



UCD Career Development Centre
www.ucd.ie/careers



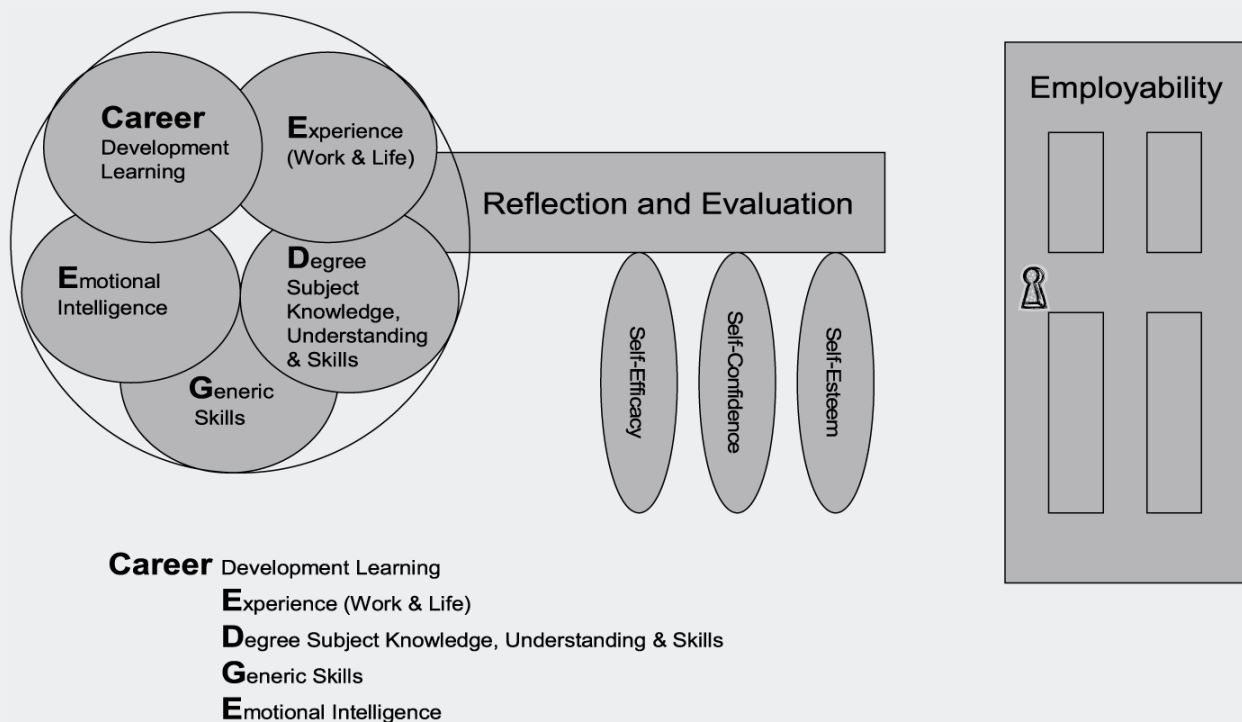
UCD Career Development Centre ANNUAL REPORT 2014/2015

A New Approach for UCD Career Development Centre.

CareerEdge:

Members of staff at UCD Career Development Centre see enhancing personal attributes and constructs such as self-efficacy, self-confidence and self-esteem as core to the success of work undertaken. We believe students in possession of heightened self-confidence, self-efficacy and self-esteem are more likely to actively engage in the student experience through involvement in clubs, societies and sports, to volunteer, to adopt active and independent learning strategies, to be confident in career and life decision making and to develop skills and attributes employers seek and which future leaders need.

CareerEdge: The Key to Employability (Dacre-Pool, L., and Sewell, P. 2007)



Dacre-Pool, L. and Sewell, P. (2007). The Key to Employability: Developing a Practical Model of Student Employability. Education and Training, vol.49., 4, pp277-289

Welcome

from the UCD Director of Career Development and Skills

The UCD Strategic Plan 2015-2020 sets out ten key objectives to be achieved within the next five years and the UCD Career Development Centre has been reviewing its role, activities and mission in light of the new plan. The work we carry out on behalf of UCD touches on aspects of a number of the stated objectives, with particular resonance to three key objectives:

Objective 2: Provide an educational experience that defines international best practice.

Objective 5: Attract and retain an excellent and diverse cohort of students, faculty and staff.

Objective 6: Build our engagement locally, nationally and internationally.

Since 2014 when we first adopted the CareerEDGE model of employability, staff have been able to map the work we do to the framework. This has helped us review and plan work in an holistic way to cover the breadth of career and professional development.

This annual report will present information and data that relates to the UCD objectives. At UCD, we see the Career Development Centre as a catalyst in students' personal and professional development. We fully recognise that the provision of labour market intelligence and opportunity awareness to students is important as is coaching and training in producing an effective CV and being successful at interview. However; for the team at UCD, maximum importance is given to promoting student engagement in clubs, societies and sports, in taking up new languages and studying abroad, in volunteering and in securing graduate level internships. This then is where we focus our energy, drive and talent, the rationale being that if we succeed, we enhance the student experience and students approach the end of their studies having developed the skills, competencies and confidence needed to then produce an effective CV and to secure their career of choice.

Similarly, the bespoke services we offer to UCD's Postdoctoral Research Community has established UCD as the lead player in this area within Ireland.

Last year, I reported having spoken at an international Conference in Kuala Lumpur on employability within higher education and engaging our local, national and international partners and peers is important to us. We contribute to this objective through significant engagement with our professional bodies- nationally and internationally. During 2014/15 we hosted significant national and international conferences in engaging with the higher education community of career and related professionals.

I do hope that you will find the further information and metrics provided in this report useful and I look forward to the year that lies ahead.

David

Dr David Foster

UCD Director of Career Development and Skills,
Director, UCD Career Development Centre



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Section 1:

Supporting the Student Experience

Skills, Self-Efficacy, Self-Confidence and Self-Esteem

The Career Development Centre is about developing students to the point where they become employable, when they can recognise, enhance and articulate the skills, abilities and competencies they possess within different contexts, generally graduate study or in employment.

To achieve our goals, we endeavour to engage with students in meaningful ways from the start of their university experience and through to completion. Broadly, our work with freshmen is around engagement in university life-academic and co-curricular activities, in the pre-final stages focus turns to developing skills and securing high quality internships and in final year, the work has a leaning towards facilitating students' transitions to graduate study and work.

Here are some examples of the work we do with different year groups that focusses on enhancing students' skills and self-confidence:

- **The UCD Big Skills Challenge.** This event is a fun filled day packed full of activities that develop commercial awareness, problem solving, communication and team work. Through challenges such as creating a video about what students would have liked to have known about UCD before starting, teams accumulated scores. By the time Professor Bairbre Redmond, Deputy Registrar and Dean of Undergraduate Students announced the winning teams as The Spice Girls (1st), The Fighting Mongooses (2nd) and the Shy Tall Knights (3rd) at 7:00pm, the atmosphere was tension and fun filled!
- **Professional Recognition Award (PRA).** In April 2015, the first cohort of students completed the City and Guilds Professional Recognition Award after carrying out volunteering projects with UCDVO in India, Haiti, Nicaragua and Uganda through volunteering. Using the UCDVO experience, students had to evidence work competencies: Commitment to Professional Standards, Communication and information management, Leadership, Professional development, working with others and managing customer relationships. A second group of students has now started the PRA which is a recognised level 6 award on the National Qualifications Framework.
- **Corporate Finance & Consulting Study Visit/ Corporate and Commercial Law Student Visit to City of London.** This year we delivered the sixth Finance and Consulting and the third Corporate and Commercial Law Study Visit to London for 48 undergraduates from the UCD Lochlann Quinn School of Business and the UCD Sutherland School of Law. Through business games, case studies, role plays and presentations, students experience life in the fast lane, developing the skills and confidence to launch their own career. Students also have the opportunity to qualify for a non-credit bearing Certificate in Work Related Learning that is listed on students' Diploma Supplement upon graduation.
- **Skills for Working Life.** This programme continues to grow in popularity amongst students' across the campus. Comprising 8 weekly skills interactive workshops delivered by recruiters, this year our employer partners were KPMG, Deloitte, Enterprise-Rent-A-Car, Lidl, Clyde & Co, Kerry Group, Irish Distillers Pernod Ricard and Unilever. Covering areas such as Emotional intelligence, team work, leadership and projecting a professional image, attendance leads to the award of a non-credit bearing Certificate in Skills for Working Life which is listed on students' Diploma Supplement upon graduation.

Student Engagement and Feedback



UCD Big Skills Challenge

"On behalf of myself and fellow team members in The Three Musketeers, I would like to thank you for the UCD Big Skills Challenge. We thoroughly enjoyed participating in the Challenge! It helped us, as friends, to have some fun and get to know each other better. It helped us to get to know UCD a lot better too! I know we have gained skills from the tasks that we will carry through College life and into work...I'd also like to thank you for the wonderful prize we received- we were delighted you like the video we made during the Challenge"

(UCD Big Skills Challenge participant)



Corporate Study Visits to the City of London

"I developed networking skills and became more confident in asking questions. I got a sense of whether London was for me and overall I now feel more motivated to explore my career prospects"

(Corporate & Commercial Law Study Visit participant)

"Both the experience and knowledge gained from the trip to London far exceeded my expectations. Not only that, I was also fortunate enough to gain a unique insight into the culture of each firm. My networking and communication skills as well as my confidence were greatly enhanced"

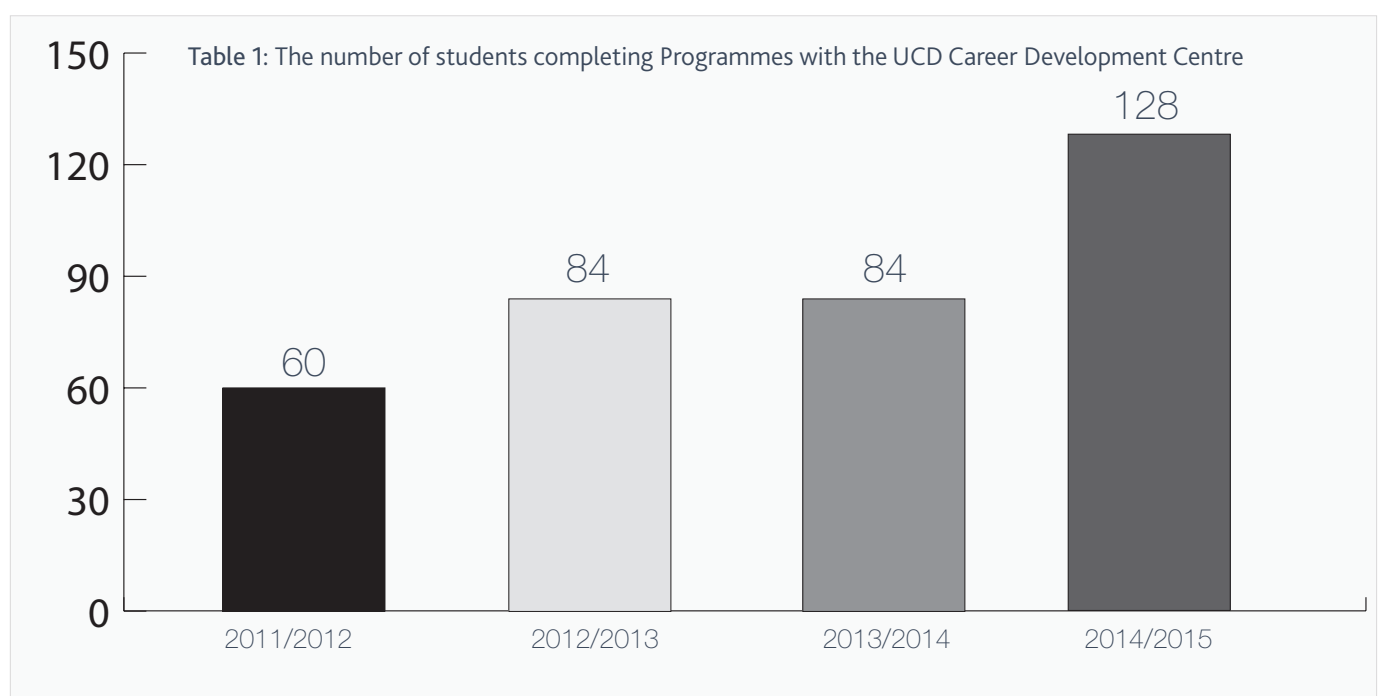
(Corporate Finance & Consulting Study Visit participant)



Skills for Working Life

"I would strongly recommend students do the Skills for Working Life programme. The programme brings unique opportunities to network with high profile graduate recruiters situated within a friendly atmosphere. To get their tips on applications and interviews helped me secure my graduate position at Accenture"

(Skills for Working Life participant)



Section 2

Enhancing the UCD Curriculum

Modules in Personal and Professional Development (PPD)

Building PPD into existing modules or developing stand-alone credit bearing modules has been particularly successful, allowing Career and Skills Consultants to access larger numbers of students within the academic experience and programmes. Whether an entire 5-credit module or delivered as sessions within existing modules, interventions are predicated around three themes:

- Self-awareness and exploration, for example, type dynamic indicators and emotional intelligence.
- Skills enhancement in areas such as leadership, problem solving and networking skills.
- Career development learning, that is, labour market and opportunity awareness, effective management of the application, recruitment and selection processes faced by graduates.

New elective credit bearing modules are planned for 2015/16 for stage one students in Science and for students at stage two on the UCD Structured PhD.

Academic Internships

UCD Career Development Centre has a staff facing role in supporting the development, integration and continuous improvement of internships into a range of programmes. This initiative has now engaged staff across all of the UCD Colleges in disseminating best practice in:

- Supporting academic staff in developing and integrating internships into the curriculum.
- Supporting administrative staff in managing and administering internships.
- Developing facilities that enhance efficiency and effectiveness such as on online internship management and administration system.
- Advising the Internship Academic Steering Committee on matters relating to emerging themes in the literature around work related learning and ensuring continuous quality improvement and further development of internships at UCD.

Career Development Mentoring

Working with colleagues at UCD Alumni Office and UCD School of English, Drama and Film, we were pleased to introduce a small pilot initiative in Career Development Mentoring this year. The initiative was very well received by mentors, mentees and the academic staff alike. Drawing upon alumni experience in areas such as film, publishing, journalism, and academia, students' engaged in career exploration and development of their occupational knowledge and market intelligence. During 2015/16, fifty undergraduates from 3 Schools in the Arts and Social Sciences will take part in the next programme.

Student engagement and feedback

Over the past few years, we have seen a decrease in the number of bespoke PPD modules at UCD. Rather, Career & Skills Consultants have worked with academic colleagues to embed PPD sessions into existing modules or offer stand-alone sessions within UCD Schools.


Table 2: Number of students registered on 5-Credit Modules in Personal and Professional Development.

2011/12	2012/13	2013/14	2014/15
600	600	200	80

Table 3: Bespoke Lectures and Workshops Supporting the UCD Curriculum

2011/12	2012/13	2013/14	2014/15
66	85	132	185

During 2014/15, Career & Skills Consultants reached out to 7697 students by embedding sessions within UCD Schools.



"Regarding the final round interviews with the Bloomberg summer internship, I am delighted to tell you that I have got an offer from Bloomberg to intern in London for 10 weeks this summer. I would like to thank you for the time and effort you have put into me in emails, meetings, interview preparations and your encouragement and without them, I probably wouldn't have gotten the Bloomberg internship" (UCD student)

"I have spoken to you on a number of occasions during the professional career development component of my MSc Business and Biotechnology. Yesterday I received news that I've gained a place on the Pfizer Graduate Programme. I wanted to extend my gratitude as your advice and career development seminars had a direct impact on my success at the interviews" (UCD Graduate Student).

"I've learned about the possibility of a portfolio career, improved my CV and skills. I feel more confident and have more of an idea of what the reality of work in my field is like. I now have steps I can take to start a career and am less worried about floundering without a clear career goal" (Career Development Mentoring student)

"I have learned to be more confident, more outspoken, not hesitant to ask questions and I understand how important the first impression is" (Career Development Mentoring student)

"I wanted to send a quick email to say thanks for your help with my Cow and Gate CV box. The CV box seemed to go down very well in Danone, with one of the Directors later calling me about it and I have now been offered a position with Danone. Your recommendations were much appreciated and improved the overall quality of the idea. Thanks again for all your help, it made a huge difference" (UCD Student).

Section 3:

The Student Experience:

Career Coaching and Guidance

UCD Career Development Centre believes that for the knowledge, skills and competencies developed through personal and professional development programmes to be applied to career planning, access to career coaching and guidance is essential. We use both terms to demonstrate differing needs in the student body. While we believe that students must take ownership of their own career, it is difficult for many to do so.

Each year we work with students who require coaching to realise their career ambitions and with others who have difficulty imagining and visualising career options. We have been experiencing increasing demands for one to one career guidance and career coaching in recent years.

Table 4: Provision of Career Coaching and Career Guidance

2011/12	2012/13	2013/14	2014/15
1430	1950	1666	2160

Student Feedback and Impact Statements:

“The Career Development Centre helped ensure my hopes of working in digital marketing were put into action and I would highly recommend using their services”

“I have benefitted immensely from the UCD Career Development Centre’s advice and continuous support after graduation. This has been invaluable and is available to all UCD students and recent graduates. The guidance and coaching sessions with the Career & Skills Consultants helped a lot in preparing for my interviews and in my success in receiving a job offer with Accenture”

“Within three minutes, the Consultant was up to speed with my CV and provided useful feedback. This is a very well structured and good service for students”



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Abbott welcomes diversity in our workforce.

Section 4:

Enhancing the Student Experience: Career Development Learning (Labour Market Intelligence, Opportunity Awareness and Networking)

Having engaged students in personal and professional development, supported by career guidance and career coaching, we then create a nexus, linking students to national and international recruiters. UCD Career Development Centre is active in developing relationships across sectors of the economy, enhancing internship and graduate job opportunities for students and graduates.

Many employers interface with our students through guest lectures and workshops and others support us in delivering Ireland's leading sectoral Recruitment Fairs. Exhibitors attending have bona fide opportunities and many students meet their future employer at a UCD Recruitment Fair. A supplementary extensive programme of recruitment presentations, workshops and Recruiter-In-Residence days is also organised. Many more employers promote vacancies through the Career Development Centre if they are unable to visit the campus directly. Overall, the reach of UCD Career Development Centre into the national and international job markets is considerable when the breadth of engagement is considered.

Working closely with employers is the lifeblood for much of our professional practice. To be up-to-date in the latest development in recruitment and selection, across sectors is critical in underpinning student employability and job search. Understanding the skills and competencies employers seek and knowing how these are to be deployed in the workplace makes a critical difference around the impact UCD Career Development Centre has on the student experience, on student progression and on graduate destination statistics.



I would like to take an opportunity to thank all of the employers who supported the Career Development Centre in 2014/15. Special thanks go to LIDL who once again sponsored the Business, Finance and Management Recruitment Fair, to international law firm, Clyde & Co for sponsorship of the Corporate & Commercial Law Study Visit and to KPMG's continued support of UCD Career Development Centre Open Day.



Section 5:

Supporting the Student Experience On-Line

During 2014/15, UCD Career Development saw more growth in student engagement with the Centre on-line and effectively a broad range of our services are now available 24/7 through our website and a range of online resources. The Centre makes use of a CRM system called Careers Connect which helps staff manage the interface with our user groups such as students and employers and social media has proved an invaluable tool in reaching out to students.

Web & Social Media

UCD Career Development Centre facebook likes rose by 28.6% during 2014/15 to 9035 and our Twitter channel now has 3944 likes, an increase of 37.3% on last year.

20674 unique visitors made use of the Career Development Centre website and 5152 read 9878 pages on, Career Focus, the Centre's blog.

Searching for Jobs

During 2014/15, a total of 2359 vacancies were posted on the Centre's searchable vacancy portal- continuing the annual upward trend (907 recorded in 2011/12, 1310 reported in 2012/13 and 2090 in 2013/14)

During the same period, 562 employers new to UCD registered their company details on Careers Connect, which is an increase over previous years (494 registered in 2011/12, 452 registered in 2012/13 and 470 registered in 2013/14).

Staff at the Career Development Centre are particularly pleased to see continued growth across the use of the Career Development Centre website, social media channels and further growth in employer engagement and vacancy notifications.

Searching for Jobs Internationally

UCD Career Development Centre subscribes to on-line resources that help students plan and execute career plans to live and work overseas. During 2014/15, 1966 used the CIEE database of internships (CIEE is a non-profit making, non-governmental organisation) to access information and advice on interning in the USA.

In addition, 7068 students accessed information and advice on Going Global- a leading edge provider of information, advice and support for students seeking careers right around the world.

Developing Students' Self Awareness and Skills On-Line

UCD Career Development Centre subscribes to Team Focus's Profiling for Success aptitude tests, inventories and indicators. Students complete these on-line and receive an expert report direct to their email address:

	Student Engagement 2014/15
Abstract Reasoning Skills 2	286
Careers Interest Inventory	429
Learning Styles 1	125
Numerical Reasoning Skills 2	180
Type Dynamic Indicator Form OI	293
Values Based Inventory of Motivation 1	125
Verbal Reasoning Skills 2	117
Totals	1555



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Section 6:

Building National and International Engagement: the Student-Employer Interface

The graduate recruitment market, nationally and internationally continues to improve and the Career Development Centre has recorded an increase in the number of students attending Recruitment Fairs this year (4250 as opposed to 4030 the previous year). Feedback suggests employers rate UCD Recruitment Fairs amongst the best in Ireland and both students and employers appreciate the sectoral approach to events over a larger, multi – sector/multi-disciplinary event.

Table 5: Exhibitor and Student Numbers Attending Recruitment Fairs 2014/15

Recruitment Event	Number of exhibitors	Student attendance
Business, Management and Finance	50	1405
Science, Engineering and Technology	50	1444
Law	25	401
Internships and Volunteering	35	1000
Totals	160	4250

In addition to Recruitment Fairs, further recruitment activities were recorded during 2014/15:

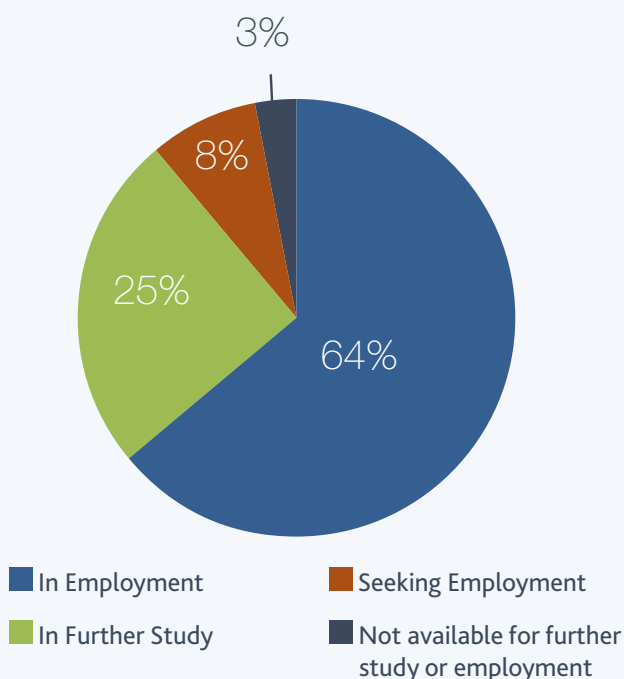
- 2359 graduate and internship vacancies were loaded directly by recruiters to the vacancy portal on Careers Connect (2090 in 2013/14).
- 562 employers who were new to recruiting at UCD registered on Careers Connect (470 in 2013/14).
- 118 employer led workshops and recruitment presentations were organised by UCD Career Development Centre that were attended by 1266 students (100 events took place in 2013/14).

In 2013, the last year for which we have official graduate destination statistics, apart from Ireland (inc Northern Ireland), most UCD graduates going overseas went to Great

Britain, United States of America, China, Germany, Australia, Canada, New Zealand, Vietnam, United Arab Emirates, Spain, France, Singapore, Switzerland, Belgium and India.

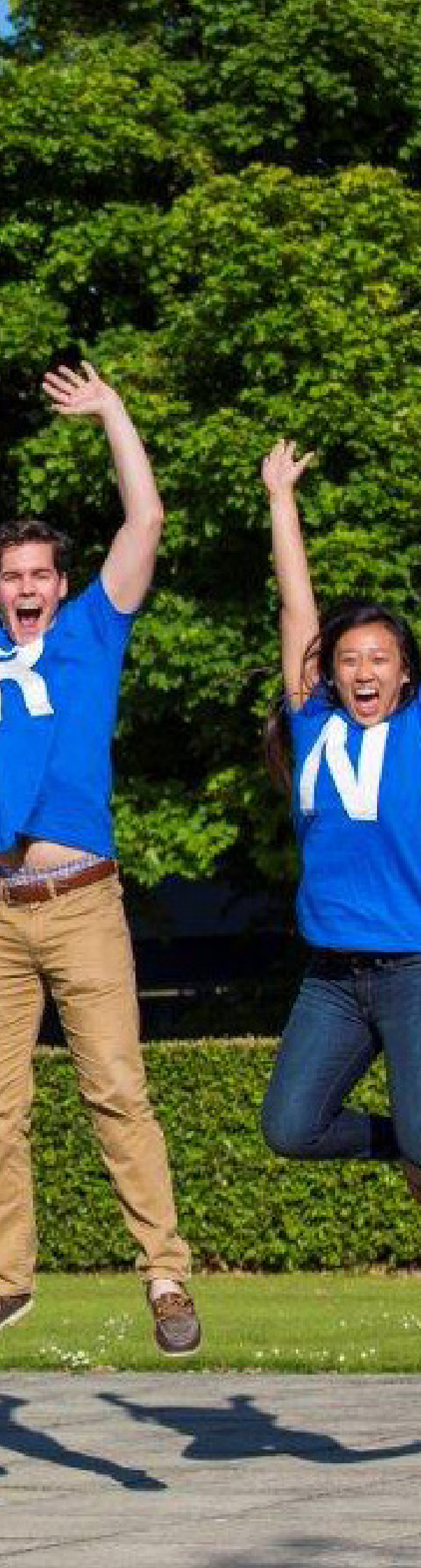
First Destinations: What do graduates do?

The Higher Education Authority asks all third level colleges to survey their graduates 9 months after leaving college to report on the destinations of their graduates. The First Destination Return takes place annually from March-July, surveying graduates of the previous year. UCD Career Development Centre generally returns known destination data for up to 75% of the graduate population. The employment record of UCD graduates has always been consistently higher than the national average.



UCD Class of 2014 Destinations





Section 7:

Building National and International Engagement: Contribution to the HE Community

UCD Career Development Centre is actively engaged with the higher education career, personal and professional development community through membership of national and international professional associations to which we make a direct contribution. UCD Career Development Centre has a long tradition in providing the Association of Higher Education Careers Services (AHECS) with Executive Directors and within the last few years, UCD hosted the Annual Directors of Careers Service Conference for the Association of Graduate Careers Advisory Services (AGCAS) which brought 120 Directors from across the UK and Ireland together looking at managing change within the context of HE Careers Services. UCD also contributes to the continued professional development of careers staff through one member of the team qualifying as an AGCAS Trainer in 2015.

This year has been busy for the UCD Career Development Centre on national and international engagement. I was particularly pleased that the National Forum for the Enhancement of Teaching and Learning in Higher Education, included the work of the Centre in this year's National Seminar Series, themed "Teaching for Transitions." This event allowed for the dissemination of our approach to HE personal and professional development and on the use of CareerEDGE to 97 higher education careers advisers, academic and administrative staff, second level guidance counsellors and graduate employers from across Ireland.

From 09-12 June 2015, UCD Career Development Centre, UCD International and Summer at UCD, hosted the annual Global Internship Conference, the first time in the event's history it was hosted outside of the USA. Bringing together over 400 career and internship professionals, administrative and academic staff from around the world, UCD contributed significantly around the theme of "Internships and Employability: Building a Global Portfolio."

"This (the National Seminar) was a great opportunity to share information on how to offer the best career guidance and support to students. It would have been good to have had even more time"

(Delegate)



Section 8:

Developing the Researcher Community- The Research Careers Framework

In addition to working with students, UCD Career Development Centre has some staff facing roles and responsibilities. In this context, the Centre's Research Careers Manager is tasked with developing and delivering a range of bespoke career and professional development supports for Postdoctoral Researchers who are employed on short term research contracts. UCD has a keen sense of responsibility in placing this group of researchers in a strong position to compete for academic and non-academic careers when contracts come to an end at UCD.

The success of the Research Careers Framework has established UCD as Ireland's leading University in supporting early stage researcher career development. Services on offer have been under continuous development since 2010 and an established, effective partnership is in place, involving UCD Research, Innovation and Impact, UCD Career Development Centre and UCD Learning and Development.

The services include:

- **Career Coaching and MBTI**

Weekly Postdoc Career Clinics operate on campus where career coaching is offered from a different research institute/School. This year approximately 50% of the Postdoctoral community accessed career coaching (over 120 individuals accessed one-to-one career coaching, each requiring between 1 and 7 consultations). In addition, we have helped 3 out of every 5 active job seekers achieve their next career move. Furthermore, 47 postdocs received an MBTI report, 9 received a one-to-one debriefing session with the rest attending one of three small group debriefing sessions. All said they would recommend the process to their colleagues.

- **Panel mock interviews**

During the 2014/15 academic year, we introduced a new initiative, organising three academic panels to interview 6 individuals, all shortlisted, for 4 different jobs. Two out of four jobs went to these applicants. The others reported improved performance and feeling more confident about future interviews:

"My interview performance was much improved compared to previous ones. Here I think last week's mock interview proved to be very useful. Thank you again for all your help with that and also for the follow-up suggestions, all of which will no doubt prove very useful in the future" (Postdoctoral Researcher)

"Doing MBTI made me realise that everyone has different aptitudes and behaviour based on their personality type. Now I understand better where people are coming from when I interact with them. It has helped me improve my own understanding of my strengths and weaknesses. Now I can choose work and environments that will suit me better"

(Postdoctoral Researcher, Life Sciences).

- **Professional training/ development**

Last year, the joint HR/ Careers professional development programme for postdocs ran 55 career and professional development events, and enjoyed over 60% postdoc participation. These events aim to include training on four competency areas: Research and Research Management; Teaching, Learning and Mentoring; Innovation and Transferable Skills and Personal and Professional Excellence. We work closely with postdocs, their mentors and relevant industry experts to scope out the content of courses and identify the most appropriate people to deliver them. All training and panel discussion events are supported by a refreshment break, where researchers are actively encouraged to network with the trainers and speakers prior to attending. Additionally we run bespoke sessions in institutes and schools for researchers who request them.

The highlight event of 2014 was the inaugural Postdoc-specific Orientation, which now runs on a quarterly basis. Opened by the VP for Research and Innovation and including short presentations from senior academics and other professional staff from around the University, it focused on supporting postdocs to begin strategising to secure employment after their current role. The feedback from this event has been resoundingly positive with all 50+ attendees so far saying they would wholeheartedly recommend it to their colleagues.

All training events that the CDC provide include three aspects: information, skills practice and exposure to the labour market. For example, the non-academic CV preparation workshop is based on a shortlisting skills exercise where the participant identifies the features of an excellent professional profile themselves and is followed by a panel discussion where PhD recruiters and ex-postdocs provide feedback on what they expect to see in a competitive non-academic CV.

Briefing sessions employ a multiple-perspective approach to providing information by including a number of speakers. For example, in order to advertise national funding schemes that support researchers transitioning to industry, we invite representatives from the funding body, from a relevant company and a postdoc who has successfully transitioned as well as people in the University who supported the postdoc in their application, so that the potential applicant is empowered to pursue the process themselves.

This coming September 2015 we will launch a brand new postdoc career development online system where postdocs and their mentors can keep track of the postdoc's professional development profile and at the end of their contract, generate a certificate of participation in a career and professional development training programme.

All postdocs are sent a bespoke 'jobs and opportunities' newsletter every three weeks. This initiative has been received well by the cohort.

We welcome companies interested in finding out about being involved on our mock-interview panels, taking part in a researcher-PhD recruiter networking session or considering the benefits of being involved in an industry fellowship initiative to contact us.

"Career coaching was extremely useful and helpful. From the practical point of view in clarifying key points to highlight in the CV and general principles of how to find the job that may suit you better. From the personal point of view every session provided me with a boost of energy and will of facing the challenge of looking for a new position with optimism and a general feeling of reinforced self-confidence"

(Postdoctoral Researcher, Life Sciences).







Section 9:

Career Development and Skills at UCD Michael Smurfit School of Business

The UCD Michael Smurfit Graduate Business School Career Development & Skills Centre works to increase the opportunities available to the students of the Graduate Business School, improve their chances in hiring processes, and improve the likelihood of success in the workplace once recruited.

During the 2014/15 year, we delivered a range of key services using a range of modes of delivery that best suited students at the School.

Student Activities

The Career Development & Skills Centre engages in multiple support activities with the students, namely:

- Large Group Activities (Seminars, workshops and talks)
- Small Group Activities (2-4 students to an advisor)
- One-on-One Activities (Career guidance and coaching)

Segmentation of activities enables the team to meet with the largest number of students possible, whilst ensuring the provision of a high quality service which meets a cross section of student needs.

Large Group Activities

Focused on a range of audiences, in 2014/2015, we included workshops with an industry focus, including:

- Marketing, Digital Marketing and iBusiness
- Management, Consulting and HRM
- Finance
- Audit/Tax

Selective workshops were also delivered elsewhere on an “as needed” basis. A workshop on Creative Job Search was given to those not pursuing the more traditional graduate programmes.

In recognition of the increasing concentration of the Career Development & Skills Centre on the development of employability skills, the team developed and delivered workshops such as Presentation Skills and a day and a half programme to the CEMS MSc in International Business.

Companies were engaged also. For example, EY ran an Assessment Centre Simulation with the Career Development & Skills Centre, which was so successful that four students were hired off the back of the event.

On the MBA programme, a structure which is tailored to the group is in place, subject to continuous quality improvement. Included is a series of workshops which builds not only on employability skills but also a higher level of skills which befit future leaders that we expect our MBA's to be. These workshops are:

- “What got you here...” – Job Search Skills for the Next Level
- Executive CV's
- Career Detective – Finding your Ideal Career
- Career Brainstorming – Using Strengths to Explore Career Opportunities
- Social Capital – Viewing your Network Strategically
- Networking – Practical Skills to Build your Network
- Career Action Planning – Establishing a Workable Plan for your Post-MBA Job Search
- Interviewing like a Pro
- Communicating your Personal Brand – The Application of Storytelling to your Job Search

These workshops vary between half and full day and are comprehensive in nature, challenging the students' perspective on how they actively manage their career throughout their lives.



Small Group Activities

In September 2014 we introduced Interactive CV Sessions, specifically designed to be small enough to give tailored advice and also created the practice of students assisting each other with CV's which worked well.

With the MBA Students, small group activities focus on industry specific activities, with teams of individuals who are particularly interested in, for example, the consulting, digital media or life sciences sectors. Alumni and other speakers are brought into networking forums to discuss their industry and the typical roles MBA's undertake etc.

One-on-One Activities

The provision of one-on-one guidance or coaching is the mainstay of any careers service. Students' feel individual attention is of most value. For the MSc population, these appointments are 30 minutes in length, and tend to cover issues such as career choice, tactical approaches to particular industries or companies or approaches to application and interview processes.

In October 2014 we introduced a CV drop-in clinic, allowing students applying for the application deadlines to see an advisor to scan their CV's pre-application. Two such sessions were held to great success, with 67 students coming to the centre over the course of two days.

MBA one-on-one's take place throughout the year. Every Full Time MBA is obliged to have two coaching sessions, taking place in November and February. There are also slots that can be booked on an as needed basis at all other points in the year. Last year, 160 one-on-one appointments took place with MBA students.

Internships:

As of January 2015, Leona Barry was appointed into the Career & Skills team taking responsibility for the internships within the Graduate Business School. This year, 90 students completed summer internships across the Banking, Insurance, Consulting, FMCG sectors in Ireland and overseas.

Peer Schools Engagement

The service is aware that in the international environment it engages, it is important that the team are kept up to date on best practices in terms of careers delivery. The team actively engages with the MBA Career Services and Employer Alliance, the Association of Graduate Career Advisory Services, the Association of Graduate Recruiters, the Association of Higher Education Career Services, the CARNET Alliance, and fellow GNAM schools. These interactions can be attendance at conferences, through to taking leadership roles in the organisations themselves.

"The Career & Skills Team at Smurfit was very helpful throughout my masters' studies. I attended a number of guidance sessions which helped me decide which career best suited my abilities and ensured my CV was of a high standard"

(UCD Graduate Student)

Employer Engagement:

A key focus of the UCD Michael Smurfit Graduate Business School Career Development & Skills Centre is that of engaging employers with our students. This takes three main forms, that of on campus engagement, off-campus engagement and the advertising of roles to our students to take up post-graduation.

Off Campus engagement is something which is growing in prominence. Whilst it is, by its nature, only going to be open to select groups of students, for those who do get to attend in-office events that companies hold, it is a significant learning experience. Last year visits took place to Citi, Dublin Airport Authority, Google, McKinsey and LinkedIn. This year, Google and Citi again engaged, with AirBnB, Accenture, PwC, Jameson / Diageo, EY, Barclays Investment Bank, Qualtrics and Microsoft also welcoming students to their offices. We have also encouraged virtual recruitment events such as an online career fairs with Johnson & Johnson and GE.

On-Campus activities are perhaps the most visible of our employer engagement activities with our students, both in terms of larger, multi-employer events, as well as individual company presentations. Particular attention was paid to not only increasing the quantity of presentations, but also the quality and variety of industries represented.

From the perspective of the MBA's, in 2015, we once again attracted McKinsey, Apple, Microsoft, Bank of Ireland, PwC, Accenture and Liberty Mutual to engage with on campus.

Another method of engagement for the MBA's is the provision of Mock Interviews. Every year invitations are sent out to the executive search, recruitment, HR and alumni communities to come in to volunteer their time interviewing participants of the MBA programme. Last year over 120 mock interviews were performed with full and part time candidates, giving the students an opportunity to practice their skills, as well as engaging with the organisations involved.

Finally, last year saw the introduction of a mentoring programme with the Full Time MBA's. Each student was matched with a mentor, typically alumni of the programme, who had similar backgrounds or fit with the career ambitions of the student. As with any such situation, personality clashes etc. can happen, so close management of the programme, including the implementation of a training programme and reporting system for both the students and the mentors was put in place.

UCD Career Development Centre Team

The UCD Career Development Centre Team for 2015/16 is:

Management Team		Dr David Foster Director of Career Development & Skills	Administration Team		Ms Oonagh Sweeney Employer Engagement and Operations Manager
		Ms Sorcha Mulcahy (Maternity Leave) Deputy Director; Career & Skills Consultant			Ms Shelly Power Senior Marketing and Communications Administrator
		Dr Aisling Harkin Career & Skills Consultant			Ms Jessica Coyle Information Assistant
Career Development & Skills: Belfield		Ms Sophie Carey Career & Skills Consultant	Career Development Project Manager		Ms Elish Carr Career Development Project Manager
		Mr Mark Cumisky Career & Skills Consultant	Career Development Team: Smurfit		Ms Cathy Savage Senior Manager, Career Development & Skills
		Ms Meeta Dutt Career & Skills Consultant			Ms Dee Murphy Career & Skills Manager
		Ms Michelle Coen Career & Skills Consultant			Ms Leona Barry Corporate Relations Manager - CEMS MSc International Management/ Internship Co-Ordinator
University Internships Manager		Dr Teresa Lee University Internships Manager			Ms Fiona Lynch Executive Assistant
Career Development for Post Doctoral Researchers		Ms Naoimh O'Connor Research Careers Manager			



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