



Pioneering student futures

SKILLS AND CAREER DISCOVERY AT SCALE



Who am I?

- Chief Education Partnership Officer, GTI
- Responsible for all GTI university relationships; and our SaaS platform, **targetconnect**
- Previously MD of GTI's Irish business, gradireland
- I live in Ireland, targetconnect team based across the UK, Philippines and Australia
- Married with 2 graduate daughters, Aoife (UCD, Law) and Caitlin (Galway University, Zoology)



Who we are



Our teams: London, Oxford, Dublin, Canberra

GTI brands



cibyl

**Research
and Data**

Understand student
career needs, wellbeing
and experience.



**Student platform
& opportunity
network**

Supporting career
discovery and providing
access to opportunity



gti ATS

**Early career
recruiting**

Attract, assess and
onboard school leavers
and graduates

POWERED BY GTI

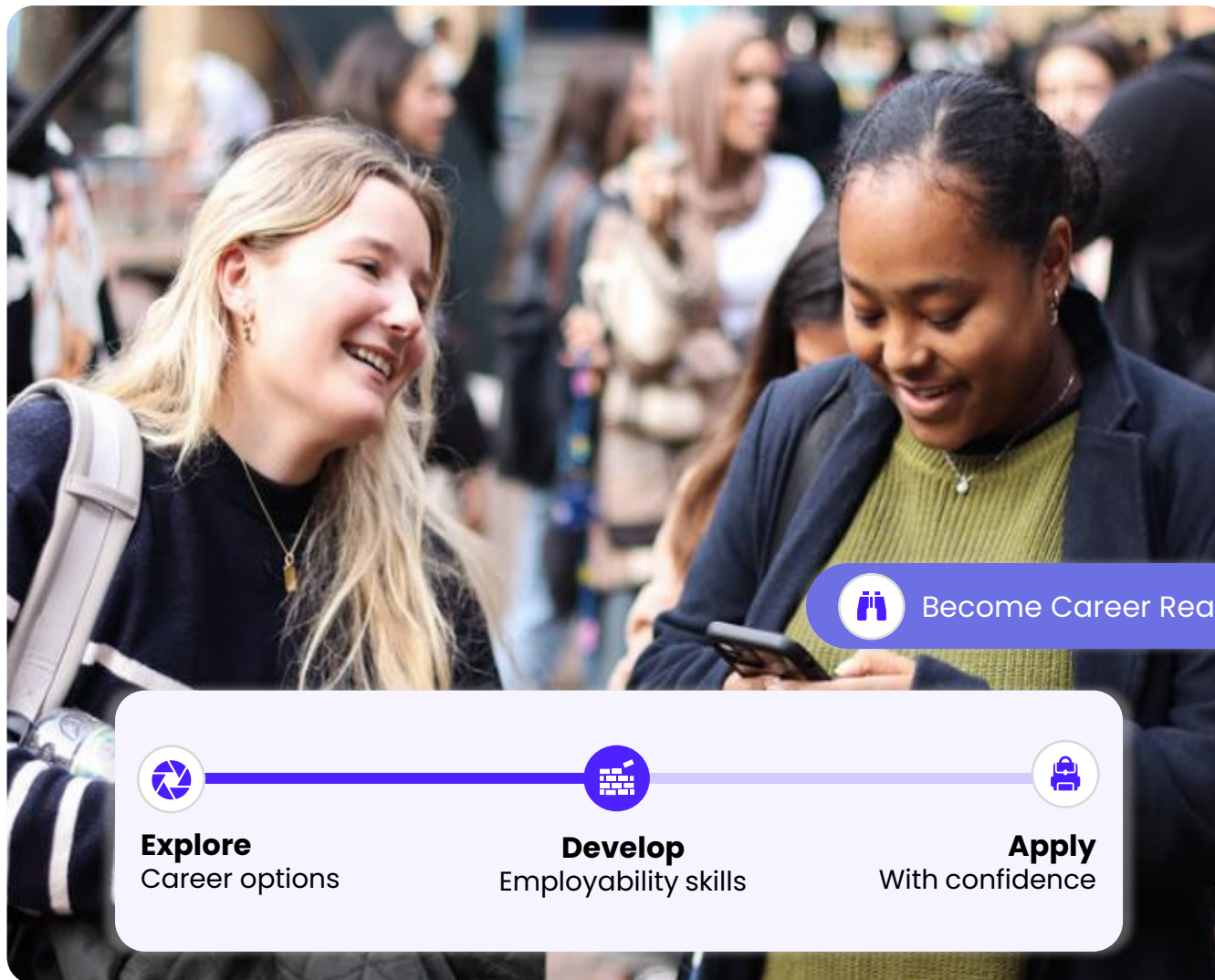
Our platform



An enterprise-level Graduate Outcomes platform that helps students maximise potential and empowers your University to deliver at scale. Under your brand and data control.



Create a student journey centred on career readiness



Explore
Career options



Develop
Employability skills



Apply
With confidence



Become Career Ready

Supporting the full student experience

Student success

More than **just** a Careers platform. targetconnect has been designed as a full Student Success platform and can be used by other student service functions to deliver and manage their operations with a unified student UI.



Careers

Take the next step on your career journey.



Wellbeing and mental health

Helping make your University experience a positive one.



Disability

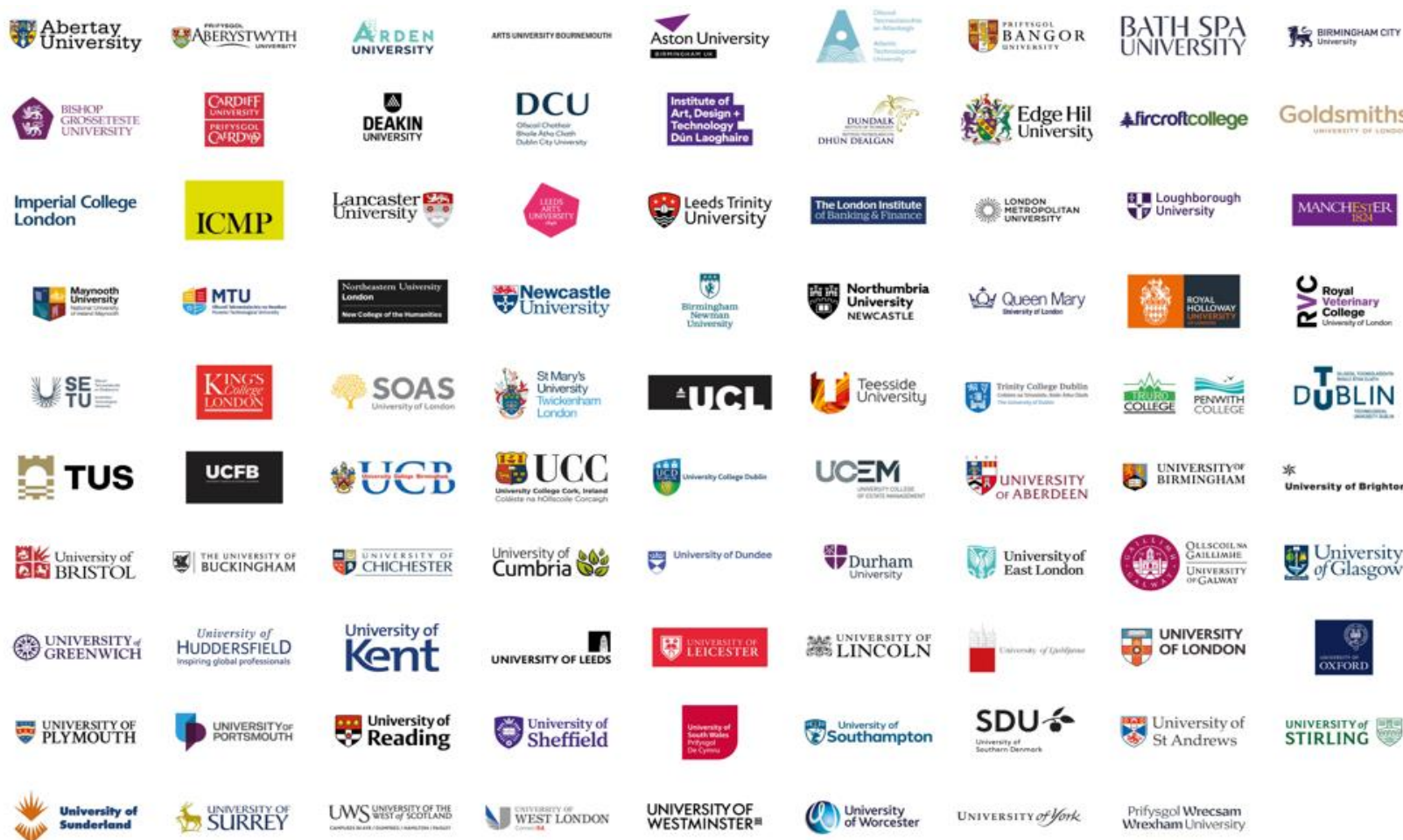
Helping to manage a disability, mental health difficulty, or long-term medical condition.



- Counselling
- Finance and Money
- Student Life
- Immigration
- Accommodation
- Residential Life
- Student Conduct
- Study Skills

OUR COMMUNITY

98 Universities (UK, Ireland, Europe, Australia) and 184 Services, supporting 5 million+ students and graduates



Global themes, local challenges

Key challenges

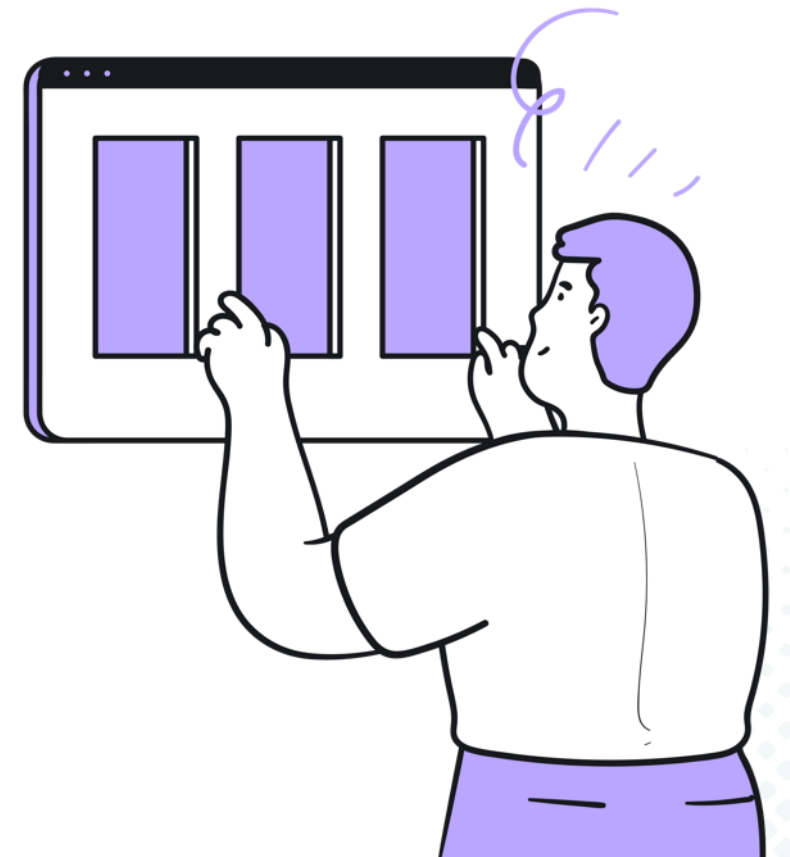
- Student numbers and expectations continue to increase
- Resources and budgets are flat or decreasing
- Students' *capacity* for engagement is impacted by wealth and social inequalities, financial and time pressures, equity and access



Key challenges

Plus...

- ...pressure to deliver positive graduate outcomes and report on other key metrics (eg advancing career readiness)...
- ...in a context of a challenging graduate labour market, global economic uncertainty and high levels of graduate under-employment.



**Fewer platforms,
greater integration,
data insight**

FEWER PLATFORMS GREATER INTEGRATION

Open API to create your ideal eco-system

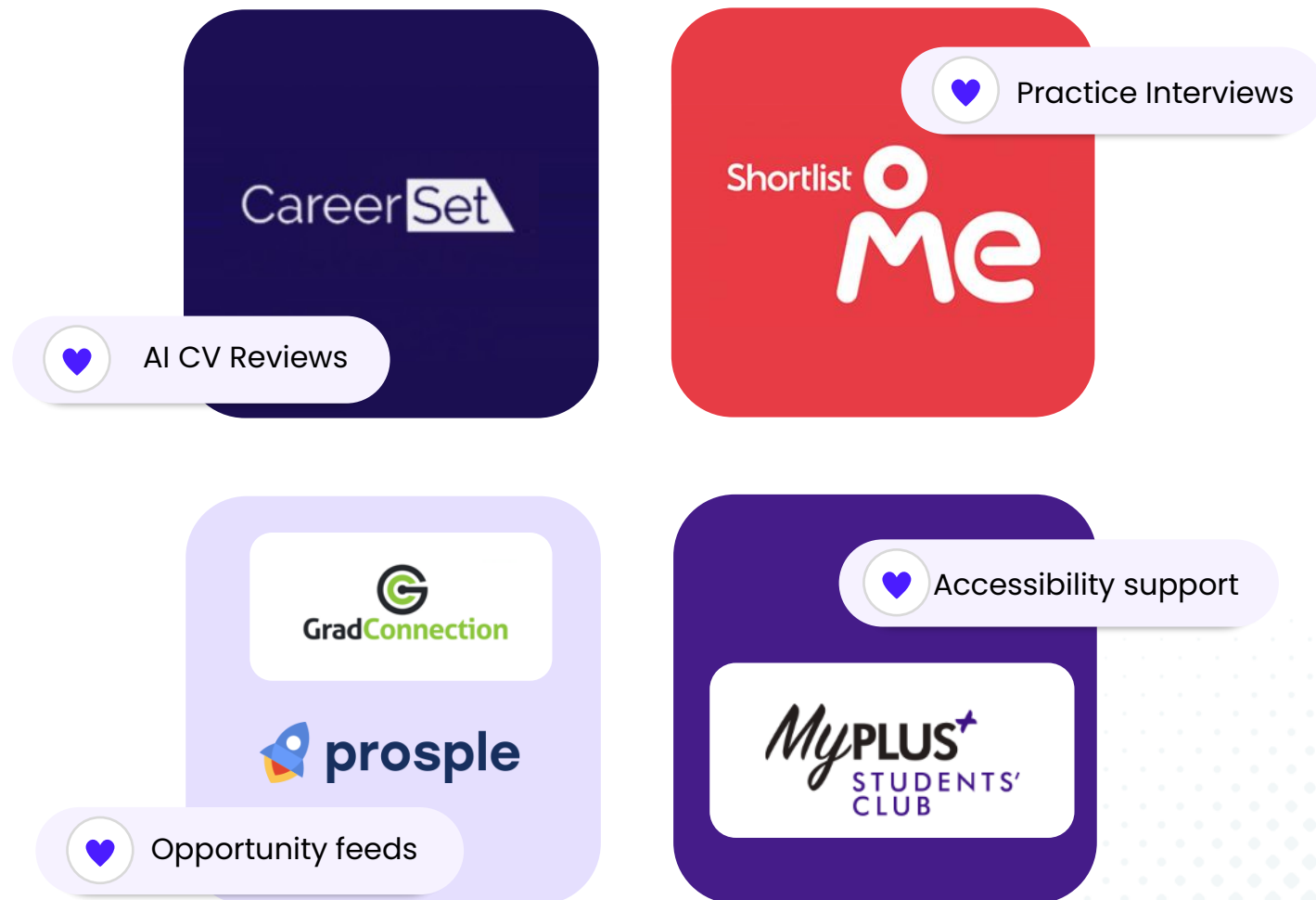
Partner Programme

Create your ideal employability tech stack by integrating best-in-class careers tools and services from our partners.

Integrations include:

- AI-CV Review service
- Practice interview tool
- Graduate-level job feed
- Assessment provisions

Out of the box APIs also allow for bespoke integrations with your tools of choice.



Career readiness and skills

A POWERFUL COMBINED NARRATIVE

Career readiness is such an impactful concept



Capture and measure from day 1

Understand what drives change of CR status

Measure before and after interventions as an indicator of impact

Career readiness and skills development/articulation work well together...

Putting career readiness into practice



Overview

“We created an employability journey for our students that is centred around Career Readiness. In practice, this involves:

- Capturing up-to-date readiness data
- Targeting groups of students
- Personalising the support, we offer”

Becky Colley-Foster
Head of Careers and Graduate Employability

Outcomes

Since implementing Career Readiness and changing how we support students, we have seen engagement with our services increase significantly.

Our graduate outcomes have also improved but most importantly, our students report feeling more confident about their career choices and supported by the team”

A journey
centred on
career readiness



DISCOVER
NEWSLETTER



DEVELOP
NEWSLETTER



COMPETE
NEWSLETTER

An example of Edge Hill's learning Pathways

DISCOVER	DEVELOP	COMPETE
Generating Your Career Ideas	Developing Skills & Experience	Finding & Applying for Postgraduate Courses
Making a Decision & Creating a Career Plan		Top tips for Applications & Selection
What is Self-Awareness	Building Your Network	Job Search Strategies
The Career Planning Process		

Skills: the talk of the town!

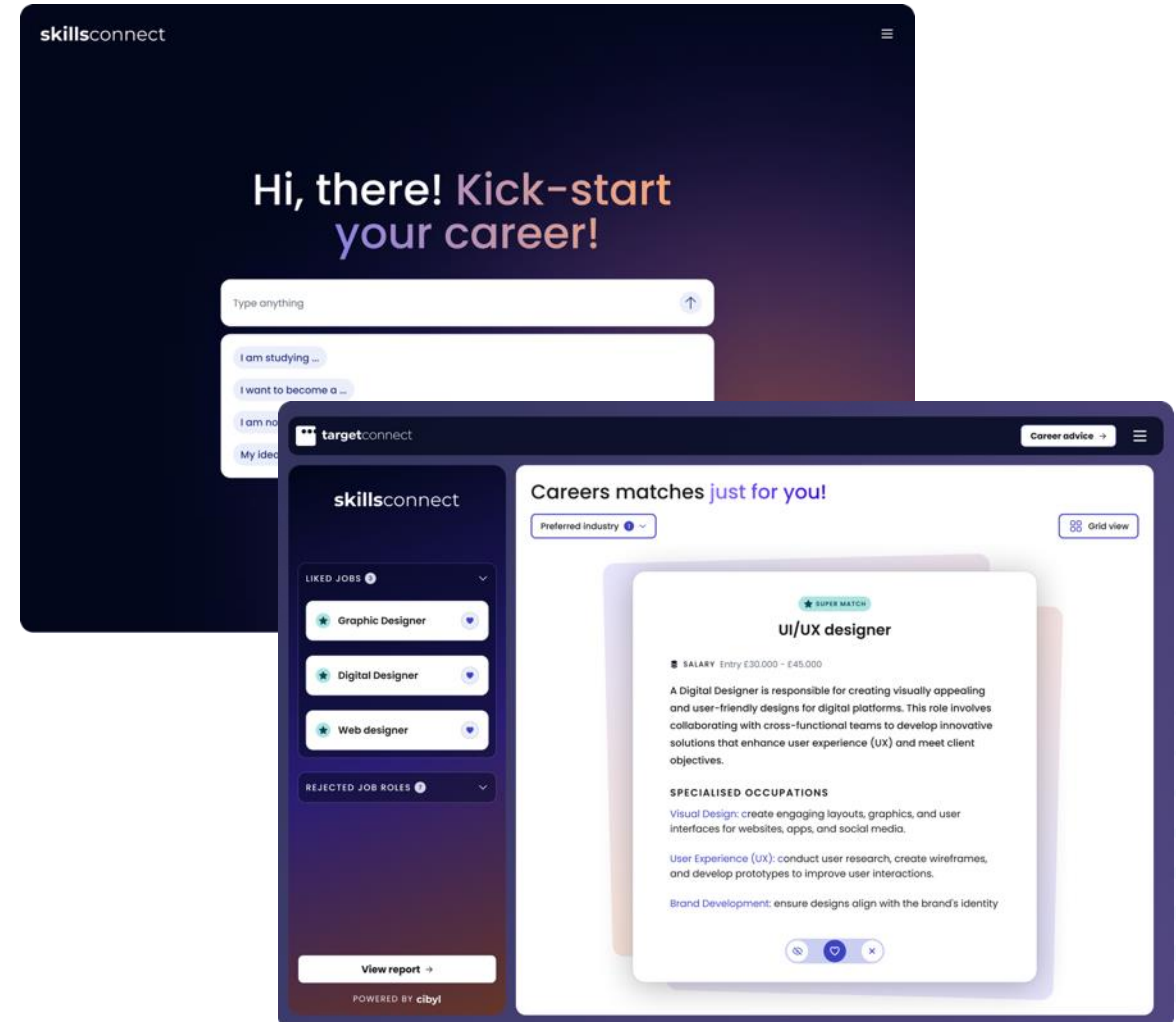


- The catalytic power of a career idea – skillsconnect AI
- It's not a done deal! Options for shifting lanes
- Self-assessment to understand not just skills but **confidence**
- Use of agreed skills frameworks to provide common language and consistent narrative
- Understand the relationship between your course; the skills you develop; and your career discovery
- Data insights: measuring confidence and driving strategic interventions

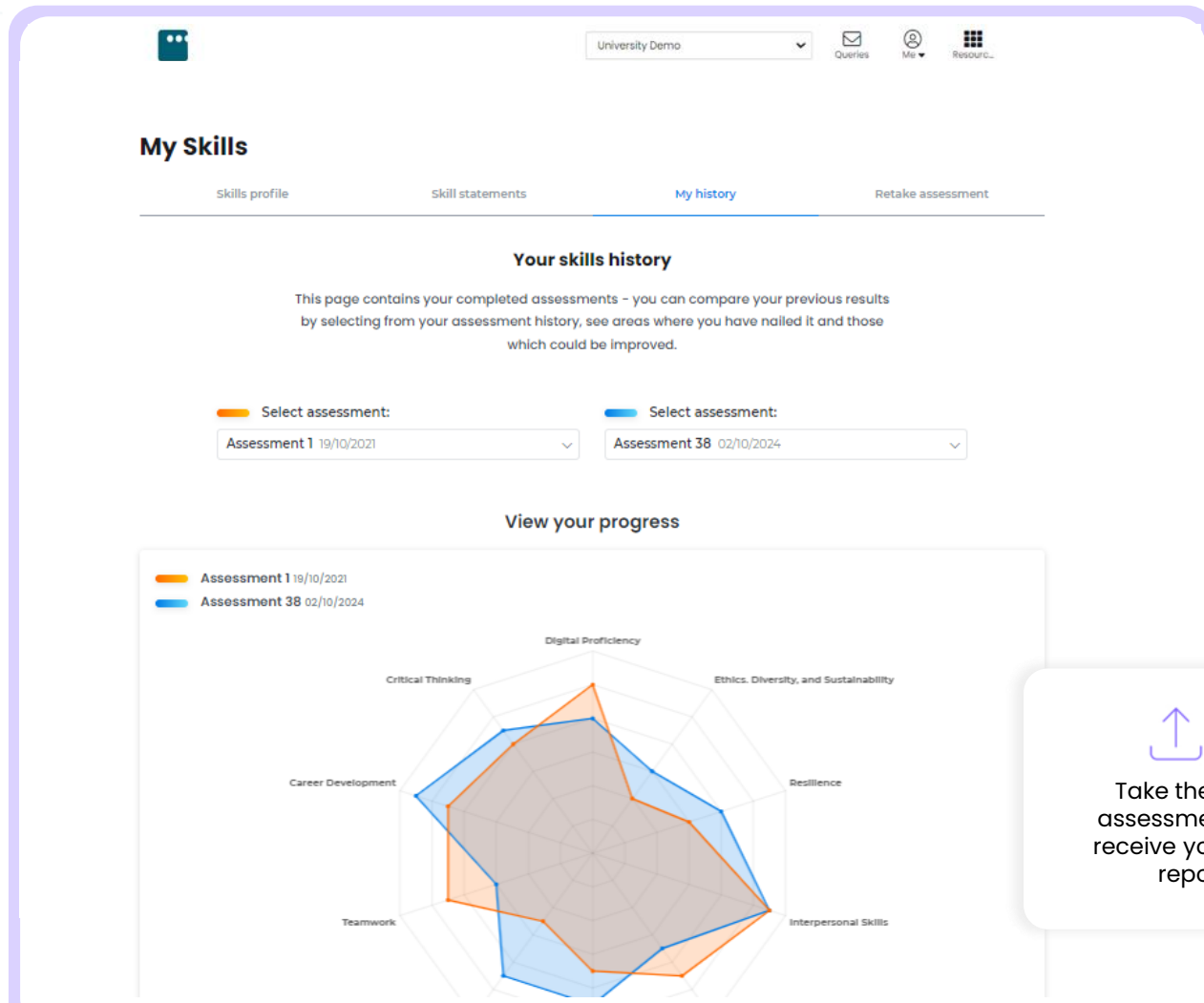
Harnessing AI and large language models: skillsconnect

We believe in the catalytic power of a career idea. We want every student to experience the energy and inspiration that brings.

- **skillsconnect** contextualises skills, interests and careers in a unique and deeply personal way
- ...is personal to every student but contextual to the unique skills agenda and learning outputs in your university
- ...is global and reflects a flexible, globalised Future of Work, and the skills requirements for future success.



Understanding and developing skills



Developing skills

Understanding the skills that employers are looking for in an evolving labour market.

Take the Skills assessment and receive a skills report or use the skills matching tool to identify the skills needed for a chosen career.



Take the skills assessment and receive your skills report



Pin the skills that you want to develop



Access skills development courses and maintain a skill portfolio

Linking curriculum and skills

9

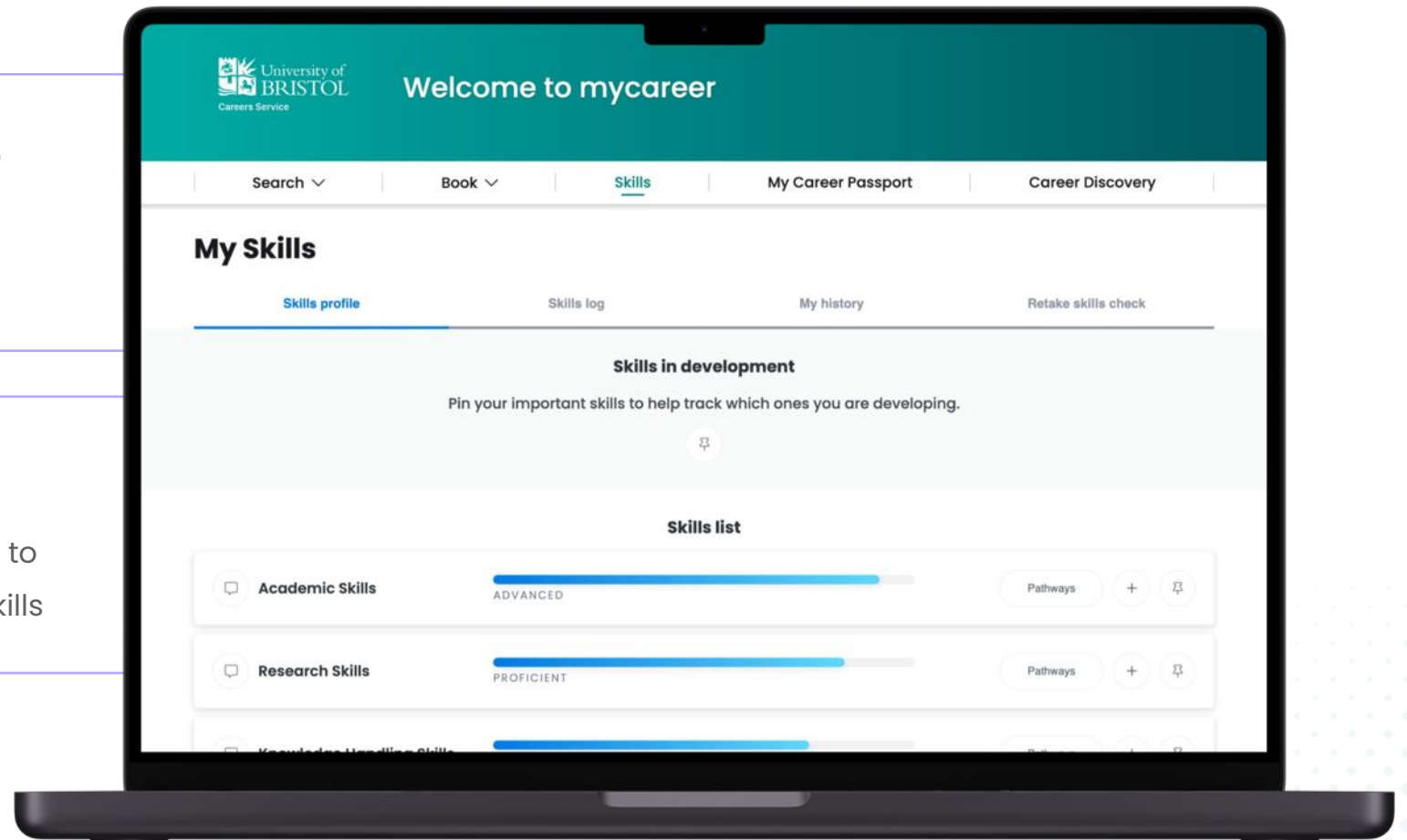
Bristol Skills profile

Nine skills we want all students to develop

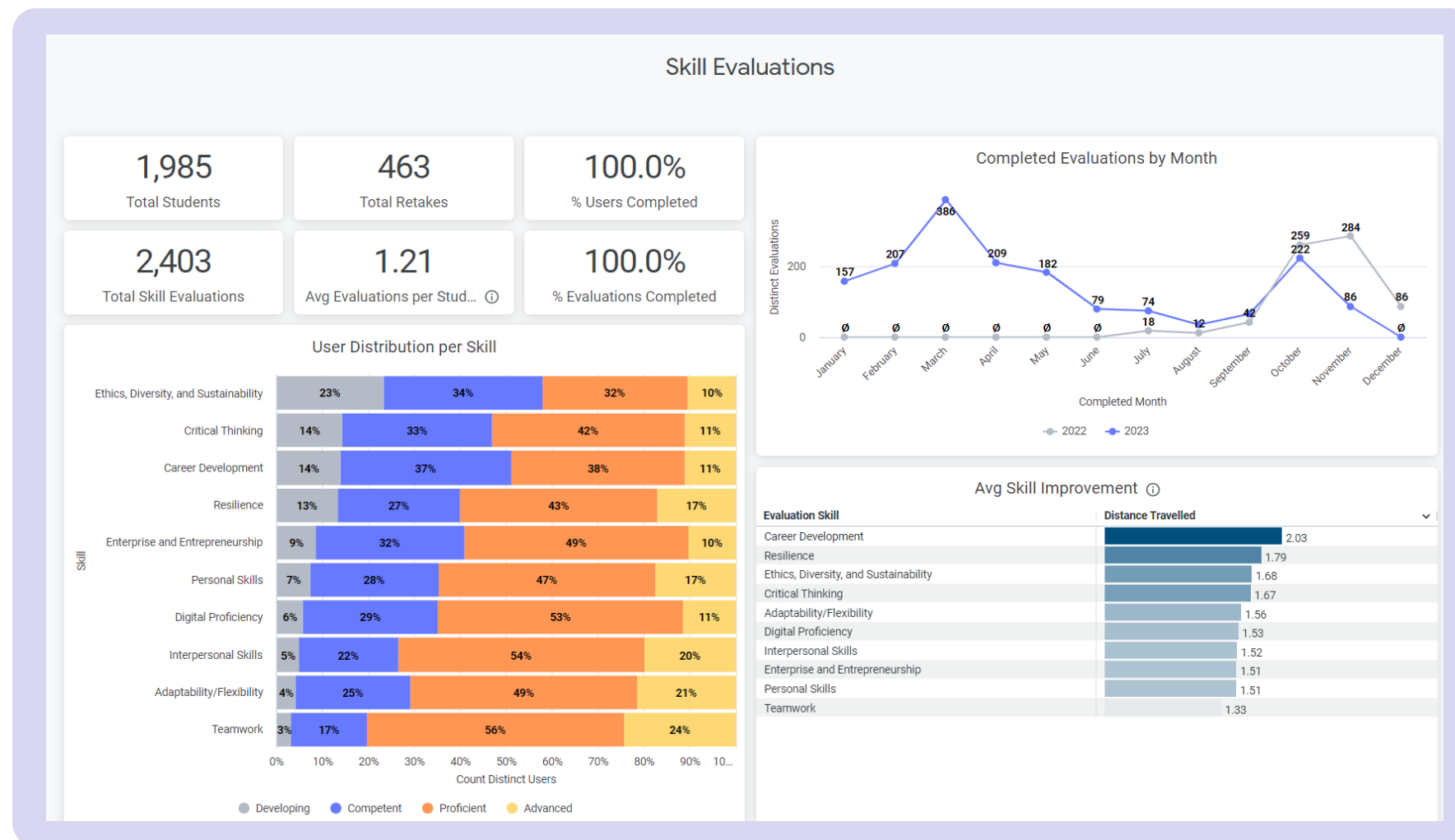


My Skills

A platform students can use to reflect on and record their skills



targetconnect reporting dashboards



The Skills narrative drives engagement

SKILLS ENGAGEMENT OVER THE LAST 18 MONTHS

84,737

Total students

57,625

Total students
completed

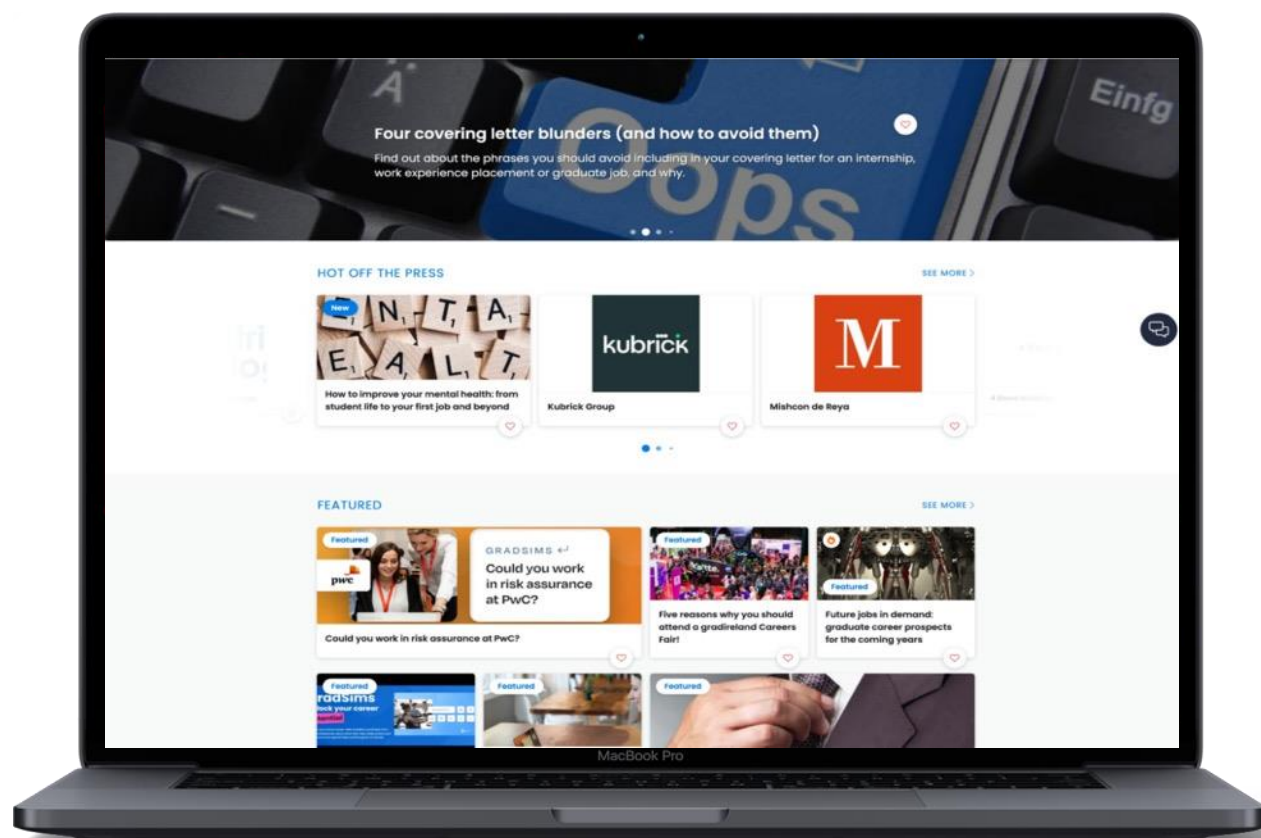
68%

Average completion
rate

Career Discovery and cool tools for engagement and data

PERSONALISED SCALABLE ADVICE

Career discovery



Personalised content is increasingly achievable

- Use data insights to optimise your investment in resources and content

Eco-system for content and tools:

- bring in third party content;
- add your own content;
- report on in-platform engagement;
- directed learning via dedicated learning Pathways

CIBYL AI

Cool tools for engagement (and the potential for AI-enhanced support at scale)

Cibyl CV

Automated CV reviews and feedback

Cibyl Interview

Practice video interviews with responsive advice

Cibyl Tests

Practice online tests and assessments used by employers

Tell Cibyl

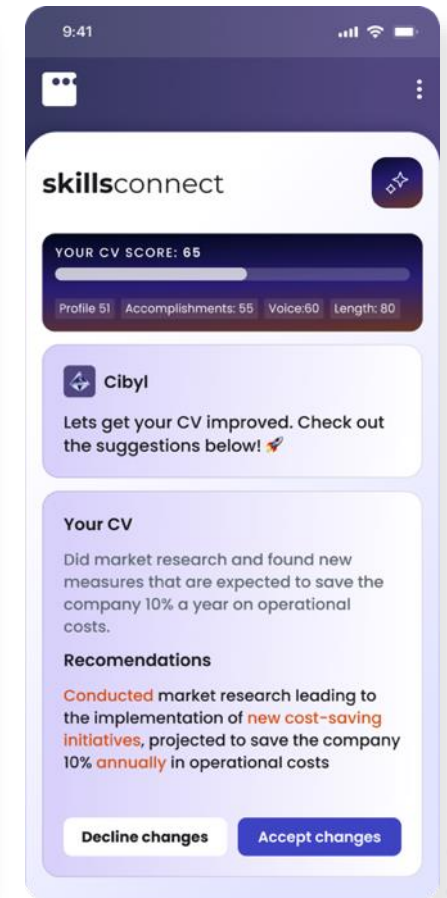
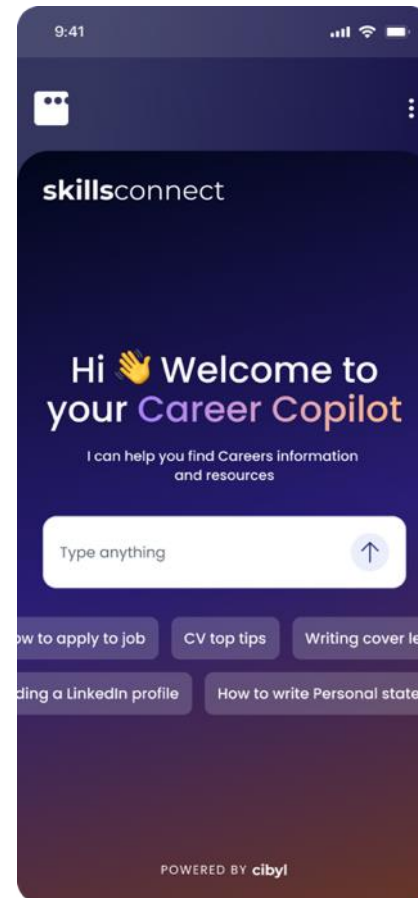
Complete Cibyl surveys

Ask Cibyl

targetconnect
Queries upgrade

Cibyl Career Copilot

Engage with all your content, support and opportunities on targetconnect.



Employers, work integrated learning and graduate jobs

ARTICULATION IS CRUCIAL

Employability and articulation



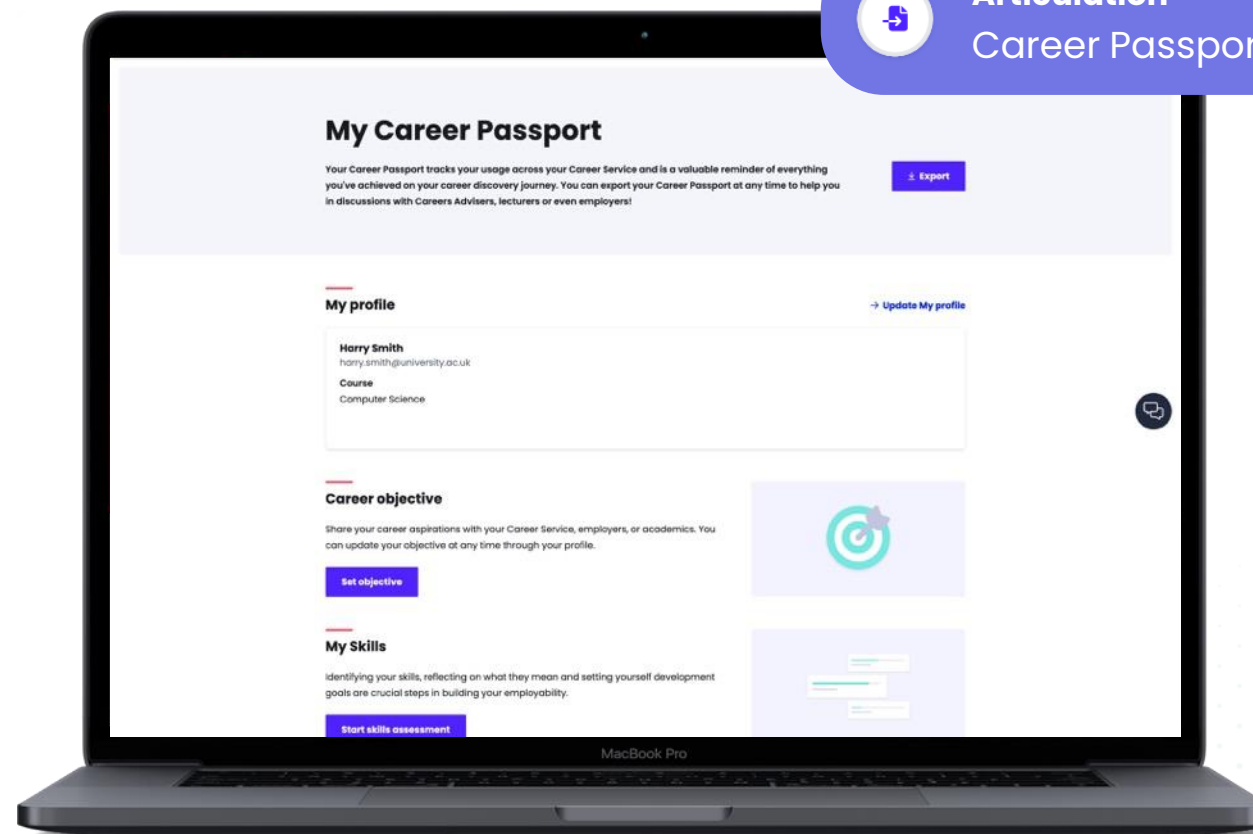
Engagement

This is an all-institution effort!



Articulation

Career Passport



Access to opportunity at every stage

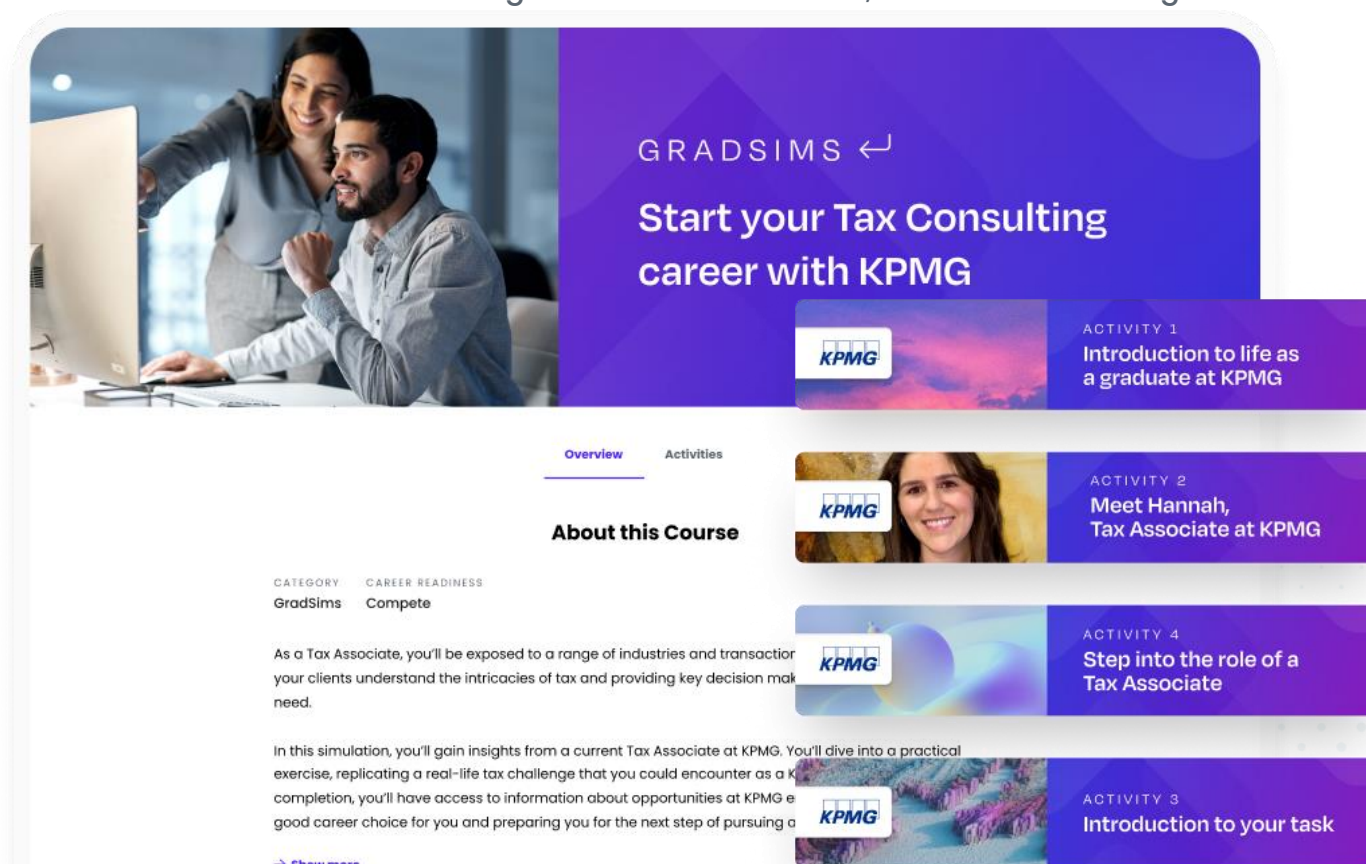
Eco-system for jobs and opportunities

- Manage placements, jobs and work integrated learning opportunities

What goes into a Gradsim

- ▶ Welcome video from senior leader (optional)
- 📺 Engaging video from an early career graduate
- 💬 Quizzes to reinforce understanding
- ✍ Task to simulate what students will do in the role
- 📄 Model answers to allow students to gauge their suitability
- 📄 Resources to explore your role(s) and company further

Gradsims give students structured, interactive role insights

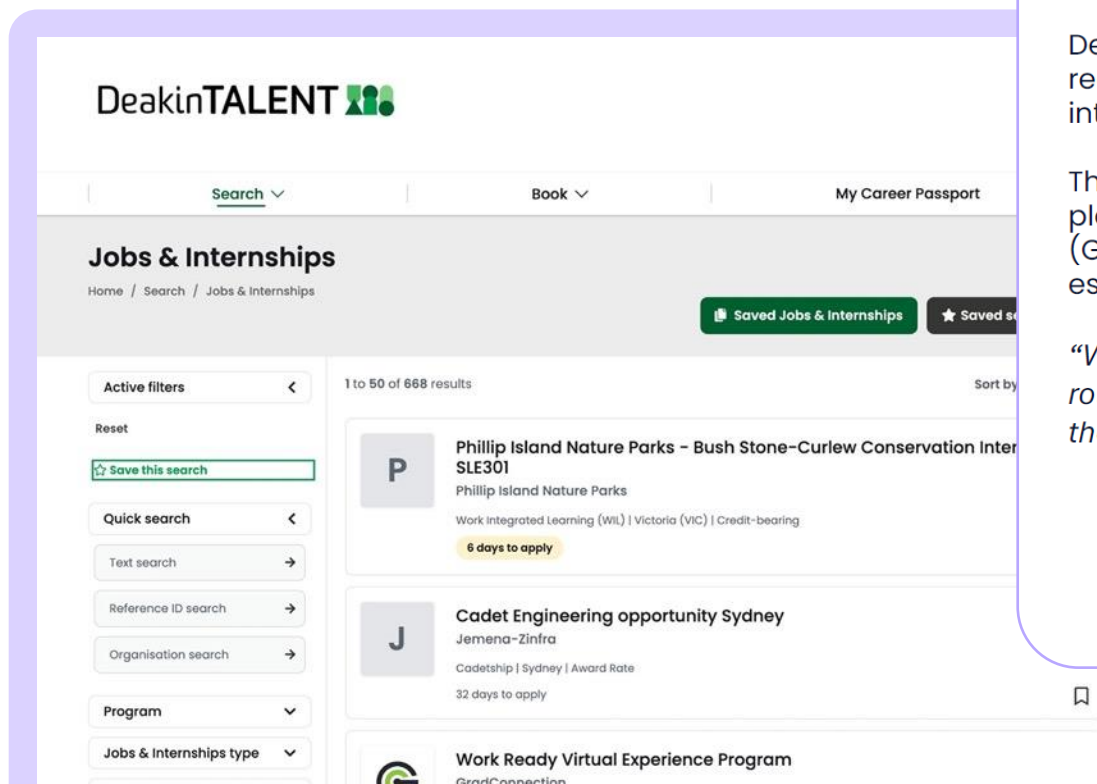


The screenshot displays the KPMG Gradsims interface. At the top, a banner features a photo of two professionals and the text 'GRADSIMS ← Start your Tax Consulting career with KPMG'. Below this, a navigation bar includes 'Overview' and 'Activities'. The 'About this Course' section describes the role of a Tax Associate and the simulation's purpose. A list of activities is shown on the right, including 'Introduction to life as a graduate at KPMG', 'Meet Hannah, Tax Associate at KPMG', 'Step into the role of a Tax Associate', and 'Introduction to your task'. A 'Show more' link is at the bottom.

BREADTH AND RELEVANCE OF ROLES DRIVES ENGAGEMENT

Access to opportunity at every stage

- Add third party job feeds
- Manage relationships through CRM



A case study from Deakin University

In 2023, targetconnect launched in Australia with Deakin University.

Deakin used *GradConnection* as their preferred job board. At Deakin's request, we worked with the GradConnection team to import their roles into the Deakin Talent targetconnect platform.

This integration meant that students were not required to use separate platforms to access employability support (targetconnect) and jobs (GradConnections). Instead, a one-stop-shop experience for students was established.

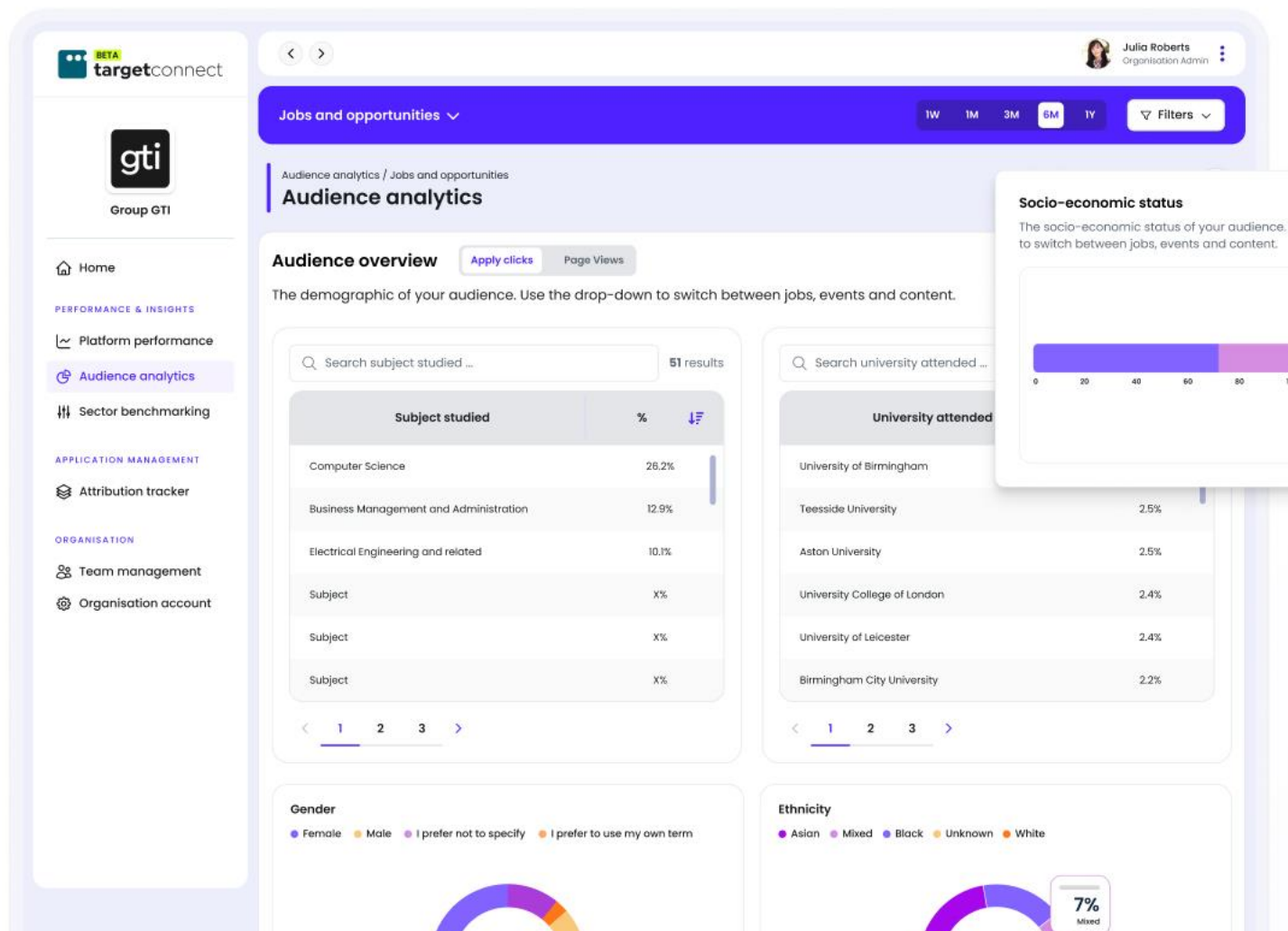
"We've had a great response from students to having the GradConnection roles in our targetconnect platform, with over 10,000+ views on the roles in the last 3 months"

- Nina Walsh, Digital Strategy Lead, University of Deakin



Understanding impact and iterating strategy

Single-source-of-truth reporting



Powerful reporting suite

A data-driven careers approach.

Reporting capabilities include:

- Exportable in-platform reports
- In-built Looker dashboards
- API export for BI reporting and PowerBI templates

Quickly send and share relevant information to stakeholders and understand not just what's happening, but why.

THANK YOU!

Summary of key trends

- **Fewer tech platforms, greater integration, data insights** – flexible tech eco-system
- **Career readiness plus skills assessment, development and articulation** – powerful combination
- **AI to transform student engagement and experience** – unlocks content, tools and discovery
- **Widening definition of employer engagement** – work integrated learning, academic embedding, access to opportunity at every stage of the university experience
- **Understand impact and iterating strategy** – data insights for reporting and risk.



TARGETCONNECT.COM