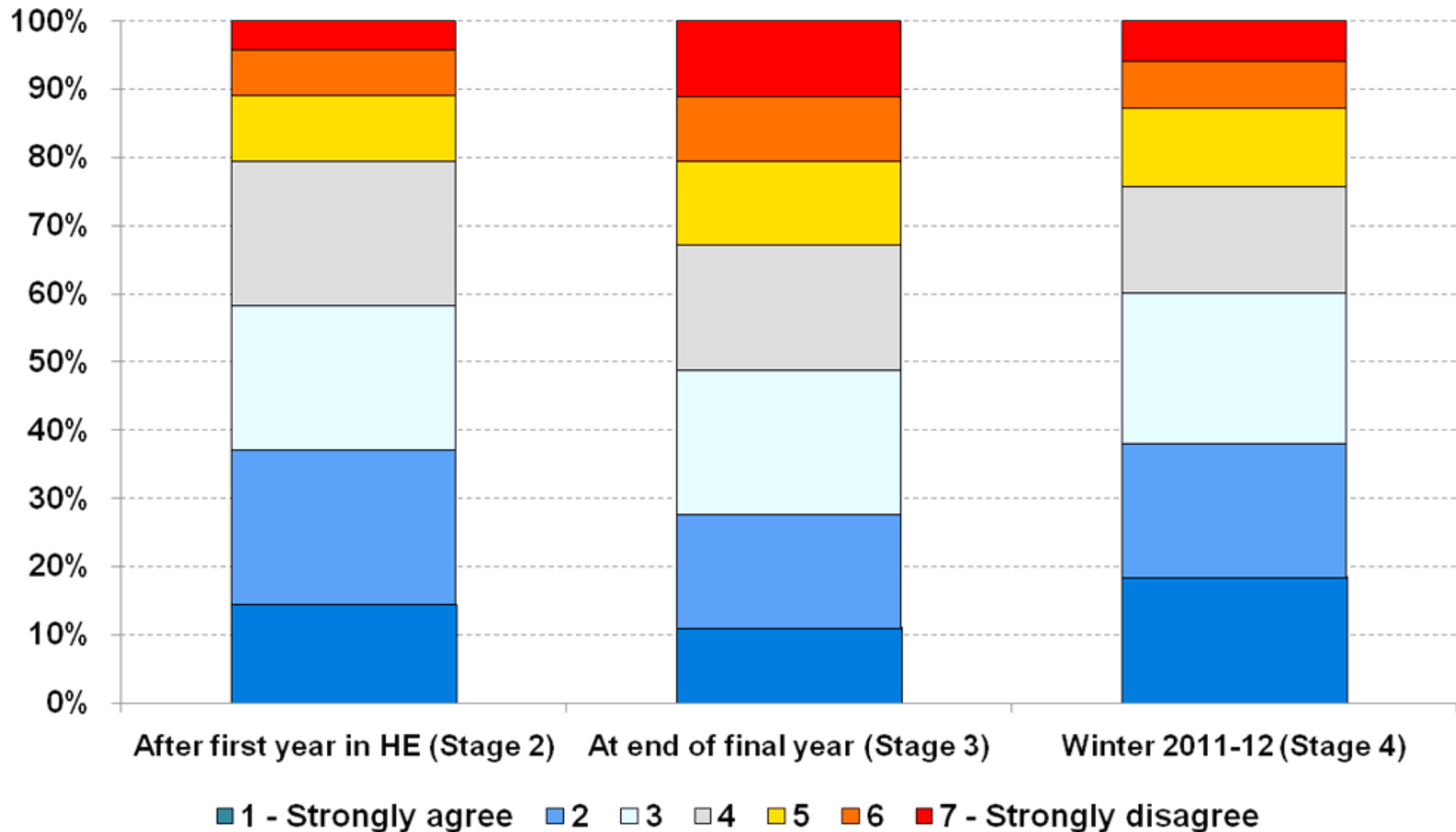
...well men do....



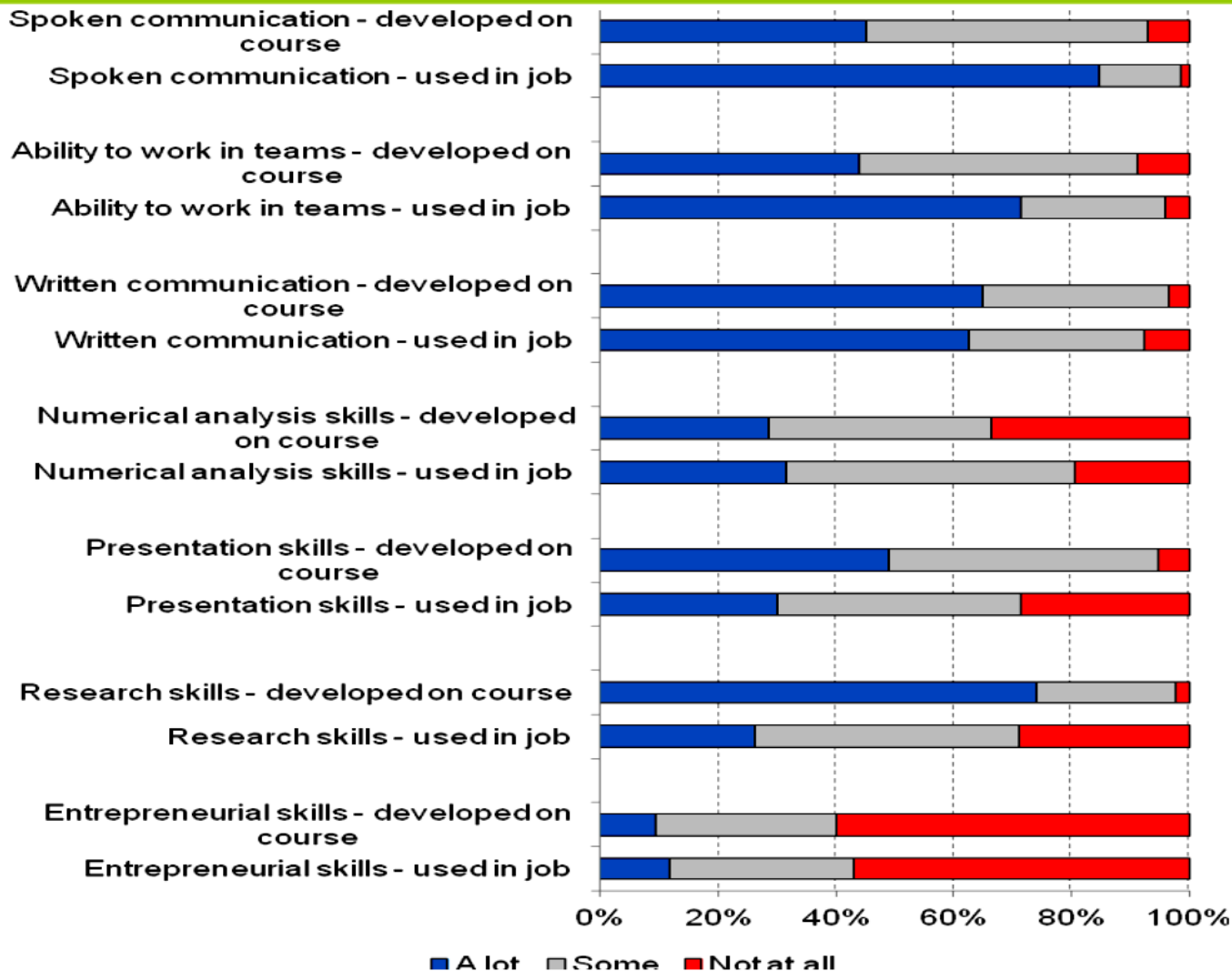
Three main ways

- **Type of job**
 - **Satisfaction**
 - **Earnings**
- plus
- **Value for money**
 - **Use of knowledge and skills**

Value for money




Use of knowledge & skills



Issues

- Is it reasonable to expect HE to deliver a satisfying, well paid job?
- The labour market is dynamic; but self-confidence and the ability to learn are the basis of adaptability (employability).
- Do applicants even think about what HE can deliver? (more easily noted in the absence).
- Stakeholders' views on what HE should deliver differ.



96%
would do it all
again!

Thank you

Contact

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