



Widening and deepening engagement: the career support opportunity

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#IDPE19

Widening and deepening engagement – the career support opportunity

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- ▶ **Chaired by Caroline Monaghan**, Manager of the Radleian Society, Radley College

Karen Jones, Development Manager, Fettes College



Fettes College Facts:

- ▶ Fettes College & Fettes College Prep School
- ▶ College 551 (283 boys / 263 girls)
- ▶ Prep 213 (105 boys / 108 girls)
- ▶ 80% boarding
- ▶ 60% Scottish / 15% rest of UK / 15% British Ex-Pat / 10% International Families
- ▶ # 6,000 contactable alumni
- ▶ # 1,500 current & past parents

Fettes College : Development Team

1. Director of Development (Leadership, Major Gifts, Stakeholder Management)
2. Development Manager (Engagement)
3. Development – Research & Data
4. Development Co-ordinator (Annual Fundraising & Donor Stewardship)
5. Old Fettesian Co-ordinator (Alumni relations)
6. Development Administrator (Team Support, Gift Processing, Office Management)
 - ▶ College Archivist

7 years ago....questions were being asked

- ▶ How can we support bright young things affected by the recession?
- ▶ How can we engage alumni across the generations?
- ▶ How can we use careers as an engagement tool?

6 years later

- ▶ 1,000 supporters signed up
- ▶ Broad programme of support
- ▶ Pride from our alumni in helping each other
- ▶ Warmth of feeling a gratitude amongst participants
- ▶ Winners of 2018 Independent School of the Year award for, Best Careers Programme

How did we get there & where are we going?

How did we get there

- ▶ Took time to research = buy-in and reassurance at all levels
- ▶ Gained an understanding of the non-linear career journey
- ▶ Developed useful language to think about career stages and possible 'asks' and 'give-backs'
- ▶ Trialled 'internships'
- ▶ Trialled CV support
- ▶ Developed motivating language and support materials to use in communications
- ▶ Understood – data capture need – events strategy – data capture and positive support

Career journey

Career
Explorer

Career
Discovery
/ Decider

Career
Starter

Career
Developer

Career
Expert

Career –
wise and
experienced

Career
Changer

Speaker
Opportunities

Get Work
Ready

Community
linking in
Uni hubs

Career
Explorer

Career
Discovery
/ Decider

Career
Starter

Career
Developer

Business
networking
events

Career
Expert

Career –
wise and
experienced

Career
Changer

Lifting the
Lid – events
at school

Whole yr group
5&10 yr
leavers

Expert
Panel
Events

Fettes Career Partnership Programme facilitates interactions that add value

Locate

- OFs are coming forwards to participate of their own accord
- We are seeking and finding lost / disengaged OFs via LinkedIn
- We are engaging with 6th Form parents via Careers Day and Networking events and getting their professional information



Engage

- Invitations to join career / networking events are well received
- Emails from Fettes requesting assistance with career matters receive a high response rate (greater than 50%)



Advance

- For those who provide professional details for networking lists at events – they are very willing to:
 - respond to requests to offer career advice / support at a later stage.Consider offering internships
Offer hosting facilities for networking / career events

The Stats.... Career Information

In Jan 2012, following OFA Presidents call for OFs to support careers 47 responded with their information. We have come a long way since then.

In May 2019 we have:

- ▶ 2,700 have a company listing on their record held by Fettes
- ▶ 2,894 have Fettes College publicly listed on their LinkedIn profile
- ▶ LinkedIn – 906 follow [Fettes College LinkedIn for Schools page](#)

The more career information we have the more targeted a dialogue we can have, facilitating in general terms, better relationships. In this context we can create better career connections across the Fettes Community for the all important:

Admissions and gifts of time or money

Qualitative feedback – power & emotion

Thank you so much for organising the breakfast this morning. It was super to reconnect with some contemporaries and to meet some other OFs. There's a lot of mileage in the network to grow and help OFs in the workplace!

All in all, it has been extremely successful and helped me not only in making career decisions, but also in just feeling more confident in my abilities and gave me a boost that I really needed.

I can't thank you enough, and I hope when I've made my own success in the legal profession I will be able to help out some younger Fettesians!

Ambassadors & Recognition

- ▶ Beyond school – donor recognition in annual Fettes Foundation publication ‘acknowledging support as a gift of time’
- ▶ Participants – always asked for feedback so that we can evaluate success and record their thoughts

Where are we going

- ▶ Using 150th anniversary (Oct 2020) as a Springboard for engagement
- ▶ Digitising archives as 'hook' content
- ▶ Support from community to fund portal to enable us to increase accessibility to the network
- ▶ Tender for portal
- ▶ Related focussed events strategy focussed on quality and quantity of outcomes (long term as good as short term)

Supporting Resource

Human resource

- ▶ Very positive relationship with Careers Department, Marketing and Head of College and Prep School (re parent participation in particular)
- ▶ In school – Careers Prefects

Technological

- ▶ Razors Edge
- ▶ LinkedIn

If starting from scratch

- ▶ Know where you will record job / industry data
- ▶ As a trial host a networking event with pupils, alumni and senior pupils in attendance ideal ratio 3 pupils to one 'professional'.
- ▶ Evaluate the success of the event amongst all attendees

Emma McFadyen, Head of Alumni Relations and Volunteering.
University of Exeter
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1,190

talks to tens of
thousands
of students



1,590

careers
questions
answered by email



2,062

students have
benefited from
mentoring partnerships
lasting between
6 and 12 months



2,500

working days
of strategic
advice

Top 10 most employable students in UK



Impact on student employability

Year of Graduation	Overall Graduate Destination Score	CMS Graduate Destination Score	% uplift /difference	Graduate Destination Score (GDS) excluding CMS participants
2015-2016	84.1%	90.2%	6.1%	83.6%
2016-2017	85.5%	92.6%	7.1%	85.0%

‘Do it! It’s a truly enriching experience, your confidence will be boosted immensely’

‘The best extra-curricular activity I have taken part in this year’

‘A really good source of information and advice that you would not have the opportunity to get without the scheme’

‘Everyone should apply. It’s a fantastic way to learn about your industry, make the contacts and gain the confidence needed for the future’

‘It really is such a great opportunity to gain a real insight into your chosen field and receive first hand advice’

‘Go for it! I have gained so much!’

Impact on alumni relations

- 80 – 90% of mentors are alumni
- 650 mentors
- 33,000 hours of time
- 92% would recommend becoming a mentor to someone they know
- Half of all mentors are still volunteering with us this year. The average returning mentor has 4 years' experience of the scheme
- Of the 369 alumni who have completed at least one mentoring partnership since May 2018, nearly 20% have financially supported the University, resulting in a total lifetime receipt amount of £96,348

Challenges

‘I’m finding it hard to prioritise what to tackle first – I’m doing lots of little bits in many places.’

‘The impact of what I’m doing is hard to measure!’

‘Staff don’t think engagement or volunteering is as important as fundraising!’

‘Now everyone knows I can approach alumni to help I’m being inundated with projects – some of them I’m really not sure about!’

‘Sometimes my job feels a bit lonely!’

Top tips

- Strategy – led
- Collaboration
- Avoid vanity projects
- Impact
- Stakeholder engagement
- Quality not quantity
- Stay sane – build your network!

Questions?



IDPE 2019 Annual Conference



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