

June 2017

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### ASET

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## Thank you,

to everyone who submitted their ideas and abstracts for this year's ASET Conference. The task of reviewing abstracts gets tougher each year for the review teams, but decisions have been made, and the full programme of presentations has now been agreed. A preview of the timetable of parallel sessions is detailed below. This will be available on the ASET website, along with the full abstracts shortly. I hope you will take this opportunity to view the full programme and reserve your conference place before general release of these details next week.

Conference booking is well underway, so if you are planning to join us for another memorable event don't forget to reserve your place.



Conference booking is well underway, so if you are planning to join us for another memorable event don't forget to reserve your place.

[BOOK YOUR PLACE ONLINE TODAY](#)

And don't forget – finals days to book for our new '[Social Media for the New and Nervous](#)' workshop.

**Debbie Siva-Jothy**

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## The Benefits of Graduate Internships

*Tim Ward*

*ASET Trustee, Work Experience Consultant, University of Salford*

The English summer has finally arrived and with it Graduation season. As the class of 2017 don their caps and gowns their attention turns to the crossroads, further study, a year out or the start of a career?

While many have secured a role, others are unsure of their next step and the rise of the graduate internship is proving a popular choice for both graduates and recruiters.

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Graduate internships provide practical experiences to individuals with a degree looking to develop the relevant knowledge and skills required to enter into a particular career.

The graduates benefit greatly from internships; including improvements in understanding a career, soft skills, marketability and work readiness. The experience at a key moment in their working lives can build a vital network of contacts that enhance job prospects. Employers benefit by obtaining inexpensive, qualified and motivated labour. The “try before you buy” approach allows employers to identify potential future staff in a more effective way than ‘snap-shot’ interviews.

So before you finally cut those “apron strings” and let your graduates fly how can you best prepare them to bridge that gap between academia and the professional world? At the University of Salford, like many of you, we have run a “Graduate Gateway” Programme, with the focus historically being on career management. This year we have taken the different approach to the programme. Firstly the aim is to raise our graduates’ Human, Social, Cultural and Psychological Capitals to better prepare them for a successful career and easier transition into graduate employment, and in the first instance to take advantage of graduate Internship opportunities with fast growing businesses within the North West.

The University of Salford targeted these fast growing businesses as often, the most meaningful and rewarding intern opportunities are with start-ups, scale-ups and small businesses. The main barriers to graduates applying for such roles are:

1. Graduates are unaware of the opportunities
2. Smaller businesses find it hard to reach graduates, and therefore their vacancies slip under graduate job hunting radars

By engaging with our graduates before the end of teaching we hope to raise their awareness of these internship options to our graduates. The programme also offers a portal to our local businesses which affords an instant impact with graduates and business partners ensuring new graduate talent is matched with exciting internship opportunities and easier access to the student and graduate talent pool the university has to offer. Due to a myriad of pressures, too many graduates rashly accept the first job that comes along, which can cause issues later. By promoting these opportunities, graduates have the chance to take some time to work out what they want to do and they just might find their niche and passion. For businesses, this form of recruitment affords a better opportunity for ‘on the job’ assessment, with a view to filling permanent roles. And for us (the important ones in all this!), it is a chance to open up potential placement opportunities for your UG and PG students.

So, why not think again about developing your Graduate Internship opportunities, and this time next year, you could be benefitting from the fruits of your labours, with many more of your graduates taking their first career steps and with a many more placement opportunities to boot!

*Tim*

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### 2017 ASET Conference

The full programme for our 2017 conference is now confirmed and details can be seen below. This year we are delighted to welcome to conference:

**Dan Cook, HESA**    **Stephen Isherwood, AGR**  
**Dr Sonal Minocha, Bournemouth University**    **David Palmer, Trendence UK**    **Duncan Piper, Blue Chip Leaders**

and we look forward to welcoming you too. To reserve your place book online today.

[\*\*BOOK ONLINE\*\*](#)

**University of Kent, Canterbury Campus**

**5<sup>th</sup> – 7<sup>th</sup> September**

*Preparing Students for the Global Workplace*



As the UK's European University, the University of Kent, will be a fitting environment for our **Preparing Students for the Global Workplace** theme, and we have a full programme of parallel sessions which address this theme as well as a range of issues affecting the world of placements in 2017.

As you know, our conferences are renowned for being participatory and providing delegates with many opportunities to find out about new initiatives, projects and good practice, and this year will be no exception. Conference 2017 will consider our role in supporting students to work in multinational and multicultural organisations both within the UK and across the world. Alongside keynotes and plenaries from speakers detailed above, conference will include a panel session led by Stephen Isherwood, AGR with representatives from organisations with unique perspectives on placements both overseas and in the UK, as well as updates from ASET on the policy landscape as we move closer to a UK outside the EU. We will consider:

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- What will global workplaces look like in 2020?
- How can we provide global exposure to UK based students?
- What does “employability” look like in different countries and cultures?
- What are the challenges of running global work experience programmes?
- What does work based and placement learning look like in different countries?

### Programme

#### Day 1 - Tuesday 5 September

- 08:00 - 09:00 Breakfast (Monday night delegates only)
- 10:00 - 11:00 Registration and refreshments
- 11:00 - 11:15 ASET Welcome
- 11:15 - 11:30 Opening Address: **Professor April McMahon**, *Deputy Vice-Chancellor – Education, University of Kent*
- 11:30 - 12:15 Keynote: **Dr Sonal Minocha**, *Pro-Vice-Chancellor, Global Engagement, Bournemouth University*
- 12:15 - 12:45 ASET AGM
- 12:45 - 13:30 Parallel Session 1 – Regional Hub Meetings
- 13:30 - 14:30 Lunch
- 14:30 - 15:00 Plenary: **David Palmer**, *Research Manager, Trendence UK*
- 15:00 - 15:45 ASET Bursary Projects  
Research Bursary Project Presentation  
Summer Project Bursary
- 15:45 - 16:00 Refreshment break
- 16:00 - 17:00 Parallel Session 2 (see timetable below)
- 18:30 Drinks Reception
- 19:30 BBQ

#### Day 2 – Wednesday 6 September

- 08:00 - 09:00 Breakfast
- 09:00 - 09:15 Registration for day delegates
- 09:15 - 09:45 ASET on.....
- 09:45 - 10:45 Parallel Session 3 (see timetable below)
- 10:45 - 11:00 Refreshment break
- 11:00 - 12:30 Panel Session chaired by **Stephen Isherwood**, *Chief Executive, AGR*
- 12:30 - 13:30 Parallel Session 4 (see timetable below)
- 13:30 - 14:30 Lunch
- 14:30 - 15:15 Keynote: **Dan Cook**, *Head of Data Policy and Development, HESA*
- 15:15 - 16:00 Afternoon Tea with RMP
- 16:00 - ASET Practice & Research Network Meeting/ Free time
- 18:45 Drinks Reception
- 19:30 **Gala Dinner**

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### Day 3 – Thursday 7 September

- 08:00 - 09:00 Breakfast
- 09:00 - 09:30 Day registration / Time available for checking out and baggage store
- 09:30 - 10:30 Parallel Session 5 (see timetable below)
- 10:30 - 11:00 Refreshment break
- 11:00 - 12:00 Parallel Session 6 (see timetable below)
- 12:00 - 12:45 Keynote: **Duncan Piper**, *Founder and MD, Blue Chip Leaders*
- 12:45 - 13:00 Conference Wrap-up & Close
- 13:00 Packed Lunch and depart

**Please note: The programme and/or individual parallel sessions may be subject to change at short notice**

### Conference Rates

Full details of this year's conference pricing is and set out below. We are pleased to offer **reduced rates** for conference presenters, whilst maintaining prices for the fifth year for ASET members.

#### RESIDENTIAL

Residential rates are inclusive of 3-day access, two nights' accommodation, meals and refreshments

- Presenter Rate **£550 new lower rate**
- ASET member institutions **£620**
- Non-member institutions **£775\***

\* Non-member residential rate includes 6 months ASET membership for your institution

#### NON-RESIDENTIAL

Non-residential rates are inclusive of lunch and morning/afternoon refreshments only, and do not include *evening meals* which, when booked separately are charged at: *Tuesday 5<sup>th</sup> £25/Wednesday 6<sup>th</sup> £40*

- Presenter Rate **£450 new lower rate**
- ASET member institutions **£500**
- Non-member institutions **£625**

#### DAY RATES

Day rates include lunch and morning/afternoon refreshments. Day rates do not include evening meals.

- Tuesday 5<sup>th</sup> September **£250**
- Wednesday 6<sup>th</sup> September **£250**
- Thursday 7<sup>th</sup> September **£175**

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### **ADDITIONAL NIGHT**

Additional night bookings for the night before conference can only be taken with initial booking, please check travel arrangements in advance of booking.

Pre-conference Bed & Breakfast: Monday 4<sup>th</sup> September £50 (evening meal not included)

[\*\*Book Online for the 2017 ASET Conference\*\*](#)

### **Parallel Sessions**

The full abstracts for the parallel sessions will shortly be available on the ASET website and your ASET members' preview of the timetable of presentations is detailed on the following pages. You may find it useful to plan your conference ahead of arriving in Canterbury to ensure you get the most from your experience.

### **University of Kent, Canterbury Campus**



With campuses in Athens, Brussels, Paris, and Rome, as well as three in the UK, Kent is the UK's European University. We are looking forward to welcoming you to the 300 acres of parkland that is the **Canterbury Campus**. Surrounded by fields and woods, the campus is only 25 minutes' walk from Canterbury city centre which is a **UNESCO World Heritage site**.

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### Parallel Session Timetable

Day 1    Tuesday 5<sup>th</sup> September

		Practitioner Workshop			Research Paper
Location					
Parallel Sessions					
Stream 1	Scotland and Northern England Regional Hub	Midlands Regional Hub	Northern Ireland and EIRE Regional Hub	South West Regional Hub	South East Regional Hub
Regional Hub Group Meetings	●	●	●	●	●
12:45-13:30 Tuesday 5 <sup>th</sup> September	1	2	3	4	5
Parallel Sessions	Year in Industry placements: Barriers, challenges and motivations	Looking after students' mental health during overseas placements	Zero-budget Student Engagement: What works	Improving placement outcomes through blended learning	Economy, politics and research on Vocational Education: the Great Recession to Brexit
Stream 2	Alice Shepherd and Mark Sumner, <i>University of Leeds</i>	Jamie Bettles, <i>ASET Conference Sponsors, InternChina</i>	Helyn Taylor and Simeon Smith, <i>University of Swansea</i>	Rob Jack, <i>University of Southampton</i>	Giles Milner, <i>Bournemouth University</i>
16:00-17:00 Tuesday 5 <sup>th</sup> September					

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### Parallel Session Timetable

Day 2 Wednesday 6 <sup>th</sup> September		Practitioner Workshop	Research Paper
Session			
Parallel Sessions Stream 3	6 Utilising digital resources to support placement activity	7 Developing growth mindset, mental toughness and resilience through quality science placements, to succeed in a global workplace in 2020	8 Support International Students through our "Enhancing your Employability through Work Based Learning module
09:15 – 10:15 Wednesday 6 <sup>th</sup> September	Rebecca Evans, <i>University of Leeds</i>	Sam Forde, Danielle Anderson and Pamela Langan, <i>Liverpool John Moores University</i>	Vikki Brockhurst, Alistair Booth and Leanne Lewis, <i>University of Chester</i>
Parallel Sessions Stream 4	11 Managing expectations – Preparing students and ourselves for the global work placement process	12 Supporting and monitoring student mobility through work experience and placement opportunities	13 Preparing For Success; Health & Safety For Placements Outside Of The UK
Parallel Sessions	Susannah Day, <i>University of Exeter</i>	Sara Jones, <i>Nottingham Trent University on behalf of ASET Conference Sponsor QuantumIT</i>	Tara Cavanagh, <i>Sheffield Hallam University</i>
11:00 – 12:00 Wednesday 6 <sup>th</sup> September			
Parallel Sessions		9 Curating authentic WIL through ePortfolio	10 Smiling at the right cameras: An exposition of the red carpet methodology on global career progression
		Jennifer Rowley, <i>University of Sydney</i>	Gillian Saeiva, Mike Head and Celia Walters, <i>Southampton Solent University</i>
		14 Scaling up a Summer Global Internships Programme from 30 to 140 students – Successes, Challenges & Lessons Learned	15 What do students think of employability and overseas work placements? A comparison of English and German views
		Andrew Kidals and Katie Black, <i>Kings College London</i>	Clare Forder and Julie Fowle, <i>University of Brighton</i>



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### Parallel Session Timetable

Day 3 Thursday 7<sup>th</sup> September

	Practitioner Workshop	Research Paper
Session		
Parallel Sessions Stream 5 09:30-10:30 Thursday 7 <sup>th</sup> September	<p>16 Preparing students for cultural differences in the international workplace Rebecca Claris and Dimpy Patel, <i>FIE</i></p> <p>17 The Global Talent Programme: Developing Future-ready Graduate Workforce Dean Hristov and Vianna Renaud, <i>Bournemouth University</i></p> <p>18 Using Social Media effectively Sarah Flynn and ASET Trustees</p> <p>19 Not all humanities students are equal: perception of vocational training in English Literature and Languages Marga Menendez-Lopez, <i>University of Surrey</i></p>	<p>20 Internationalised Careers Support: providing for the needs of the diverse and mobile student body. Anthony Manning and Helen Johnson, <i>University of Kent</i></p> <p>21 TBC</p> <p>22 International Association for Student Services and Affairs (IASAS) – Looking towards the future Mirela Mazula, <i>IASAS</i></p> <p>23 Outward mobility in turbulent times: the relevance of global skills in post-Brexit Britain. Cristina Lopez-Moreno <i>Sheffield Hallam University</i></p>
Parallel Sessions Stream 6 11:00 – 12:00 Thursday 7 <sup>th</sup> September		

# ASET e-Bulletin

## Staff Development Workshops

We are currently putting together the programme of workshops for the Autumn, which will be available at conference – but there is still time to book on the last of our sessions this semester, ‘**Exploring Social Media and Placements for the New and Nervous**’ which is taking place at the Rose Bowl, part of the modern Leeds City Centre campus for Leeds Beckett University, on 13<sup>th</sup> July. If Social Media is remains a mystery to you, come along and find out what it’s all about, and leave the day eager to get practicing over the long hot summer ahead.

We have been delighted to welcome so many enthusiastic and appreciative delegates to our Spring Staff Development workshops. As ever there has been a mix of experienced Placement staff, staff new to Placements and academics with increasing Placement responsibilities, bringing new perspectives to the topics.

**NB Prices held for 2017** (£165 ASET members/£195 non-members)



*The Rose Bowl, Leeds Beckett University*

[BOOK ONLINE](#)

Workshop Programme at a glance .....

Date	Location	W'shop No.	Title
20-Jun	Leeds Beckett University	9	Marketing for Placements
27-Jun	Leeds Beckett University	10	Social Mobility and Placements
13-Jul	Leeds Beckett University	<b>NEW</b> 11	Exploring Social Media and Placements for the New and Nervous

### **11 Exploring Social Media and Placements for the New and Nervous** **NEW**

**Thursday 13<sup>th</sup> July (10am-4pm) Leeds Beckett University**

Do you feel like you are getting left behind when it comes to social media? Would you benefit from exploring some of the main social media platforms and how these can be used in the placements arena? This one day course is aimed at staff working in the placements field, who wish to use social media and haven’t used it previously (or to a limited extent only). Our course leaders will be introducing social media for those at the entry level, and will facilitate discussions on a range of topics such as using social media to engage students. This is an interactive session and delegates will be encouraged to share practice from their institutions.

**Last day for booking on this workshop - Wednesday 5<sup>th</sup> July**

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### **Bespoke Workshops**

*We are pleased to be able to offer a wide range of topics tailored to meet the needs of your institution. If you are undergoing a restructure, have been set a new challenge that you need support with, would like to offer your team a refresher, or ensure everyone is taking the best approach for your institution and would like to talk about ideas for a bespoke workshop, contact Debbie at the ASET Office [aset@asetonline.org](mailto:aset@asetonline.org).*

### **And Finally**

Your next ASET members' e-Bulletin will be issued in July. Please forward your news/copy to [aset@asetonline.org](mailto:aset@asetonline.org) by Friday 14<sup>th</sup> July.

**Debbie Siva-Jothy** [aset@asetonline.org](mailto:aset@asetonline.org) [www.asetonline.org](http://www.asetonline.org)