



## Stakeholder Involvement, Challenges & Opportunities in Europe Compared

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### Challenges

- The world is **changing FAST**
- Expectations of stakeholders **have changed** – And **keep changing!**
- Are Career Services **ready** for it?
- Are Universities **equipped** for it?


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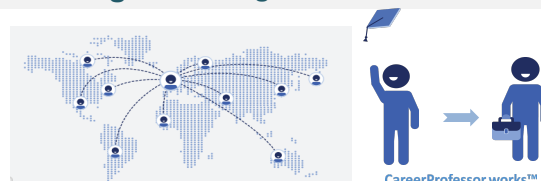
### Challenge: changing world

- 65% of children entering primary school today will ultimately end up working in **completely new job types** that don't yet exist
- 50% of subject knowledge acquired during the first year of a 4-year technical degree will be **outdated** by the time the student graduates
- 5.1 million **jobs will be lost** to disruptive labour market changes between 2015-2020
- By **2020** more than a third of the **desired core skill sets** of most occupations will be comprised of skills that are not yet considered crucial to the job today

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### Challenge: from HigherEd to world of work



#### Challenge for universities: What matters to students in study choice?

Reputation of this university	93%
Quality of research	90%
Earning potential of my chosen degree from this university	89%


Top 3 drivers re international study choice

Source: ISB 2016-17, i-graduate

### Challenge: scalability career service

You've redesigned your career service, it has all worked out perfectly and you serve 200 students per semester ...

Well done!  
**But ...**  
 Here's the problem




Your institution has 35,000 students, so you've reached **only 0.57 per cent of all students!**

(BTW - you have 250,000 alumni that you (should) serve as well, but let's set that aside for now).


Source: www.careerleadershipcollective.com/single-post/2017/05/01/The-Challenge-of-High-Quality-Career-Services-for-Tens-of-Thousands

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### For answers to questions

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