

Career Services Forum

22 November 2024
Tando Tyakume



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Unlearn and Learn: Reimagining Student Engagement in the Career Services!



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A thought to begin with..

What drives engagement?



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A predictable cycle



Who are our students

Think about it.

- = Digital natives who engage with the world through multiple devices, platforms, and forms of communication.
- = DYI generation, innovative and content creators.
- = **First generation to go to university**



Unlearning

- ❑ Outdated practices that might hold back effective engagement, mindsets, or practices to better align with the evolving needs of students and the employers.
- ❑ static one-way communication
- ❑ rigid programming or a one-size-fits-all approach

“Unlearn” Concept:

- ❑ Empathy and Understanding: letting go of “we’ve always done it this way” thinking to connect with the values and expectations of modern students.



So, the first step in reimagining student engagement is to unlearn.



So, the first step in reimagining student engagement is to unlearn

- ❑ We need to unlearn the notion that career services are transactional - career services aren't just about landing a job.
- ❑ They're about building lifelong career navigation skills.
- ❑ Students don't just need a cv or a job application; they need guidance, connections, upskilling and inspiration and mentorship that aligns with their unique journeys.



So, the first step in reimagining student engagement is to unlearn.

- ❑ We must also unlearn the assumption that one-size-fits-all solutions work for diverse student needs.
- ❑ Students have diverse goals, career aspirations, and learning preferences.
- ❑ What works for one student might be completely irrelevant to another.



So, the first step in reimagining student engagement is to unlearn

- ❑ We must unlearn the assumption that engagement must always be formal, serious, or rigid.
- ❑ Students today crave experiences that are dynamic, fluid, and yes—even fun.



Now, the second step: Learning

- ❑ To remain relevant in the face of technological advancements like AI-driven recruitment platforms.
- ❑ To meet student expectations, who value flexible, tech-savvy support systems.
- ❑ To build inclusivity by recognizing biases in traditional practices and creating equitable access to opportunities.



Empowering students as co-creators

- ❑ Student-centric approaches: drive genuine interest and participation.
- ❑ Promote co-creation: engaging students in the planning process and giving them more ownership over the career services experience.
- ❑ Link to real-world skills: co-created experience fosters skills like leadership, adaptability, and collaboration, preparing students for the workforce.
- ❑ Partnership with Faculty houses and student societies



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For students by students

NAS Faculty Employability Workshops

Calling all NAS faculty Students: Set yourself apart with LinkedIn Profile and CV workshops

1 October

Agriculture and Food Science students

2 October

Biological Science students

8 October

Physical Sciences and Mathematics students

Time: 12:00 - 14:00

Venue: Plant Science Auditorium, Hatfield Campus

HOUSE HUMANITIES X CAREER SERVICES



Date
25 October 2024



Time
12h00 - 13h30



Venue
Digital Capability lab,
Career Services

Workshop

GRADUATE OPPORTUNITY
READY FOR WORK
MENTORSHIP
INTERNSHIP



Career Services and EBIT Faculty House

PRESENT:

EBIT CAREER FOCUS WORKSHOP

Join us for a comprehensive workshop designed to prepare students for the professional world. Don't miss this opportunity to advance your career prospects and gain a competitive edge! Here's what we will be focusing on:

- Ready For Work
- Graduate Opportunities
- Internships and Mentorship
- CV Writing and Interview Preparation
- On-Campus Jobs



23 OCTOBER 2024
16:30 - 18:00



Engineering 2, 4-24



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EBIT HOUSE



Career Services

 **X CAREER SERVICES**

**CAREER
DEVELOPMENT
SESSION**



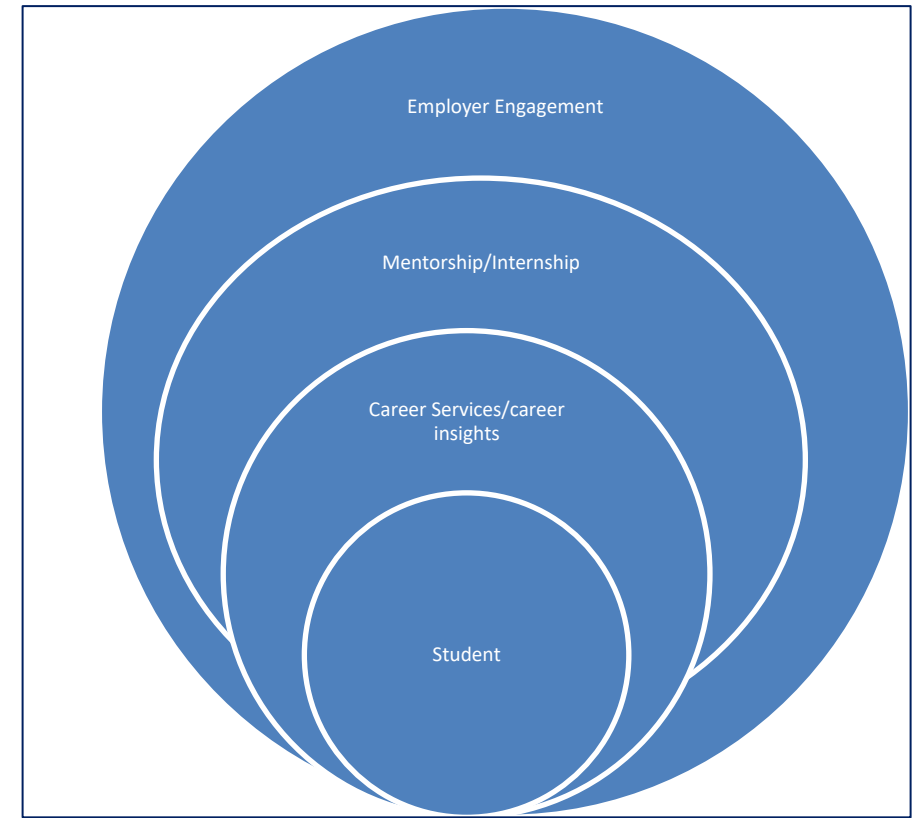
Date: 2 May 2024
Time: 17:30 to 19:00
Venue: Digital Transformation by Career Services



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Community Building

- Engagement isn't just about providing services; it's about building a sense of belonging.
- Students need to feel like they are part of a community that supports their career journeys.



Building long-term partnerships with employers to co-design programmes that prepare students for future demands.



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Flexibility

- ❑ Students are juggling studies, part-time jobs, side gigs, and even start-ups.
- ❑ Employer presentations at convenient times.

Evening and weekend slots.



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Personalisation of services

- ❑ Services and content must be curated with students in mind – ensure relevancy, applicability and tangible takeaways.
- ❑ Students want services that reflect *their* individual aspirations and the industries they're passionate about.
- ❑ Learn by doing- offer opportunities for job shadowing, vacation work, internships, volunteering, hackathon events and competitions.

2025 CAREER FAIR DATES:

Law Career Fair - **4 March**

Accounting Career Fair - **5 March**

Actuarial Career Fair - **6 March**

EBIT Career Fair - **13 & 14 May**

...2025 CAREER FAIR DATES CONTINUE:

Veterinary Career Fair - **16 May**

Management Science Career Fair - **22 July**

Humanities Career fair - **23 July**

General Career Fair - **12 August**

Theology & Religion Career Fair - **13 August**

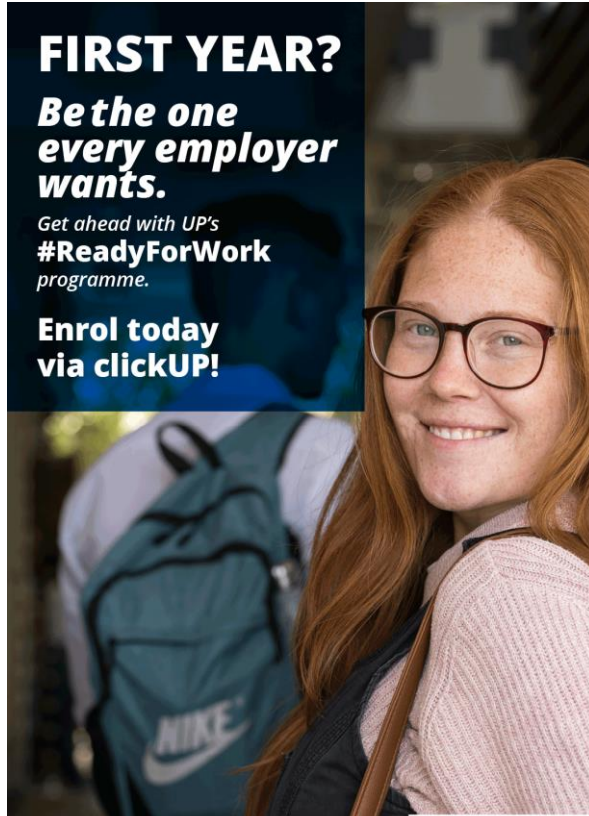
For more information, please email:
careerservices@up.ac.za or call 012 420 6438



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Meet students where they are in their career journey

FIRST YEAR?
Be the one every employer wants.
Get ahead with UP's **#ReadyForWork** programme.
Enrol today via clickUP!



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SECOND YEAR?
Broaden your workplace skills.
Visit **Career Services** today to get on-campus work experience.



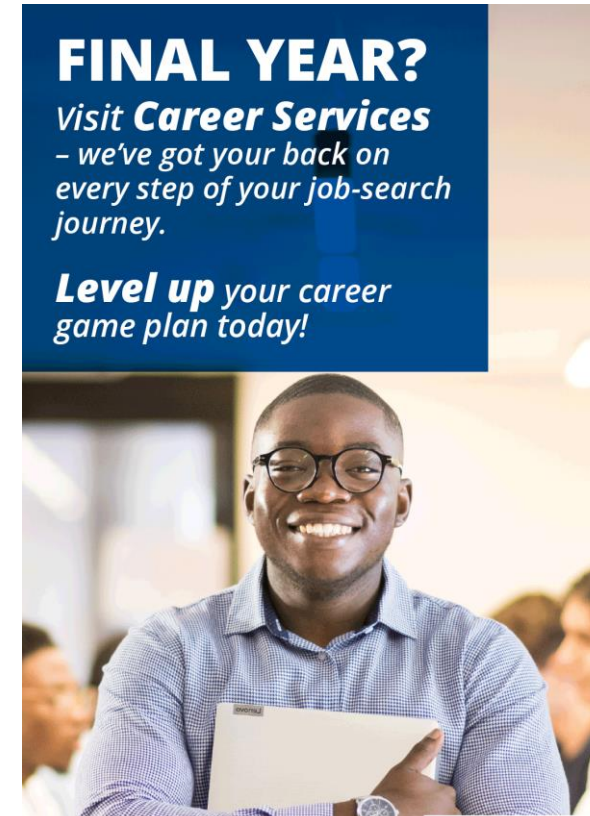
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FINAL YEAR?
*Visit **Career Services** – we've got your back on every step of your job-search journey.*
Level up your career game plan today!



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Tech Integration

The **Ready for Work** Programme will help you plan your career, prepare you to land the job of your dreams, equip you with skills to navigate the workplace, and help you grow both personally and emotionally.



We have to meet students where they are—and that's online.

Social media, virtual workshops, virtual career fairs, online learning, AI-driven career tools and hybrid engagement strategies to reach more students.



Embrace continuous learning and unlearning

- ❑ To remain relevant, we must embrace the mindset of continuous learning and unlearning.
- ❑ The future is fluid. It requires a growth mindset, a willingness to adapt, and a strong commitment to listening to the voices of students.
- ❑ **Personal growth for career services professionals is key for this shift and to remain relevant and impactful.**



Conclusion

**“Change is the seed of growth;
without it, we stay rooted, but
with it, we rise.”**

