

## **The International Employer Barometer for Scotland**

### **THEME:**

Activities to **support post-graduation employment of international students in Scotland**

### **OUTLINE:**

The International Employer Barometer for Scotland provides insight into the needs and perceptions of recruiters, by surveying the opinions of employers from large multinationals to small companies. The study covers the perceived importance and satisfaction with key soft skills, hard skills and personality traits along with employers' needs for support services from Scottish institutions. This study will provide vital information and market intelligence for Scotland and its institutions, enabling an understanding of the needs of employers and to foster stronger relationships between careers services and recruiters.

### **OUTCOMES:**

- An understanding of the international dynamic (what employers think of international students studying in Scotland and its institutions / how international their businesses are / whether they would recruit international graduates for Scotland)
- Awareness of the needs and expectations of employers regarding international students and careers services
- An understanding of how to foster stronger relationships between careers services at Scottish institutions and recruiters.
- Analysis by size of company, sector, degree of internationalisation and location

### **FEASIBILITY:**

The International Employer Barometer was established in a pilot study in 2007. 233 employers representing over 750,000 employees responded and the results were published by the Council for Industry and Higher Education (CIHE) in the report '*Graduate Employability: What do employers think and want?*' February 2008.

### **WHAT DOES THE PARTNERSHIP INCLUDE?**

- Consultation - We work with each institution to agree the process
- Survey design and coding - We deal with all design and technical aspects, including coding and building of questionnaires
- Advice on how to maximise the response from employers
- Management of the response process, analysis of results and delivery of a personalised report to each institution
- Central annual report for all Scotland
- Incentives (prize draw)

Likely to be delivered in partnership with AGCAS

### **UNIVERSITY REQUIREMENTS:**

- Send e-mail to employer contacts
- Send two reminder e-mail alerts to employers

### **CENTRAL (GOVT) COST:**

£25,000

### **MATCHED FUNDING REQUIREMENT:**

£25,000 – Under £2,000/university

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