



# University – Enterprise Cooperation

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DAAD University-Enterprise Conference

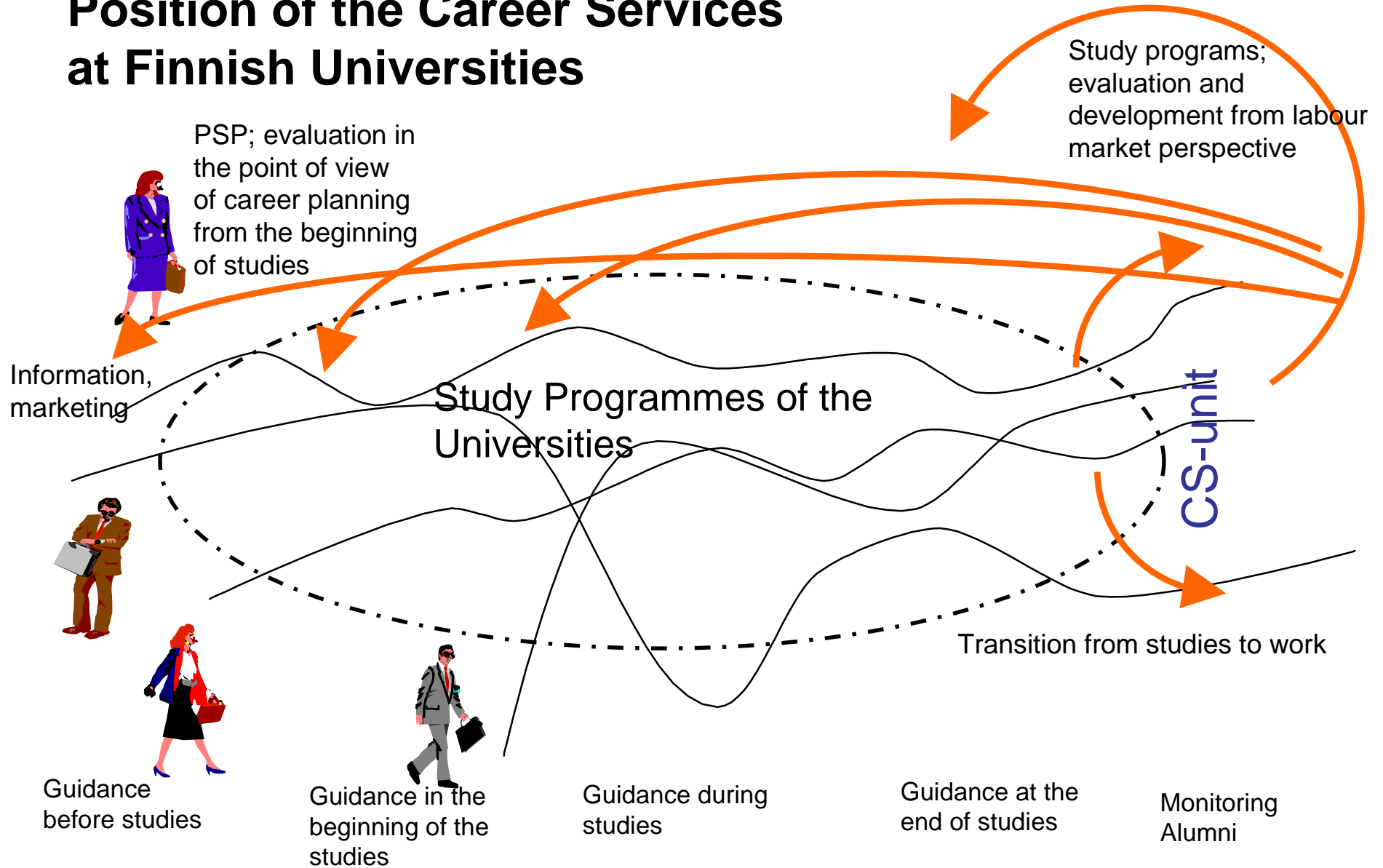
Career Services of the University of Turku



# Legislative background

- Law of Universities (2004) defines the mission of the universities
  - promotion of research and provision of education based on the research in cooperation with society as well as promotion of impact of university activities in society

# Position of the Career Services at Finnish Universities





# Mission

- The mission of the Career Services of the University of Turku is to support and enhance employability of the students and graduates
  - by offering labour market information and contacts to the world of work for students
  - by practicing students in goal-oriented career planning and efficient job hunting
  - by providing students with tools for lifelong career management



# Cooperation with Employers – some examples

- Discussion forums about labour market needs
  - Confederation of Finnish Industry
    - Labour market analysis
  - Chamber of Commerce
    - IntoICT
- Project partnership
  - WorkTandem
- Information about
  - latest achievements in research & development
  - reforms in the system of education (cf. Bologna Process)



# Raising Employers' Awareness about Bologna Process

- Socrates Accompanying Measures – project 2006-2007
- Coimbra Group Career Guidance Working Group as initiator, CG Office as administrator
- Partner universities:
  - University of Turku
  - University of Bristol
  - University of Padua
  - University of Poitiers



## REABP – Key Findings

- Extremely few had experience in hiring students and graduates from other European countries
- Level of awareness surprisingly low
  - DS even worse
- Ability to define tasks at work according to cycles at studies impossible



# REABP: Cooperation

- Strong willingness to develop and promote cooperation with universities
  - Involvement in preparing or “coaching” the students and graduates to the labour market
  - Development of work placements / internships in co-operation with employers the universities
  - Tightening or intensification of working networks between enterprises and universities
  - Utilisation of expertise and the improvement of effective channels of information exchange (concerning for example research, further education, degrees and studies, labour market expectations, etc)

|  | UK | FI   | FR | IT   | Tot           |
|--|----|------|----|------|---------------|
| <i>Unaware</i>                             | 64 | 37,5 | 30 | 79,8 | <b>52,8 %</b> |
| <i>I have some knowledge of the reform</i> | 36 | 50   | 60 | 12,8 | <b>41 %</b>   |
| <i>I am fully aware of the reform</i>      | 0  | 12,5 | 8  | 2    | <b>5,6 %</b>  |



# New LLP Applications

- University Employability Platform
  - forum for university-enterprise cooperation
- KOINÉ
  - network for the promotion of work placements
- AGORA
  - graduate destination surveys from European perspective



# Suggestions: Universities

- **Employability** taken into account more thoroughly in study programmes in each cycle
  - the cycle-based structure of study programmes is expected to meet the different levels of competences required by employers
- **Employment** (quantitative, but more importantly qualitative) as an assessment tool for quality assurance of HEI
  - graduates from each of the three cycles of higher education are expected to find employment that is in accordance with their level of skills provided by the degree



# Suggestions: Universities

- Fresh ideas for education and research activities
- Staff exchange
  - University of Turku; staff mentor programme 2007



# Suggestions: Enterprises

- Innovative ways of cooperation
  - steering groups, advisory boards etc. may be more consuming than rewarding
- Attractiveness of participation in LLP projects
  - expectations about the promotion of competitiveness (innovations, use of potential) in the marketing situation of the field



## Suggestions: LLP/Erasmus

- Funding for long-term activities
  - LLP projects start-ups only
- Designing the activities in cooperation with HEI's and enterprises
- Avoiding bureaucracy...
- Entrepreneurship as an option for graduates, PhD's, researchers...

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