A photograph of a man and a woman shaking hands in front of a modern building with large glass windows. The man is on the left, wearing a dark blue suit and tie, looking up at the woman. The woman is on the right, wearing a light-colored blazer, looking down at the man. The background shows the architectural details of the building, including columns and glass panels.

***Planning Ahead:  
Development of university  
strategies to enhance the  
transition to employment  
of Surveying  
Undergraduates***

**Judy Smith & Steve May  
Kingston University**

# Why is this important?

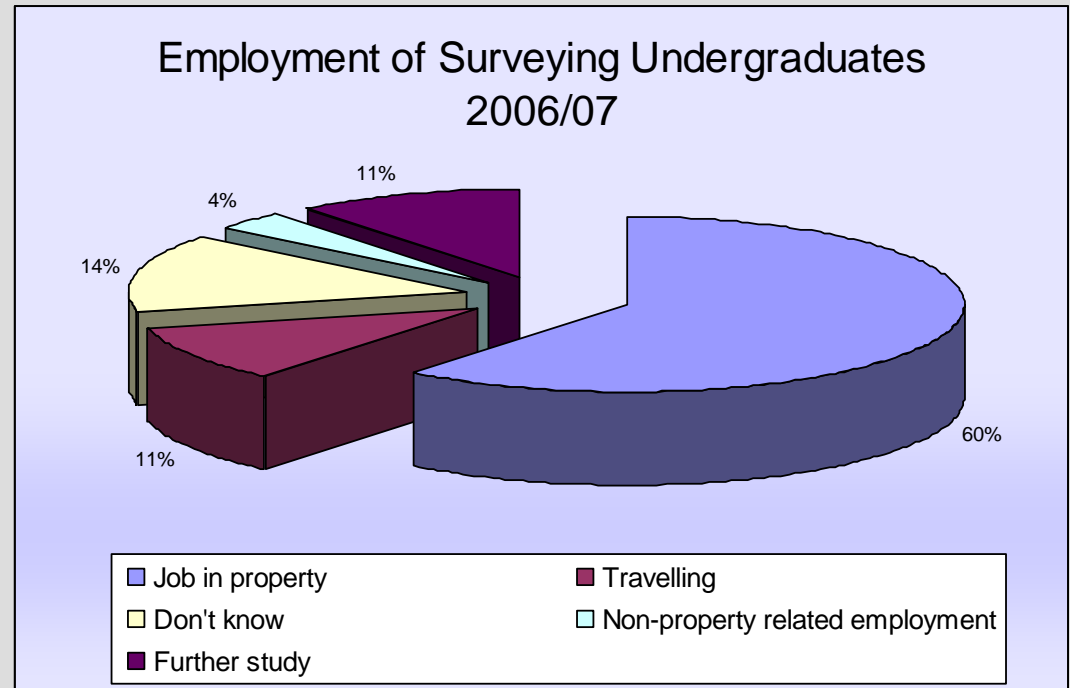
## Universities & Employability

---

- Continued expansion of graduate numbers despite introduction of tuition fees.
  - ***As the financial burden on students grows, the issue of employability is a growing and major concern***
- Universities facing growing competition in their recruitment drive
  - Employment statistics- important marketing feature
  - Reflected in University league tables
  - Student satisfaction surveys
  - Requirement to meet professional accreditation by RICS

# The Problem

- Insufficient student placements in **leading** surveying firms
- Recent ISR *identified lack of support by School/University as key issue*



***NB Of the 60% none are in leading property consultancies***

# Aim

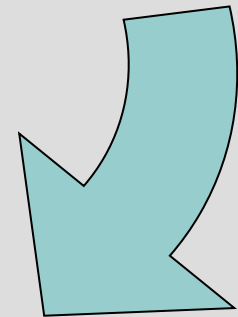
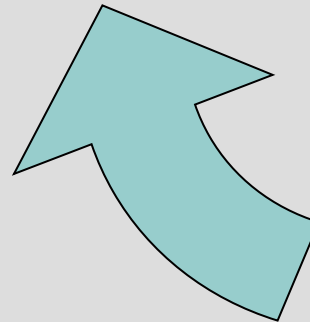
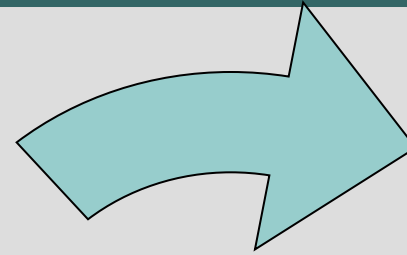
---

- To optimise the employability of graduates within the School of Surveying & Planning by developing better relationships .

**Young  
professionals  
/employers in  
practice**

**Academics**

**Students**



# Research Objectives

---

1. To investigate the meaning of employability

2. To identify themes in surveying employment selection criteria

3. To identify issues our graduates encountered in applying for jobs

4. To identify mechanisms to support students

# Objective 2 -Surveying firms – skills selection criteria

---

Qualifications

Technical skills

**Market awareness**

Report writing skills

Time management

Numeracy skills

**Presentation skills**

Self reflection

**Team working**

Leadership skills

**Articulate communicator  
Written & verbal**

Organisational skills

Ability to work  
under pressure

Ability to work  
independently

**Willingness to  
learn**

**Interpersonal skills**

Work experience

**Knowledge  
of your firm**

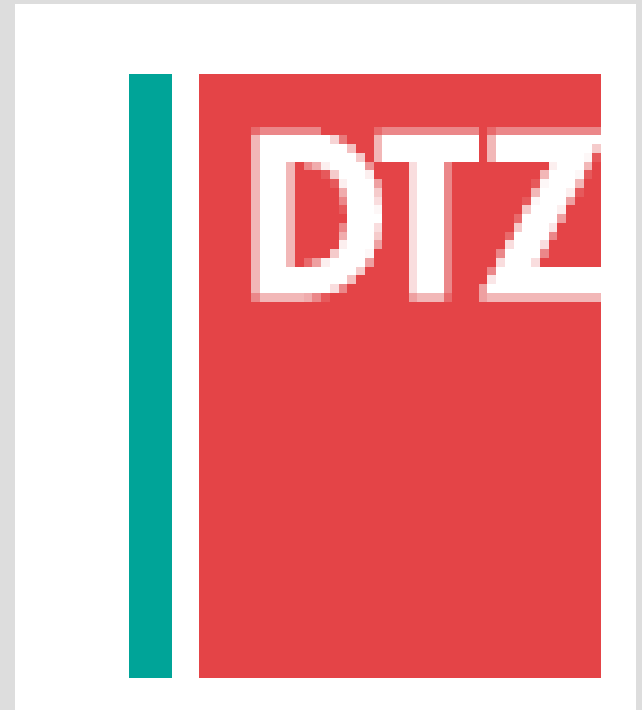
# It's tough out there!

## An example

---

### Second year **8 week** summer placement with DTZ

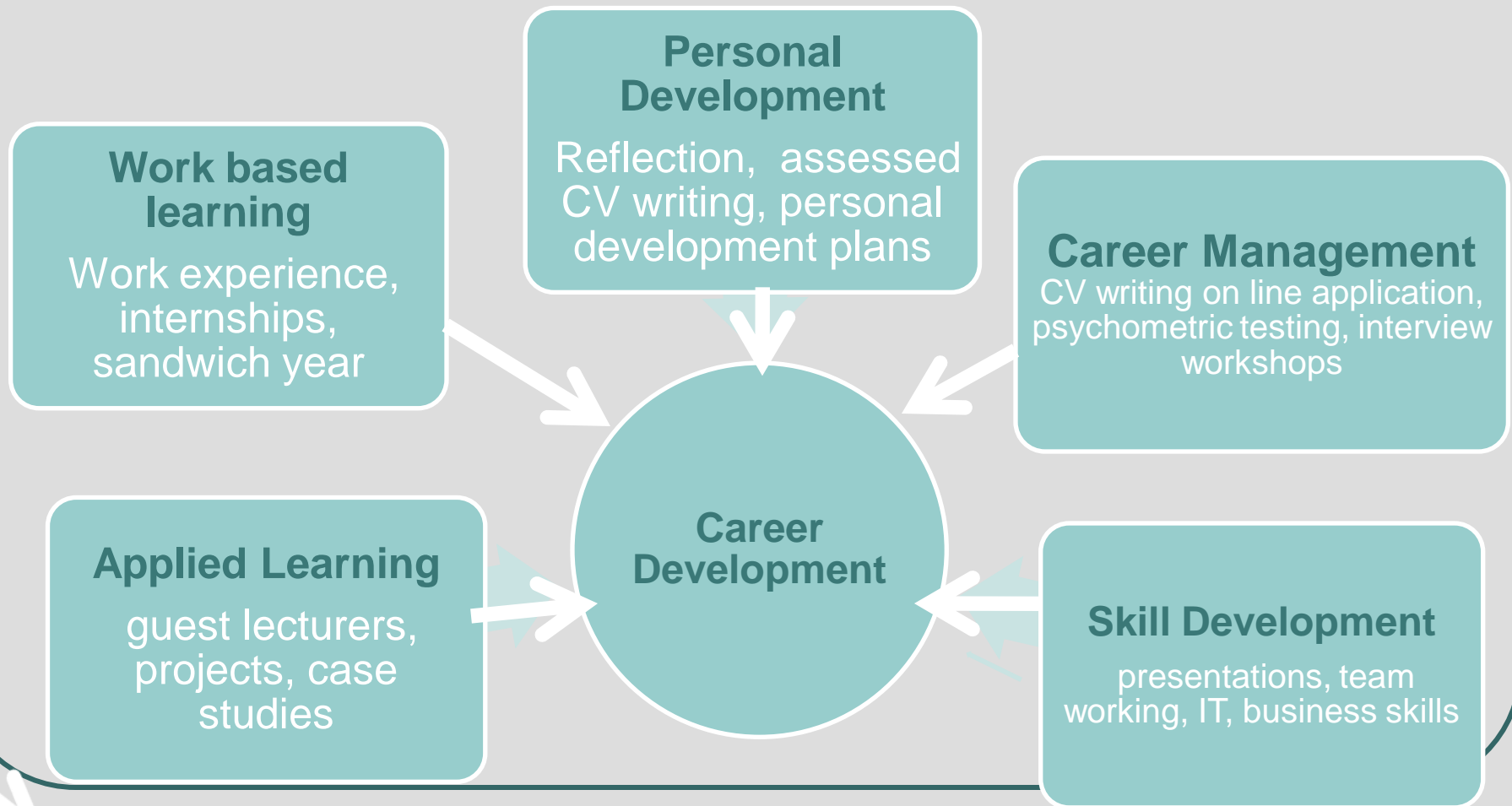
- 40 minutes telephone interview
- Shortlist 40
- Day interview 11am-6pm
  - Numerical reasoning test
  - Written exercise
  - Verbal case study
  - Group exercise
  - Social event



# School of Surveying

## Plan of Action

---



Source: adapted from Rae 2007



# 1. Personal Development

## Assessed CV writing, reflective diaries & PDP

- Assessed CVs
  - Start in first year
  - Encourage work experience
    - Property related
    - Non- property related
    - Charity work
      - National Trust
  - Join clubs- evidence of team sports
  - Join professional bodies
    - RICS- free student membership
    - Attend RICS events
  - Second language **Growth area –**
- Reflective diaries-
  - group dynamics learn from experience, critical review

Kingston University London

SCHOOL OF SURVEYING &  
PLANNING

CVs AND APPLICATIONS



# 2. Career Management

## Careers board on studyspace

### Explain in Induction across years 4, 5 & 6

Announcements for

- employer presentations
- Workshops (assessment centres/interviews/CV writing)

• Job adverts-smaller firms- how to apply

• Job application deadlines- graduate schemes for major firms

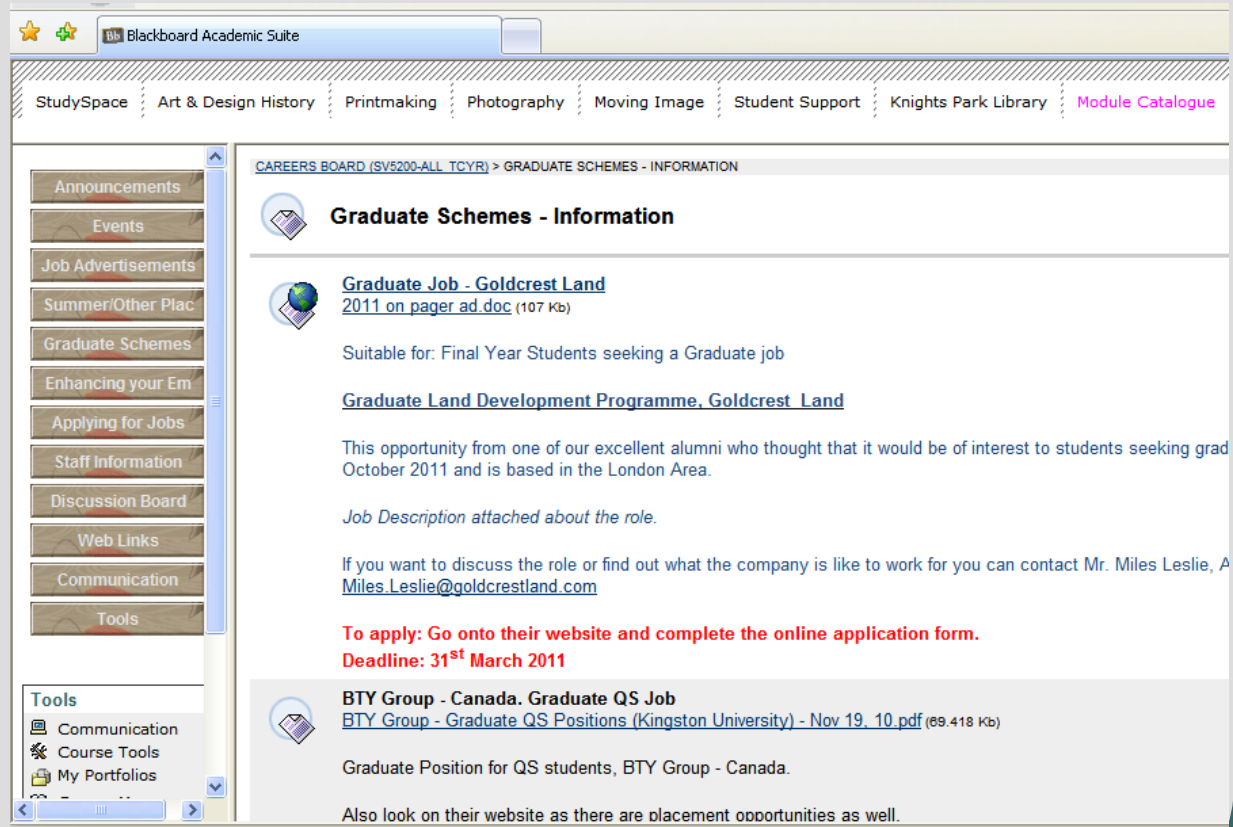
Skills section-

- helpful websites
- Booklet- Applying for a Job

• Voluntary work/short work placements

**Support of a good administrator**

**Emails regularly sent**




The screenshot shows the Blackboard Academic Suite interface. The top navigation bar includes links for StudySpace, Art & Design History, Printmaking, Photography, Moving Image, Student Support, Knights Park Library, and Module Catalogue. The main content area is titled 'CAREERS BOARD (SV5200-ALL TCYR) > GRADUATE SCHEMES - INFORMATION'. It features a left-hand menu with options like Announcements, Events, Job Advertisements, Summer/Other Plac, Graduate Schemes, Enhancing your Em, Applying for Jobs, Staff Information, Discussion Board, Web Links, Communication, and Tools. The main content displays two job listings: 'Graduate Job - Goldcrest Land 2011 on pager ad.doc (107 Kb)' and 'BTY Group - Canada. Graduate QS Job'. The first listing includes details about suitability for final year students, a contact person (Mr. Miles Leslie), and a deadline of 31st March 2011. The second listing is for a Graduate QS Position for QS students at the BTY Group in Canada.

[http://lms.kingston.ac.uk/webapps/blackboard/content/listContent.jsp?course\\_id=5823972\\_1&content\\_id=1791500\\_1&mode=reset](http://lms.kingston.ac.uk/webapps/blackboard/content/listContent.jsp?course_id=5823972_1&content_id=1791500_1&mode=reset)

# Career Management- Employability skills workshops

- Psychometric numerical tests
  - Web site [www.shl.com](http://www.shl.com)
- CV writing workshops
- On line application workshops
- Interview technique
  - Firm run assessment centres
  - Speed interviewing

Numerical Screening Online (Standard) - Windows Internet Explorer  
http://www.ort.test.shlsolutions.com/player/InstrumentPlayer.aspx?Candidate\_ID=464758&Guid=7760B41D-E217-425A-B67A-FEECE26D501E&Ran...

Minutes Remaining **38** Test Progress 

**shl**  
PEOPLE PERFORMANCE

**Sovereign Bathrooms**  
Source of product enquiries

**Last Year**

Source	Percentage
Mailshots	36%
Newspapers	25%
Radio Adverts	15.5%
TV Adverts	15%
Telesales	8.5%

**This Year**

Source	Percentage
Mailshots	40%
Newspapers	25%
Radio Adverts	15%
TV Adverts	10%
Telesales	10%

**Question 9**  
If newspapers generated 22,500 enquiries last year, how many enquiries did TV adverts produce that year?

7,650

8,437

11,210

13,500

Cannot Say

# Career Management

## Completing on line application

---

### Presentations by firms- what to watch out for

- Check web site for recruitment guide- JLLS, Davis Langdon
- Take time- save, continue
- Do not edit and paste other applications
- **Check & recheck for grammatical and spelling mistakes 100% correct**
- Answer questions specifically
  - Ensure your information is relevant
- Complete every area of form, stick to word limit, use examples especially if working in a team
- **Knowledge of company**
  - **Check website**
  - **Relate application to company**
  - **Latest issues/news**
- Appreciate different surveying routes
- **Appreciate range of specialist jobs and personality required**
- **Develop strong solid reasons why you want a career in surveying**

# Career Management

## Firm run assessment centre

---

- DTZ involving ex Kingston graduates
- Group discussion based on role play
- Interview in group
  - Commercial awareness
  - Business analysis
  - Building relationships
  - Innovation/creativity
  - Forward thinking
  - Enabling delivery

### DTZ Tips

Think about eye contact, facial expressions as well as verbal  
Express your views- calm, confident manner  
Try to reach a conclusion  
Make a contribution  
Firms need diversity and different types of people for different types of jobs

# Career Management

## Employability skills speed interviews

- **Speed interview evening with 26 employers**
  - **Positive feedback**
- Links with industry
  - CBRE, JLLS, Cushman Wakefield, Knight Frank, British Land, Bidwells
  - Hyundai, Rider Levett Bucknell,
  - Local Authorities ,Indigo Planning, Savills
- Strong Alumni connections
  - Practitioners guest lectures
  - Employ Kingston graduates



Speed interview evening

# Career Management Alumni social event

---

- Set up Surveying & Planning Alumni Society website
- Alumni database with graduates over 3 decades
- Social launched September 2009 at RICS HQ now meet approx twice a year in London
  - Questionnaire
- Alumni members now feeding back into School-
  - guest lectures
  - Advertise vacancies





### 3. Applied learning

# Alumni involved in project work

- Level four students
- **Site visit**
  - Arrange visits over office buildings in London relating to a project
  - Talk with agents
- **CBRE Alumni member assists in marking of group presentations**

Tower 42  
City of  
London

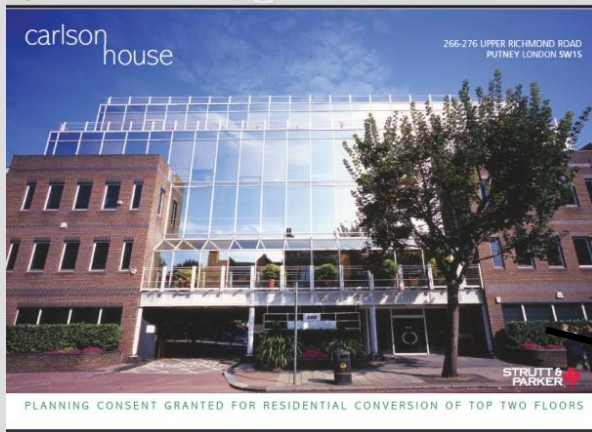




# Applied Learning

## Deal or no deal!

Fun group exercise run in 'enrichment week' by member of Alumni from Lambert Smith Hampton on the practical process of completing a property deal



Networking

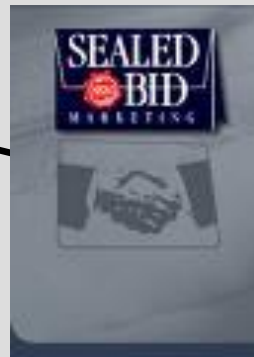
Excellent student feedback

Property Investment market

Practical implications

Market players?

Investment process



# 4. Skills Development & Applied Learning Presentations & Business skills

---

- ***Prepare students in first year***
- Assessed group presentations- involve alumni to assess
  - Advisory papers available on line
  - Presentation marking schedule
- 2<sup>nd</sup> year DTZ Challenge
  - Prize money for best group presentation based on field trip to Dublin
- ***Assessed minutes*** from group meetings for group work
- ***Report writing***
- ***IT skills*** included within curriculum

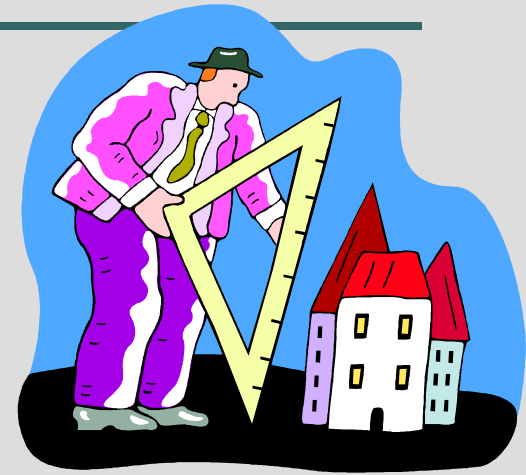


# 5. Work based learning

## Relevant Work Experience

---

- Shadowing scheme –
  - Write CV
  - 1 day in a firm level 4
  - Assessed reflective diary & report on company
- Summer placement- 4-12 weeks- level 4/5
  - Look for firm's initiatives eg internships on web sites
- Apply for 1-2 weeks work experience (unpaid) in Research department
- Local firms- 1 day per week/weekend work
- Sandwich placement- level 5



# Work based Learning Internships for level 5 students

---

- Shanghai initiative
  - Complete essay on Chinese market
  - CV & covering letter & interview
  - Summer placement in China- Shanghai office 4-6 weeks
  - 1 post grad & one undergrad vacancy
- DTZ 8 week summer placement
  - 40 minute telephone interview
  - 1 day assessment centre
- Knight Frank Internship 8 weeks over summer



# Work based learning

## Other Experience

- Part-time jobs-
  - customer skills/leadership/time management
- Interests-
  - Society membership/team activities/sports
  - Charity- fund raising - marathon etc
  - Voluntary work-property related & non
    - National Trust, Student Union,
  - Student mentoring schemes



**Make yourself stand out from the crowd**

# Impact

---

- Final year UG students starting to get jobs in leading consultancies and with Alumni employers
- Second year students obtaining successful internships in leading consultancies
- First year students starting to build up work experience




# Moving forward

---

- Offer PG programmes
  - Introduced a suite of property specialist masters programmes- Sept 2011
- Setting up Careers Fair in Oct 2011
  - Involve HR from firms-
- Aim to improve market awareness
  - Mini student led conference
    - Research topical issues
    - Present to staff and students
  - Debating Society





A photograph of a man and a woman shaking hands in front of a modern building with large glass windows and white columns. The man is on the left, wearing a dark blue suit and a light blue tie, looking up at the woman with a smile. The woman is on the right, wearing a light-colored blazer, looking down at the man. The text "Thank you for listening Any Question?" is overlaid in the center in a bold, teal, italicized font.

***Thank you for listening  
Any Question?***