

Agenda: TLC/23/17(a)

Destinations of Class of 2011 First Degree (undergraduate) Leavers from Higher Education report for Teaching and Learning Committee



Title	Destinations of Class of 2011 First Degree (Undergraduate) Leavers from Higher Education
Author	Linda Buckham, Director, Careers and Employability Centre David Gillman, DLHE Management Information Administrator.
Type	Report and Discussion Paper
Date	14 th November 2012
Strategic context	National league tables and employability
Summary	<p>This annual report for the class of 2011 first degree (undergraduate) leavers from higher education provides a summary and comparative analysis about the first destinations (work, further study/training and unemployment) of Sussex graduates six months after graduating.</p> <p>This data-set is collected for HESA using a national survey collection method designed by HESA and the data is published in the national league tables data.</p>
Essential reading	A new resource that includes all key DLHE data-sets and School analysis can be found at the Careers and Employability Centre website at: http://guides.careers.sussex.ac.uk/dhle2010_11
Risk analysis	Consistently poor performance in the national league tables will have an impact upon student recruitment
Resource implications	n/a
Effective date of introduction	n/a
Recommendation	For discussion at UTLC and in all School Teaching and Learning Committees. The Careers and Employability Centre will be happy to send a professional member of the team to explain the DLHE data and answer your questions.

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1. Executive Summary

Each year the Careers and Employability Centre surveys recent leavers from the University of Sussex as part of a national higher education survey designed by the Higher Education Statistics Agency (HESA) and the data gathered by higher education careers services to identify first destination outcomes at six months after leaving higher education and provides the national data used in the National League Tables.

Appendix 1 describes how this survey is collected to the quality standards set by the Higher Education Statistics Agency (HESA). The national data referred to in this report is taken from the Destinations of Leavers from Higher Education Institutions 2010/2011 published by the Higher Education Statistics Agency (HESA), summary details of which will be found at: <http://www.hesa.ac.uk>

This report covers all first degree (undergraduate) leavers who completed courses between September 2010 and August 2011; known as 'the class of 2011'¹.

This survey includes full time, part time, first degree and undergraduate diploma qualifiers from UK and EU domiciles (therefore international non EEA graduate destinations are not included in this survey).

University of Sussex Class of 2011 Headline facts

- 80% of first degree leavers were in work, work and study or further study (*86% in 2010*)
- 62% of employed first degree leavers were in graduate level work (*71% in 2010*)
- 55% of all first degree leavers were in work (*56% in 2010*)
- 24% of all first degree leavers were solely in further study/training (*21% in 2010*)
- 12% of first degree leavers were unemployed (*7% in 2010*)
- The top 3 industries employing University of Sussex first degree leavers were: wholesale & retail; Education and Professional, Scientific & Technical Services (totalling 42%)
- Sussex was set an Employability Performance Indicator of 91.0% and achieved 87.2% (thereby missing the EPI by 3.8 %. Sussex is ranked 12 (out of 12) in the 1994 Group down from 4th last year.

The graduate labour market is complex because it exists within a wider labour market which is affected by changes in both the UK and global economies. When graduates who we are calling the class of 2011 left university, the labour market was continuing to experience turbulence as the UK economy struggled with negative growth and a dip back into recession². In spite of this and the continuing lack of stability in the Eurozone - which was affecting growth in the global economy - at the time of the survey 166,280 graduates for class of finalists of 2010/2011 were in employment in the UK; that is 7,700 more graduates than in 2009/2010.

Nationally the outcomes of the class of 2011 graduates are better than feared given the weakening in the economy and further job losses from the cuts in public spending; however the Sussex first

¹ Data for previous years' leavers is available on the Careers and Employability Centre website: <http://www.sussex.ac.uk/careers/whatourgraduatesdo>

² Oxlade, A, 2012, Economy watch: what caused the return to recession and how long will it last. This is Money.co.uk. 6th July 2012.

destinations outcomes remains an underperforming conundrum which we must now, as a University recognise and embrace a paradigm change in our thinking and behaviours to enable Sussex finalists to make a more successful transition from University to work or further study each year.

2. About this report and where you can a wider range of information at a new web-resource the Careers and Employability Centre has developed

Full analysis of the destinations of leavers data for the class of 2011 will be found at a new Destinations of Leavers from Higher Education web resource which can be seen at the Careers and Employability Centre website at:

http://guides.careers.sussex.ac.uk/dhle2010_11

Content of the First Destinations of Leavers from Higher Education Class of 2011

includes more information than is included in this report :

Home and national labour market research

Main Destinations (This shows the top level results from the collection such as employment rates and further study and places this alongside national figures)

Level of jobs of Sussex leavers

Further Study

Unemployment

Equality Analysis for the class of 2011 Sussex DLHE: age; socio-economic analysis; gender; disability; ethnicity

School Level details (Each school will have information in a number of top level dlhe areas such as (un)employment rates, further study rates, graduate level job performance, industrial sectors and examples of job titles and employers.)

References and appendices

This report highlights key outcomes including levels of job, employment sectors, salary, locations of employment and further study/training. The report illustrates trends using historical data and also provides broader comparison with other higher education institutions and national data including the HESA Employability Performance Indicator.

The first destinations of leavers from higher education class of 2011 report presents further data analysis is provided for in detail analytical information for academic Schools of study/departments within the DLHE report at http://guides.careers.sussex.ac.uk/dhle2010_11

The DLHE report also presents analysis of the data in relation to outcomes for specific demographic groups in relation to equality and diversity including gender, ethnicity (and soon to follow, social class analysis which will be valuable in the analysis of First-generation scholars outcomes and reporting to the Office of Fair Access (OFFA) in the future.

3. First destination outcomes of 2011 University of Sussex first degree (undergraduate) leavers

Table 1 provides detailed information about the main first destination outcomes for the University of Sussex with historical national comparative data. Unless otherwise stated, figures are given as percentages of total responses with actual numbers in brackets. 2011 Sussex data shown is for UK full time undergraduate first degrees who successfully completed. It is worth pointing out that HESA generally round numbers to the nearest multiple of 5.

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The first destinations outcomes for the class of 2011 first degree leavers reflects the difficult position graduates find themselves in this year in comparison to previous years in relation to employment, unemployment and further study. The number of Sussex graduates in employment only (excluding those in work and study) has decreased to 49% and this is well below the 2011 national average (64%) and is a notable decrease on the previous results shown by Sussex. The University still retains a higher than average further study/training only rate (24%), than nationally and this does contribute to positive outcomes.

We have also seen a serious increase in the unemployment rate this year (11% compared to 7% in 2010) and a new targeted Graduate Plus initiative was launched in the autumn 2012 (to track and target all class of 2012 unemployed graduates with specialist job-search services).

- 80% of first degree leavers were in work, work and study or further study (86% in 2010)
- 57% of all first degree leavers were in work and work & study (65% in 2010)
- 24% of all first degree leavers were solely in further study/training (21% in 2010)
- 11% of first degree leavers were unemployed (7% in 2010)

The University of Sussex data for the class of 2011 detailed in Table 1 is showing a marked decline in employment, an increase in unemployment and an increase in further study/training.

Table 1: First destination outcomes for the University of Sussex with historical national comparative data (in bold). National Data is taken from HESA

Destination Categories	2011 Sussex	2011 National	2010 Sussex	2010 National	2009 Sussex	2009 National
Employed	49% (793)	64% (136230)	56% (885)	64% (130250)	54% (860)	60% (136595)
Work & Study	8% (123)	8% (17455)	9% (137)	7% (14715)	8% (122)	8% (18770)
Further Study Only	24% (391)	15% (30920)	21% (333)	15% (30515)	23% (368)	17% (39120)
Unemployed	11% (186)	9% 19730	7% (113)	9% (18540)	8% (137)	9% (20945)
Other	9% (142)	1% (9230)	7% (111)	5% (9185)	7% (111)	5% (11750)
Total Responses	1635	213570	1579	203205	1598	227180
Total in Survey	2104		1969		1953	
Response Rate	78%		80%		82%	

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Table 2 Key destinations outcomes University of Sussex data for employment, further study and unemployment (2009 to 2011)

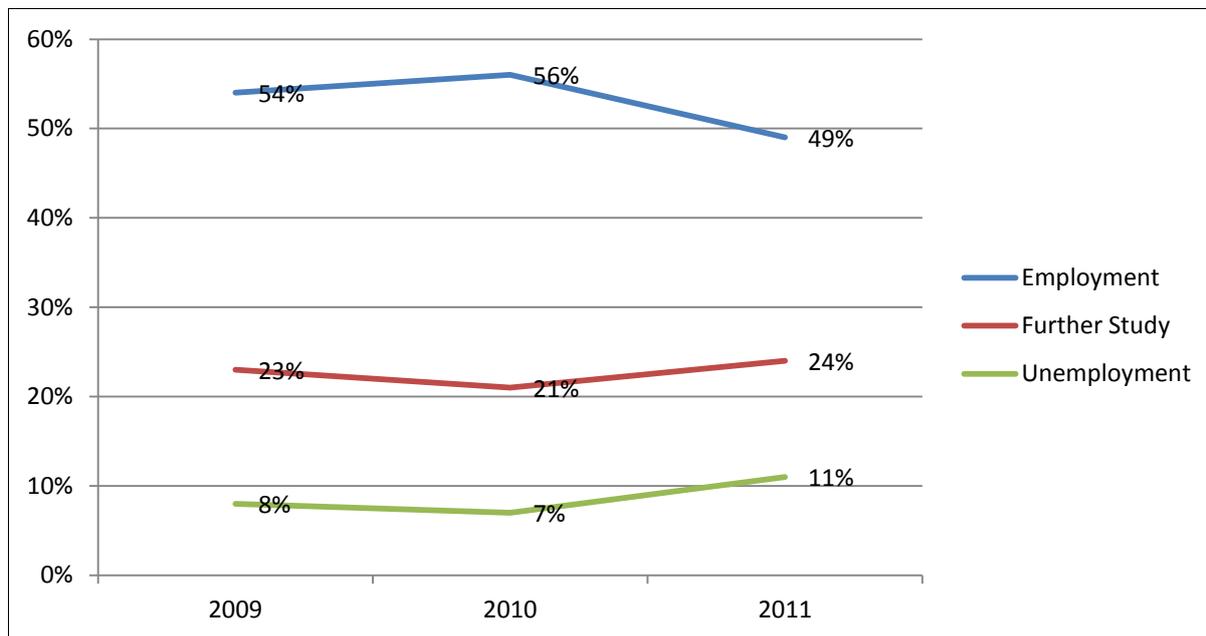
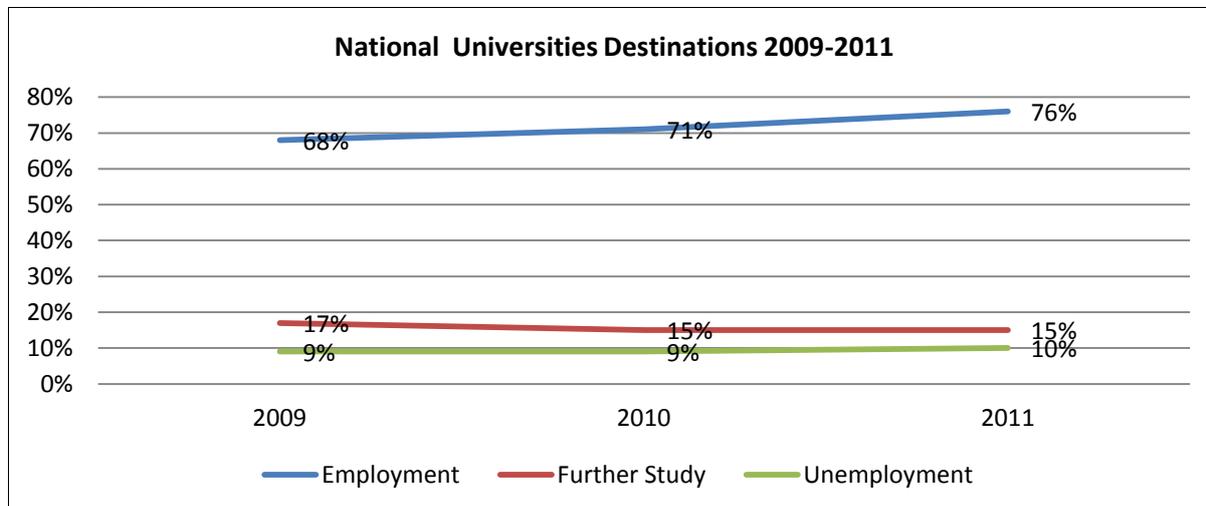


Table 3: Key destinations outcomes national data for employment, further study, unemployment 2009 to 2011



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4. Destination of Leavers from Higher Education Longitudinal survey of 2006/2007 leavers 3.5 years later published in September 2011

This latest report conducted between HESA and a sample of higher education institutions and published by HESA³ provides survey- findings for a longitudinal survey of leavers who completed their higher education course at an higher education institution in the UK in 2006/2007. Three and a half years later the survey indicates that identified that employment rates remained high for the graduating sample with: 81.1% in employment; 5.3% in work and study; 6.5% in further study/training; 3.5% unemployed and all other categories (e.g not available for work etc) 3.6%.

5. Comparison with other institutions: the HEFCE Employment Performance Indicator (EPI)

Each University is set an Employability Performance Indicator (EPI) benchmark by the Higher Education Funding Council for England (HEFCE) and this is published by HESA. This indicator expresses the number of graduates who are working, studying or both as a percentage of those who are working, studying, undertaking a combination of the two, or seeking work.

Each University is set an EPI benchmark target which is based on the sector average and then adjusted for each institution to take account of factors which create differences between institutions, such as subjects of study, entry qualifications required, ethnicity, age on entry and gender.

These differences between institutions mean that comparing institutions with very different benchmarks may be inappropriate, despite the fact that the use of EPIs encourages comparison. To emphasise this, HESA provide context figures to aid interpretation of the data, with details of, for example, the percentage of medical, dental or veterinary graduates (who often go directly into professional employment) for each institution, and the proportion of sandwich course students (whose work experience often gives them an advantage when seeking employment). Similarly, HESA stress that comparing average values for the whole higher education sector, or even subgroups of it, may often not be meaningful due to the differences between institutions. Hence the best way to gauge the performance of one institution against the sector as a whole is to compare its PI achieved against its own PI benchmark target.

Sussex was set an Employability Performance Indicator of 91.0% and achieved 87.2% (thereby missing the EPI by 3.8 %. Sussex is ranked 12 (out of 12) in the 1994 Group down from 4th last year. http://www.hesa.ac.uk/index.php?option=com_content&task=view&id=2071&Itemid=141

Appendices 2 and 3 show the 2011 Employability Performance Indicator data for the 1994 Group (<http://www.1994group.ac.uk>) and Russell Group (<http://www.russellgroup.ac.uk>) institutions respectively, alongside a breakdown of main destinations for each university. For each group, institutions are ordered by the Performance Indicator percentage difference, highest first.

³ The Destinations of Leavers from Higher Education Longitudinal Survey 2006/2007 (September 2011), Higher Education Statistics Agency, www.hesa.ac.uk

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Appendix 2 shows that in 2011 Sussex achieved a Employability Performance Indicator of 87.2% Sussex is now placed 12 in the table of 1994 group universities.

Appendix 3 shows Russell Group institutional employability performance

The Careers and Employability Centre has also undertaken comparative analysis of graduate level jobs and unemployment to provide illustrative information about competitor outcomes. See tables 4 and 5 below for 1994 Group and Russell Group comparisons for the class of 2011 first degree undergraduate performance.

Table 4: Comparison of class of 2011 graduate level jobs and unemployment rate for 1994 Group

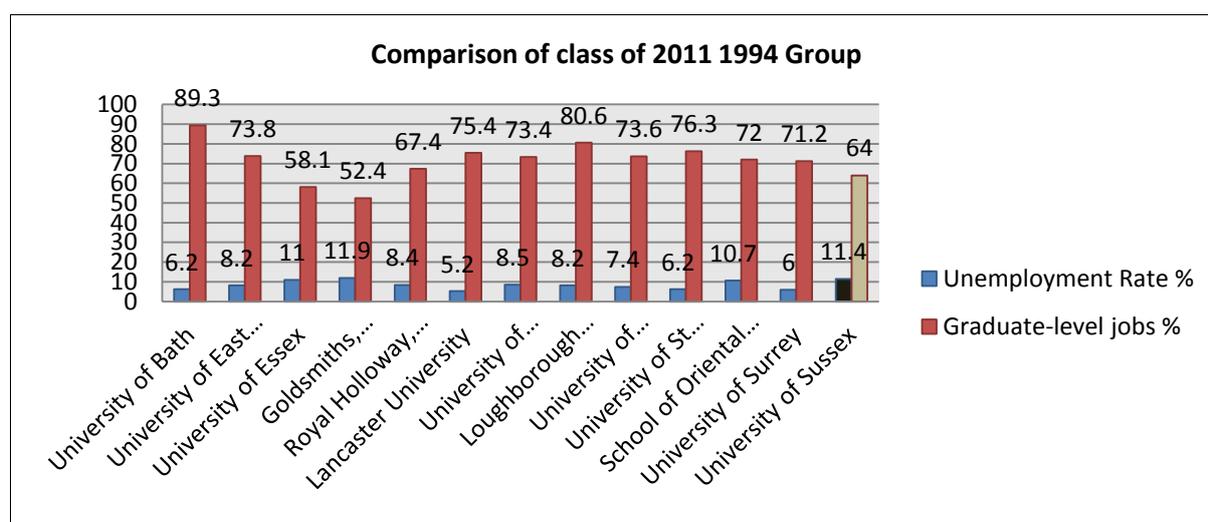
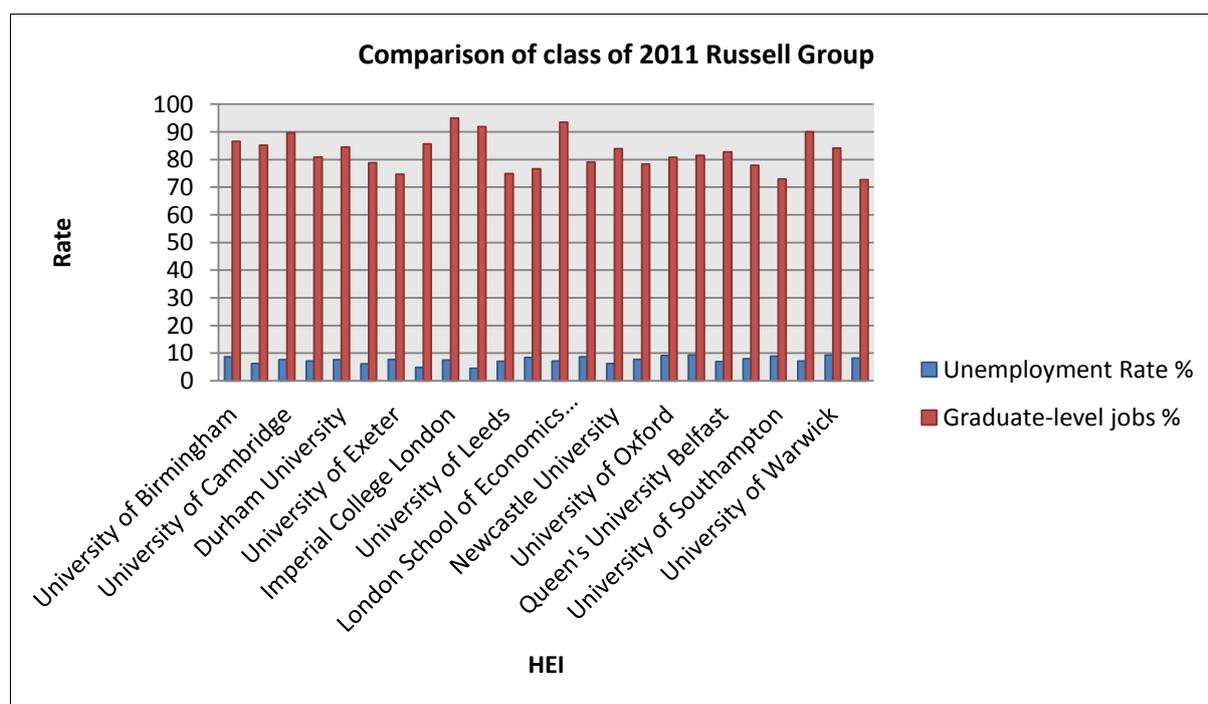


Table 5: Comparison of class of 2011 graduate level jobs and unemployment rate for Russell Group



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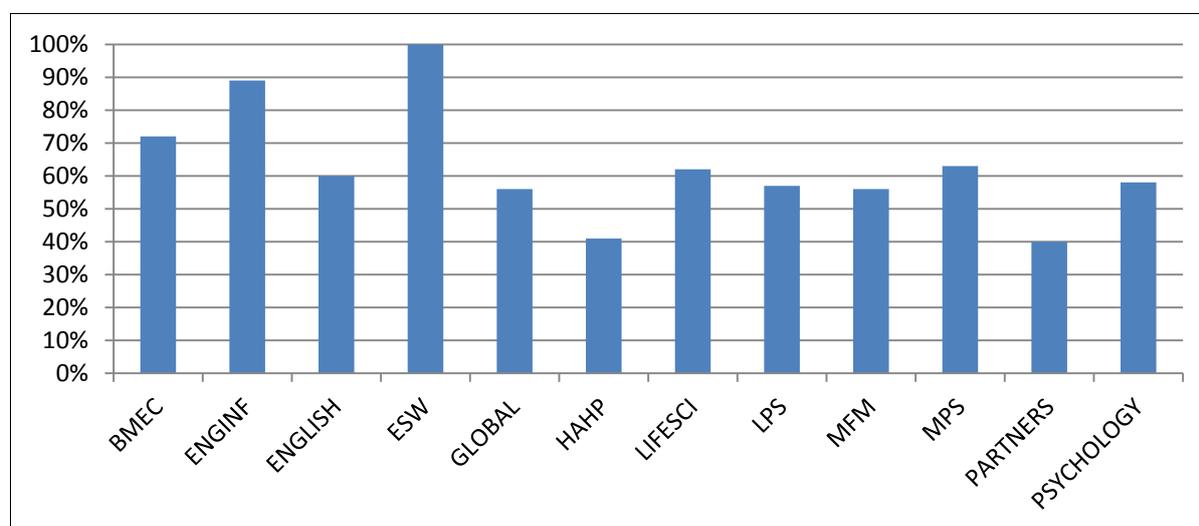
6. Graduate Level of jobs for the class of 2011 University of Sussex undergraduate first degree leavers

Table 1 shows that 55% of University of Sussex undergraduate first degree leavers were working six months after graduating, either as their sole activity (49%) or in a combination with further study (8%). Of those working, 62% of the University of Sussex employed first degree leavers were in graduate level work (71% in 2010 and 70% in 2009) as defined by the Elias and Purcell (2004) classification which defines graduate level occupations classifying them into four distinct categories⁴. See appendix 4 for further details of the Elias and Purcell classification. Analysis also reveals that for the University of Sussex class of 2011 the highest proportion were in the category of:

- *niche graduate jobs* (174);
- *traditional graduate jobs* (130);
- *modern graduate jobs* (125);
- *new graduate jobs* (138).

The information displayed in Table 6 (below) details the graduate level jobs by School of study for the class of 2011 first degree leavers and reflects a downward trend in graduate level jobs for the class of 2011. Whilst this illustrates the competitive nature of the graduate labour market in an economic downturn this is not the whole story and a new paradigm approach has been launched in 2011/2012 the requirement for the Careers and Employability Centre to contribute to time-tabled/and or curricular employability development interventions (the Employability Accelerator Programme) from level 1 onwards.

Table 6 Graduate level jobs for class of 2011 by School of Study



Further analysis of the headline futures for graduate level jobs reveals that some Schools of study are performing very strongly in relation to the graduate level jobs measure (School of Business Management and Economics; School of Engineering & Informatics; School of Education & Social Work).

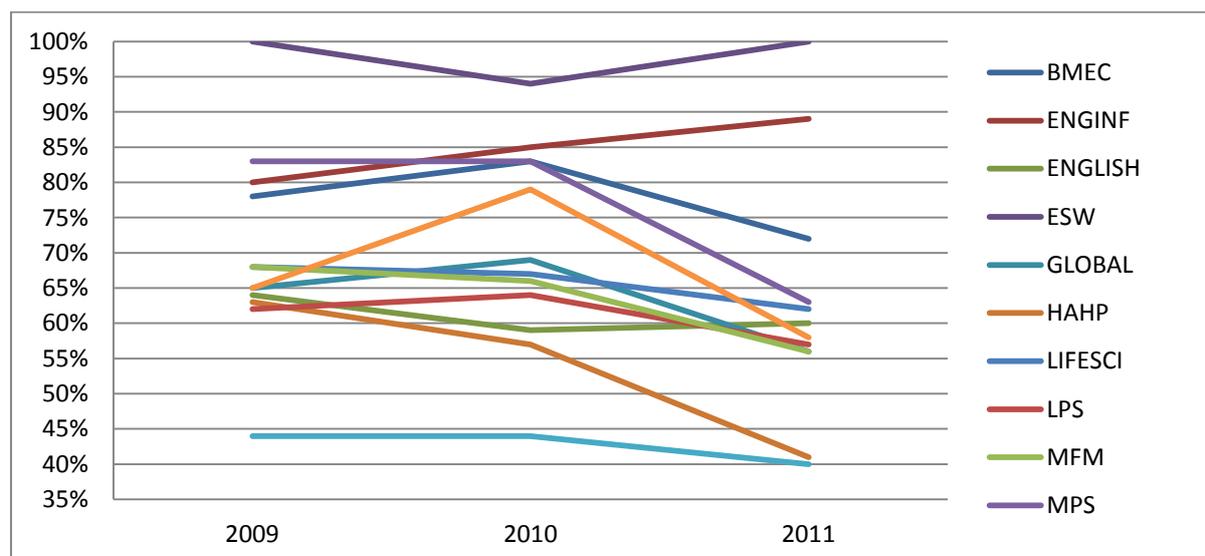
Table 7 provides a 3 year perspective of graduate level jobs in each of the Schools of study at Sussex. Other Schools of study are hovering around the 60% to 70% graduate level jobs profile outcomes and need to increase consistently in a robust manner to contribute to the University goals in relation to top ten position in the national league tables.

⁴ Traditional graduate occupations; modern graduate occupations; new graduate occupations and niche graduate occupations.

The outcomes for partner institutions (BIMM), whilst understandable given the limitations of graduate level roles in the music industry, clearly require attention.

In general, when looking at our competitors in the 1994 and Russell groups, the University of Sussex would have to demonstrate an 80% graduate job level profile at six months point after graduation in all Schools of study to re-position the University into the top-ten position in the national league tables.

Table 7 Graduate Level jobs 2009-2011 in University of Sussex Schools of study



7. Employment locations of Class of 2011 first degree undergraduate leavers

Using postcode information of employers, 47% of employed leavers were working in Brighton and Hove, East and West Sussex. This represents an increase from the 2010 figure (37%) but consistent with the 2009 figure (44%). The consistent view of Brighton and Hove Economic Development forum over the past 10 years is that, whilst Sussex requires highly skilled talent to stay in the region to contribute to local growth markets (e.g. digital and creative industries and financial services industries) in general, too many Sussex (and University of Brighton) graduates stay in the area and leave their job and career search too late after graduation thereby missing national and global opportunities. A challenging view - worth further debate - is that whilst Sussex graduates have strong intellectual knowledge capital with high UCAS point scores they also appear to lack ambition, drive or leave it too late to explore the graduate opportunities! Perhaps as an institution we also collude with the view about working locally after graduation. Sussex shares this dilemma with other universities located in attractive geographical locations!

The annual publication, *What do Graduates do?*⁵, focusing upon an analysis of the national class of 2011 graduating cohort identifies that London continues to have the largest share of graduates and the overall distribution around the country is remarkably similar to the 2010 analysis with no significant changes. Graduates entering science jobs were most likely to start work in Oxfordshire or Cambridgeshire, but Merseyside, Surrey, Norfolk or Aberdeen were some of the more common other areas of employment. Aberdeen, and the local oil and gas industry was also the class of 2011

⁵ *What do Graduates do?* 2012 edition (focusing upon the 2011 national graduating force), HECSU/AGCAS, AGR, UCAS, www.hecsu.ac.uk

graduating cohort's common starting location for graduates going into engineering with other popular working regions including Warwickshire, Surrey and Derby.

London – in the shape of the City and Westminster – was the most common place for graduates going into IT to start work. IT graduates were quite spread out across the country and outside the capital. Surrey, Cambridgeshire, Hampshire, Hertfordshire, Belfast and Tyne and Wear were the most common starting areas for graduates going into computing jobs. In the arts, London dominates, but areas outside the capital that were popular included Merseyside, Hertfordshire, Surrey, Manchester, Kent, Glasgow and Edinburgh. Since business and finance constitute a large proportion of graduate vacancies, there are large clusters of graduate employment around London and the South East where many of the largest finance houses and businesses are based.

Sussex graduates with their pre-disposition to stay locally to further sample the delights of the entertainments in the area are advised to move out of their 'comfort zones' and recognise that vacancies in the public sector, energy, retail, IT, health, education and social care etc, transcend regional boundaries and bright able graduates must be prepared to relocate geographically to stand the best chance of employment in certain sectors to obtain access to the broadest range of graduate vacancies.

8. Salaries of Class of 2011 first degree undergraduate leavers

The average salary for UK graduates in full-time employment in the UK six months after graduation ranged between £18,285 and £23,635, which represents an increase on the average salary of graduate leavers in 2010. Average salaries for first degree graduates in full-time employment in the UK vary, depending on the types of work they are doing six months after graduation. The average salary for 2011 Sussex first degree leavers was: £15,343. It should be noted that the Sussex salary figure was reported by a statistically insignificant population. It does however help to illustrate the challenge faced when such a large amount of graduates remain in the Brighton area.

The national median salary reported by the HESA national Destinations of Leavers survey for the class of 2011 for first degree graduates in full-time UK-based employment six months after graduation is: £20,000 (up from £19,000 per annum in 2010) .

The High Fliers UK, *Graduate Market in 2011*⁶ reported a median salary of £29,000 per annum (with the average public sector job being paid £22,200 a year and the most generous salaries on offer were in Investment Banking (£42K); Law (£38K); Oil & Energy industries (£32K); Media (32K) and Consulting firms (£31K). High Fliers and AGR surveys are, by and large, based upon blue-chip major national employer salary rates.

9. Further study amongst Sussex 2011 first degree undergraduate leavers

Twenty-four percent of 2011 Sussex first degree leavers continued studying or undertaking further training as their sole activity which represents a small increase on the 2010 figures (21%). There is variation between Sussex and the national sector with a higher percentage of the graduating

⁶ High Fliers, 2011, *The Graduate Market in 2011*, High Fliers UK Research, (accessed November 2012)
<http://www.bris.ac.uk/careers/documents/High-Fliers-Graduate-Market-2011.pdf>

cohort undertaking further study/training at Sussex which has been consistent over time. Table 1, 2 and 3 illustrate the differences between Sussex graduates choice of further study options and the national picture.

Of the 24% undertaking further study/training, 8% of Sussex first degree leavers were studying for a PhD; 39% were studying for a Masters; 43% were studying for a postgraduate diploma or professional qualification including teacher training; with 9% studying for a undergraduate degree (after completing diplomate level qualifications). This compares to the national class of 2011 figure⁷ of 8% studying for a PhD, 40% studying for a Masters and 44% studying for a postgraduate diploma or other qualification.

Table 8 provides a three year (2009 to 2011) picture of those University of Sussex first degree graduates undertaking further study/training at six months after graduation and which is a consistently strong picture for all Schools with the School of Life Sciences showing large expected further study/training patterns as befits the demands of the science-based industries and the School of Law Politics and Sociology which is illustrative of the expected further legal professional training pathways. Nationally⁸, analysis of the class of 2011 DLHE data reveals that the subjects which had the largest proportions of graduates going on to further study were physics (36.3%); chemistry (33.7%); biology (26.8%), law (29.7%); mathematics (23.4%); and history (21.2%). Whilst some degrees such as medicine and engineering often lead directly to graduate level occupations, many other degree disciplines, such as the sciences and law, require further qualifications and work experience in order to move into a professional role.

The 2011 edition of the annual publication, *What do Graduates do?*⁹, details that for the national graduating class of 2011 in relation to further study/training that 7.4% were studying in the UK for a higher degree; 1.8% were studying in the UK for a teaching qualifications; 3.6% were undertaking other further study or training in the UK with 0.3% undertaking further study or training overseas.

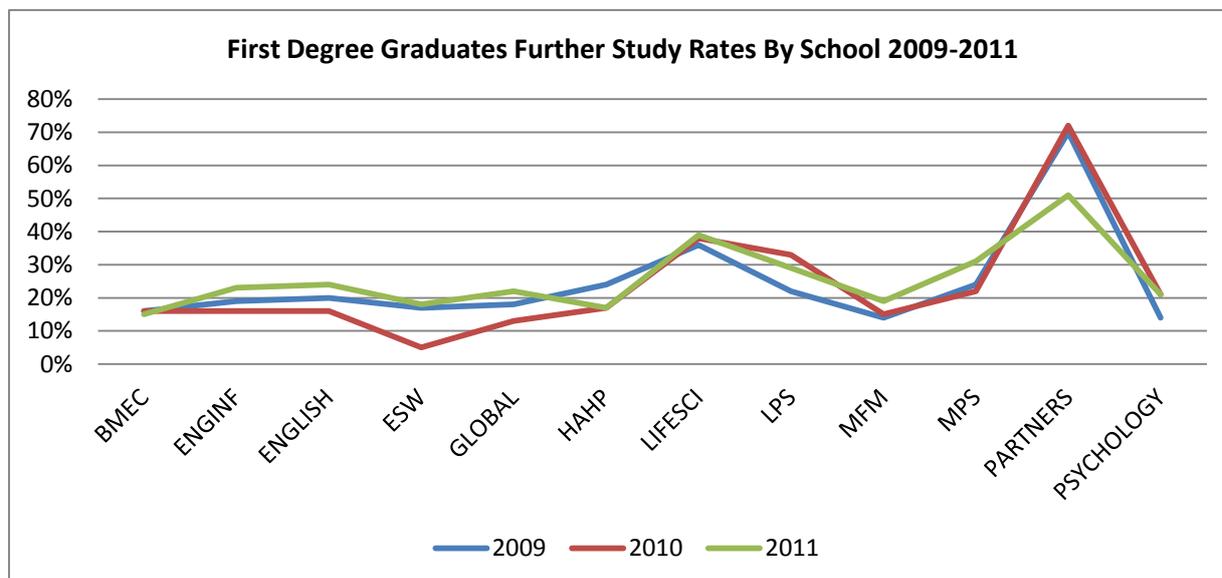
Subjects chosen by Sussex leavers were extremely diverse, such as first degrees in medicine, or professional musicianship degrees for diplomates from the Brighton Institute of Modern Music. There were Masters qualifications in children's literature, international events management, occupational psychology, environmental management and computer forensics, as well as professional qualifications in teaching, law, social work and journalism. The exact courses and institutions that Sussex UG leavers progressed to, broken down by academic department, can be found at: <http://www.sussex.ac.uk/careers/whatourgraduatesdo>

⁷ http://www.hesa.ac.uk/index.php?option=com_pubs&task=show_pub_detail&pubid=1708&Itemid=286

⁸ *What do graduates do?* 2012, HECSU, AGCAS, AGR, UCAS.

⁹ *What do graduates do?* 2012, HECSU, AGCAS, AGR, UCAS

Table 8: Sussex first degree graduates undertaking further study by School of Study 2009-2011



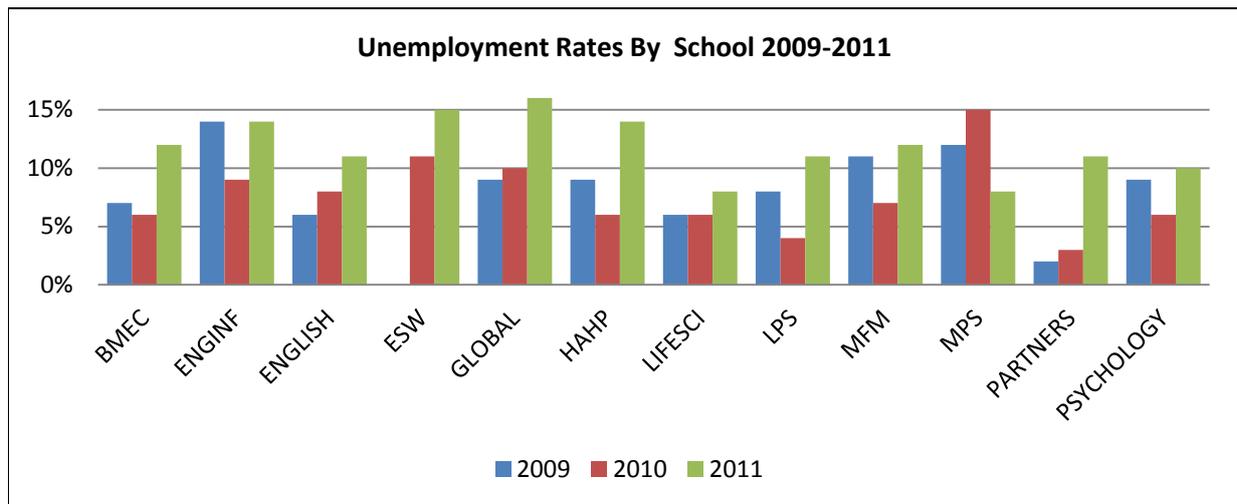
10. Unemployment amongst Sussex 2011 first degree undergraduate leavers

The unemployment figures for first degree (undergraduate) leavers at 11.4% for the class of 2011 (7% in 2010) are high compared to the national class of 2011 figure at 10% and are extremely disappointing.

Table 9 provides a three year (2009-2011) comparison for unemployment across the Schools of study and there are some interesting surprises demonstrated with, in some instances, high unemployment for a School for some years, whilst at the same time having a strong profile for graduate level jobs. Professional careers staff nationally note that there are spirals of negativity and positivity¹⁰ that reveal themselves at different points in the life-cycle of a cohort of students and it is therefore important that Careers and Employability Centre interventions are built into academic courses (alongside the central employer fairs and seminars) to ensure that students are supported to take advantage of the employment and further study/training opportunities on offer.

To turn this disappointing result around, the Careers and Employability Centre has launched a new initiative to identify and target every unemployed class of 2012 graduate in the early autumn and introduced through *Graduate Plus* a new resource called, *My WorkSearch* which enables the service to provide a bespoke targeted vacancy service to our unemployed graduates alongside individual careers and e-guidance services and access to the three year after-care services. Additionally, the broader focus of the service continues to be building the *Employability Accelerator Programme* interventions and professional careers employability adviser contributions into the timetable/curriculum so that all levels of undergraduates (particularly finalists who will be the class of 2013) are active, ambitious and realistic in their career option, work or further study exploration.

¹⁰ Buckham, L.G. (1998), 'Perhaps we're thinking there isn't a career out there for us': a study of undergraduates' attitudes to their future prospects, *British Journal of Guidance and Counselling*, vol 26, no.3, august, pp417-433.

Table 9: Sussex first degree graduates unemployment rates by Sussex Schools (2009 to 2011)

11. Destinations of different groups in relation to equality and diversity analysis of the first destinations statistics for the University of Sussex class of 2011 undergraduate first degree leavers.

Please see full details at: http://guides.careers.sussex.ac.uk/dhle2010_11

Equality Analysis for the class of 2011 Sussex DLHE: including details about class of 2011 first destinations outcomes this page we will look at the destination trends over the past 3 survey years (2009-2011) in a number of key equalities areas. In particular this will focus on age, socio economic classification, gender, disability and ethnicity.

12. Economic context and graduate labour market outlook

The Association of Graduate Careers Advisory Services (AGCAS) ¹¹ reflects upon the economic context to consider the Class of 2011 destinations figures in context and identify a number of important economic contextual information:

- An AGCAS quarterly vacancy survey (March 2012) has shown some reasons for optimism with 80% of higher education careers services respondents demonstrating through their vacancy management systems that the labour marketing was the same or more buoyant than the previous quarter (March 2011).
- There is little doubt that the public sector in the UK is shrinking and looks like continuing to do so. For example, the Chartered Institute of Personnel and Development (CIPD) has estimated (March 2012) that 880,000 central and local government jobs will be lost by 2017. The public sector has been a big employer of graduates.
- This year's High Fliers Research¹² outlining the graduate market in 2012 identified an increase in graduate recruitment by Britain's leading employers at 6.4%; with half of the surveyed employers expecting to recruit more graduates in 2012 than they did in 2011 and with more than another quarter maintaining their 2011 recruitment levels. Respondents in nine of fourteen key industries and employment areas expect to recruit more graduates in 2012. The longstanding advice about getting work experience in vacations is emphasised in the High Fliers Research with a third of entry-level positions being filled by graduates who have already worked for their organisation (through placements, vacation work or sponsorships).
- The Office of Budget Responsibility has identified¹³ a number of sectors that are expected to contribute to the UK's longer term economic success:
 - Energy (production and sale of energy, mining, renewable, sustainable development);
 - Digital and Creative Media (which includes advertising, architecture, design, digital and ICT, publishing programming and software development);
 - Professional and Business Services (including legal, finance, real estate, telecommunications, management consultancy);
 - Life Sciences (including biology, medicine, anthropology, ecology, pharmaceuticals, chemicals);
 - Advanced Manufacturing (design and production, engineering of high value, high technology products within industries such as aerospace, automotive, electronics, associated supply chains).

Whilst these are challenging times for graduates, it is important to be sensible about the state of the job market and to recognise that there are jobs available. It is important that the Schools of study act in a socially responsible manner and work consistently with the Careers and Employability Centre. It is in the interest of our students' employability development that they should spend some time whilst at Sussex becoming skilful in the process of learning to demonstrate that they have the knowledge, skills and mindsets that employers are seeking and being clear about the next step they wish to take upon leaving the University of Sussex.

¹¹ AGCAS, 2012, Graduate employment figures in context, sourced at: <http://www.agcas.org.uk/articles/593-graduate-employment-figures-in-context/> (accessed: 10/11/2012)

¹² The Graduate Market in 2012, December 2011, High Fliers Research.

¹³ Office of Budget Responsibility, March 2012

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Appendix 1

How the Careers & Employability Centre collects the data on student destinations

The survey is called **Destinations of Leavers from Higher Education** (DLHE). The information forms part of a cycle of data on students and graduates collected by Sussex University for HESA (Higher Education Statistics Agency).

Students are surveyed six months after they have left the university and asked what they are doing on a particular date. Main destination categories include working, studying, working and studying, and unemployed/looking for work. Additional information is collected about the nature of the work and study, and the reasons for choosing that destination. Students are sent a postal survey, directed to a web page and also followed up by telephone.

All university careers services conduct the same survey and follow the same methodology. This involves using a standard questionnaire and text for covering letters (provided by HESA) and carrying out the research within a defined time frame.

The information students provide is used in a variety of ways, all of which are anonymous and do not identify students in any way. Firstly, the information is used statistically at a national level to compare universities, for example by using an employment performance indicator (www.hesa.ac.uk/pi/home.htm). These statistics are also used to inform prospective students about job prospects when comparing and choosing universities, for example via league tables and at www.unistats.com

Secondly, the information is used to inform current and prospective students more generally about what they can do with their degree. This can be at a national level, (for example through the annual publication "What do graduates do?" www.prospects.ac.uk/links/wdgd and at a university level (for example, information is available on the Careers & Employability Centre website at the University of Sussex and is used by careers employability advisors).

Further explanation of the use of the data is available at the HESA website – www.hesa.ac.uk.

If there are queries about the collection of the first destinations data they can be directed, in the first instance, to David Gillman (d.w.gillman@sussex.ac.uk) in the Careers and Employability Centre, The Library.

Appendix 2

HEFCE Employability Performance Indicator 2011 comparison data for the 1994 Group <http://www.1994group.ac.uk/>

1994 Group	Eligible population	Respondent Count	Response rate (%)	Base population	Number employed or studying	Indicator (%)	Benchmark (%)	Standard deviation (%)	PI % Difference
The University of Sussex	1940	1460	75.2	1340	1170	87.2	91.0	0.82	3.8
The University of Essex	1615	1350	83.5	1225	1080	88.1	89.6	0.83	1.5
The School of Oriental and African Studies(#3)	455	370	81.5	325	285	88.3	88.9	1.60	0.6
The University of Leicester	2140	1850	86.5	1780	1620	90.8	90.9	0.66	0.1
Goldsmiths College(#3)	1055	825	78.3	730	640	87.5	87.5	1.06	0.0
The University of Reading	2090	1660	79.6	1555	1430	92.1	91.4	0.69	+0.7
Loughborough University	2745	2245	81.8	2105	1920	91.3	90.4	0.60	+0.9
Royal Holloway and Bedford New College(#3)	1480	1180	79.8	1085	985	90.8	89.8	0.85	+1.0
The University of St Andrews	995	800	80.5	760	710	93.5	92.1	0.97	+1.4
The University of Lancaster	2085	1675	80.3	1565	1480	94.4	91.4	0.65	+3.0
The University of Surrey	1440	1225	85.1	1125	1055	94.0	90.5	0.77	+3.5
Institute of Education(#3)	35	30	88.9	30	30	100.0	88.2	4.00	+11.8

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Appendix 3

HEFCE Employability Performance Indicator 2011 comparison data for Russell Group <http://russellgroup.ac.uk>

Russell Group Institutions	Eligible population	Number of respondents	Response rate (%)	Base population	Number employed or studying	Indicator (%)	Benchmark (%)	Standard deviation (%)	PI % Difference
The University of Liverpool	3150	2675	85.0	2495	2275	91.3	92.9	0.55	1.6
The University of Warwick	2530	2145	84.8	2015	1810	89.7	91.3	0.64	1.6
The University of Southampton	3065	2545	83.1	2340	2120	90.6	92.1	0.59	1.5
The University of Oxford	2810	2310	82.3	2140	1935	90.4	91.5	0.61	1.1
The University of Manchester	5785	5040	87.2	4720	4295	91.0	92.0	0.40	1.0
The University of Birmingham	4270	3495	81.9	3325	3030	91.2	91.9	0.48	0.7
The University of Cambridge	2780	2440	87.9	2305	2115	91.6	92.2	0.58	0.6
The University of Sheffield	3765	3190	84.8	3010	2755	91.5	92.0	0.50	0.5
Cardiff University	3955	3315	83.9	3180	2945	92.6	92.9	0.48	0.3
The University of Nottingham	4485	3850	85.9	3570	3275	91.8	92.0	0.46	0.2
The University of Exeter	2965	2330	78.5	2205	2025	91.8	91.9	0.58	0.1
The Queen's University of Belfast	3150	2870	91.0	2735	2540	92.9	93.0	0.51	0.1
The University of York	2220	1855	83.5	1760	1610	91.5	91.4	0.66	+0.1
Queen Mary and Westfield College(#3)	2225	1845	82.9	1690	1525	90.3	90.0	0.66	+0.3
Imperial College of Science, Technology and Medicine	1265	1125	88.6	1070	980	91.7	91.3	0.83	+0.4
University College London(#3)	2130	1785	83.9	1655	1525	92.3	91.8	0.64	+0.5
University of Durham	2810	2415	86.0	2300	2120	92.2	91.6	0.57	+0.6
The University of Leeds	5095	4205	82.5	3920	3630	92.6	91.9	0.43	+0.7
The University of Newcastle-upon-Tyne	3450	2880	83.5	2645	2470	93.4	92.7	0.51	+0.7
The University of Edinburgh	2915	2365	81.2	2235	2095	93.6	92.8	0.56	+0.8
King's College London(#3)	2460	2045	83.2	1910	1820	95.2	93.6	0.56	+1.6
The University of Glasgow	2775	2215	79.9	2065	1960	94.9	93.1	0.55	+1.8
London School of Economics and Political Science(#3)	660	555	83.5	485	445	92.0	89.3	1.25	+2.7

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Appendix 4

Definitions of graduate occupations from the Warwick-based Institute for Employment Research (Elias & Purcell, 2004).

Elias & Purcell (2004) define the following definitions of graduate work:

Graduate Occupation Category	Description	Examples
Traditional graduate occupations	The established professions, for which, historically, the normal route has been via an undergraduate degree programme	Solicitors, Medical Practitioners, HE and Secondary Education Teachers, Biological Scientists and Biochemists
Modern graduate occupations	The newer professions, particularly in management, IT and creative vocational areas, which graduates have been entering since educational expansion in the 1960s	Directors and Chief Executives, Software Professionals and Computer Programmers, Primary School and Nursery Teachers, Authors, Writers and Journalists
New graduate occupations	Areas of employment, many in new or expanding occupations, where the route into the professional area has recently changed such that it is now via an undergraduate degree programme	Marketing & Sales Managers, Physiotherapists and Occupational Therapists, Management Accountants, Welfare, Housing and Probation Officers, Countryside and Park Rangers
Niche graduate occupations	Occupations where the majority of incumbents are not graduates, but within which there are stable or growing specialist <i>niches</i> which require higher education skills and knowledge	Leisure and Sports Managers, Hotel and Accommodation Managers, Nurses and Midwives, Retail Managers

The full report detailing the categorisation of graduate jobs is available at <http://www2.warwick.ac.uk/fac/soc/ier/research/completed/7yrs2/rp6.pdf> with summary information on the Prospects website at <http://tinyurl.com/2uz6jr>

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