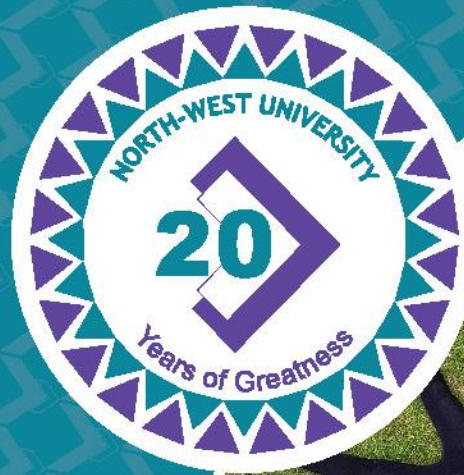




Funding and the Sustainability of Career Services

Diversification of offerings and stakeholder management



Importance of Career Services

- ❑ Career services play a critical role in helping students and graduates to navigate their career paths.
- ❑ Providing resources like CV writing, interview preparation, networking opportunities, job listings, and career coaching.
- ❑ Effective career services can significantly enhance employability, improve job placement, and support career readiness.





Funding Sources



- ❑ **Institutional Funding:** Universities may allocate budgets from tuition or DHE - government funding to support career services operations.

(career services inhouse educational awareness)

- ❑ **Grants:** Seta government driven grants and private organisations occasionally offer grants aimed at workforce development and education, which can be used to enhance career services.

(Moving slightly away from MOU/MOA and work towards value adding proposals towards improving employability; taking control of the space “career development”)

- ❑ **Corporate Partnerships:** Collaborations with businesses can provide financial support, internships, or job placement opportunities. Companies may also sponsor events or workshops as part of their recruitment strategy.

- ❑ **Alumni Contributions:** Alumni can play a vital role by contributing funds or resources to enhance career services based on their own successful experiences. *(encouraging our alumni to contribute financially towards employability projects)*

- ❑ **Fee-for-Service Models:** Some career services may charge fees for specific services, such as career coaching or resume reviews, generating additional revenue. *(commercialising work readiness SLP)*



Sustainability Challenges

Ensuring the sustainability of career services presents several challenges:

Budget Cuts: In times of financial strain, career services may face budget cuts, thus limiting their ability to offer comprehensive support.

Changing Job Markets: Rapid changes in industry demands and job markets require continuous updates to career service offerings and resources. *(quality of our graduate talent in meeting industry demands ; placements)*

Technological Advancements: As technology evolves, career services must adapt by incorporating new tools for job searching, virtual networking, and online workshops.

Student Demand: Increasing student populations can lead to greater demand for career services, requiring more resources to maintain quality support.





Strategies for Sustainability



To enhance the sustainability of career services, institutions can consider:

- ☐ ***Diversifying Funding:*** Pursuing various funding sources and creating a diversified funding strategy can help mitigate risks associated with reliance on a single source.
- ☐ ***Building Partnerships:*** Collaborating with local businesses and community organisations can generate support and provide students with real-world experience; *(student graduate placements)*
- ☐ ***Leveraging Technology:*** Utilising online platforms for workshops, career coaching, and job fairs can reduce costs and improve accessibility to career services.
- ☐ ***Assessing Impact:*** Regularly evaluating the effectiveness of career services can help demonstrate their value to stakeholders, thereby justifying funding and support. *(continuous improvement of our offerings)*



Measuring Success



To ensure sustainability, career services must track their success through:

- ☐ Placements rates (*Customer Impact*): Monitoring the number of graduates who secure jobs in their field of study.
- ☐ Student Satisfaction: Conducting surveys and feedback sessions to gauge student satisfaction and areas for improvement.
- ☐ Employer Engagement: Tracking partnerships and engagement with employers to ensure that services align with industry needs.



In concluding

- ❑ Effective funding and sustainability are crucial for career services to continue supporting students and graduates in their career journeys.
- ❑ By leveraging diverse funding sources, adapting to changing circumstances, and demonstrating their impact, career services can maintain their relevance and contribute significantly to students and graduates



Thank You

