Edinburgh Napier University’s Graduate Employability Project Experience
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Project Structure
- 5 strands of distinct but inter-related activity
- Monitoring and Evaluation as a separate and resourced strand enabled greater focus on evaluation

Strand 1
Student Employability Development

Strand 2
Curriculum Development

Strand 3
Employer Relations

Strand 4
Student Mobility

Strand 5
Monitoring and Evaluation of Project Impact

Monitoring against performance indicators:
- Indicator 1: Percentage of graduates in employment or further studies
- Indicator 2: Percentage of graduates in managerial employment
- Indicator 3: Percentage of graduates in graduate jobs within SMEs
- Indicator 4: Percentage of students in mobility programmes

Tracking data
- Student participation data in employability related activity (Confident Futures, Careers, Employer Relations)
- Student feedback gathered via post activity feedback sheets
- Partnership between evaluation and project stakeholders to build inclusivity, share understanding, establish baselines and generate datasets

Devising surveys
- Specific surveys designed to capture more in-depth data on the value and impact of particular interventions and programmes
- Triangulation of information gathered from surveys with results from Student Panels / ‘Students calling students’ exercises, and with externally commissioned research on employer engagement and curriculum development

Building An Evaluation Approach to Evidence Impact

Bespoke evaluation approach
- Mature evaluation approach
  Employer Mentoring Programme
  - Significant evidence base gained during pre-project phase
  - Introduction of more refined approach to strengthen employability focus

- Emerging evaluation approach
  Student Mobility
  - From minimal existing evaluation base to specifically designed monitoring and evaluation tools
  - Linked strengthened between student mobility and employability

- Unifying evaluation approach
  Tracking educational and employment outcomes
  - Extension of tracking activity to reflect complexity of project
  - Closer partnership with Planning & Business Intelligence and Customer Services to develop robust datasets
  - Multivariate regression analyses to determine impact of student participation in project

Ana Zeron, Fiona Wager & Veronique Johnston, Graduate Employability Project, Student Development & Wellbeing – June 2015