



University of
South Australia

Bringing Industry to the Student – An Innovative and Scalable Approach to maximise Placement:Staff Ratios

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Where we started

2017 = 60:1

2018 = 120:1

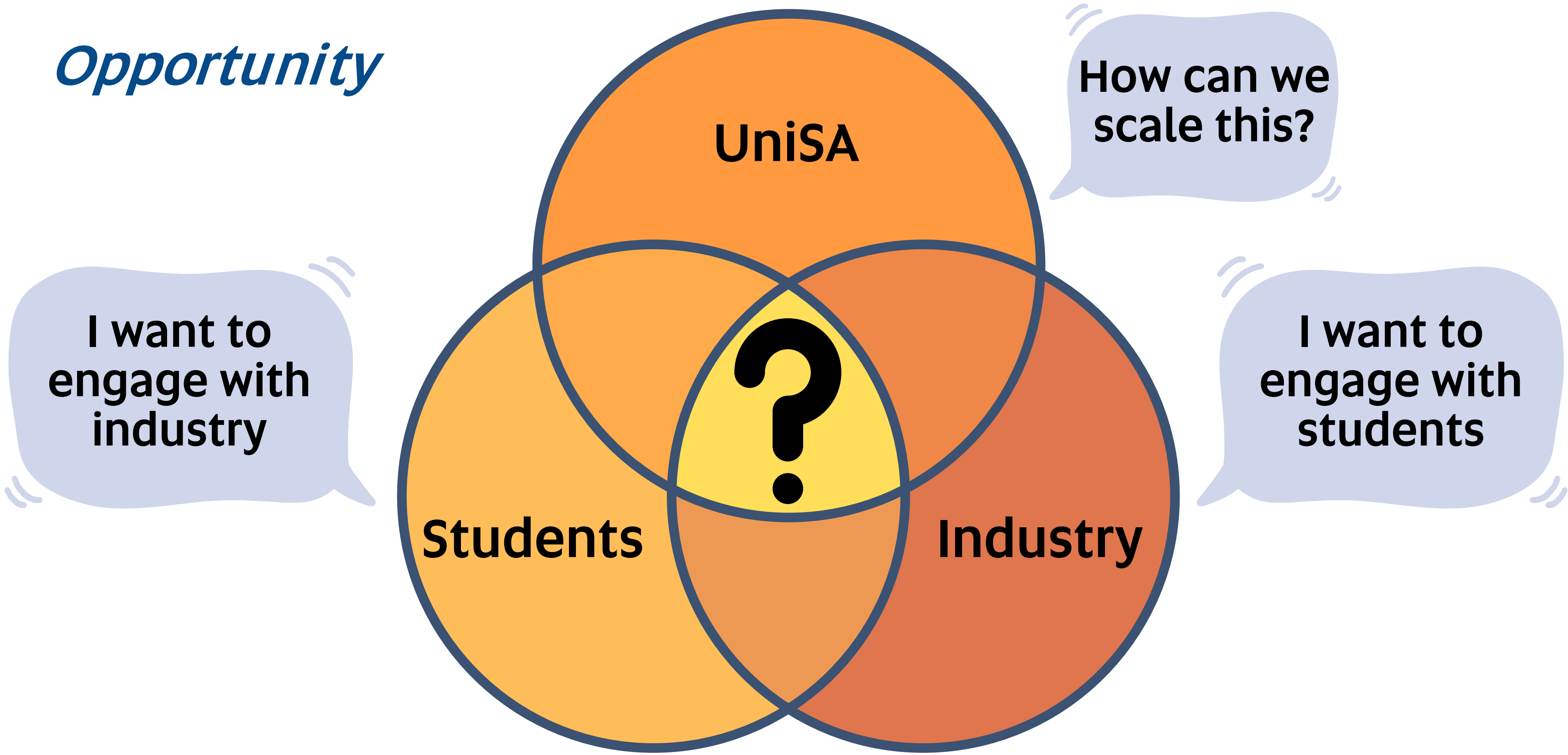


Problem

Year	Self-Sourced	Facilitated	Program Matched	Program Sourced
2018	27%	N/A	11%	62%
	27%		73%	

- Scalability limits
- Employability disconnect
- Stakeholder dissatisfaction

Opportunity



Industry to Student Speed-Networking Events

- Flip Careers Expo approach, No booths or collateral
- Increase employability capital, force engagement
- Extensive pre-event development support
- Go BIG



Desired Outcomes

- Student-sourced > Program-sourced
- Industry partners mental availability
- Increased equity of access
- Strengthening employability outcomes
- Value proposition - STEM/CTV Partnerships

placements
placements
placements



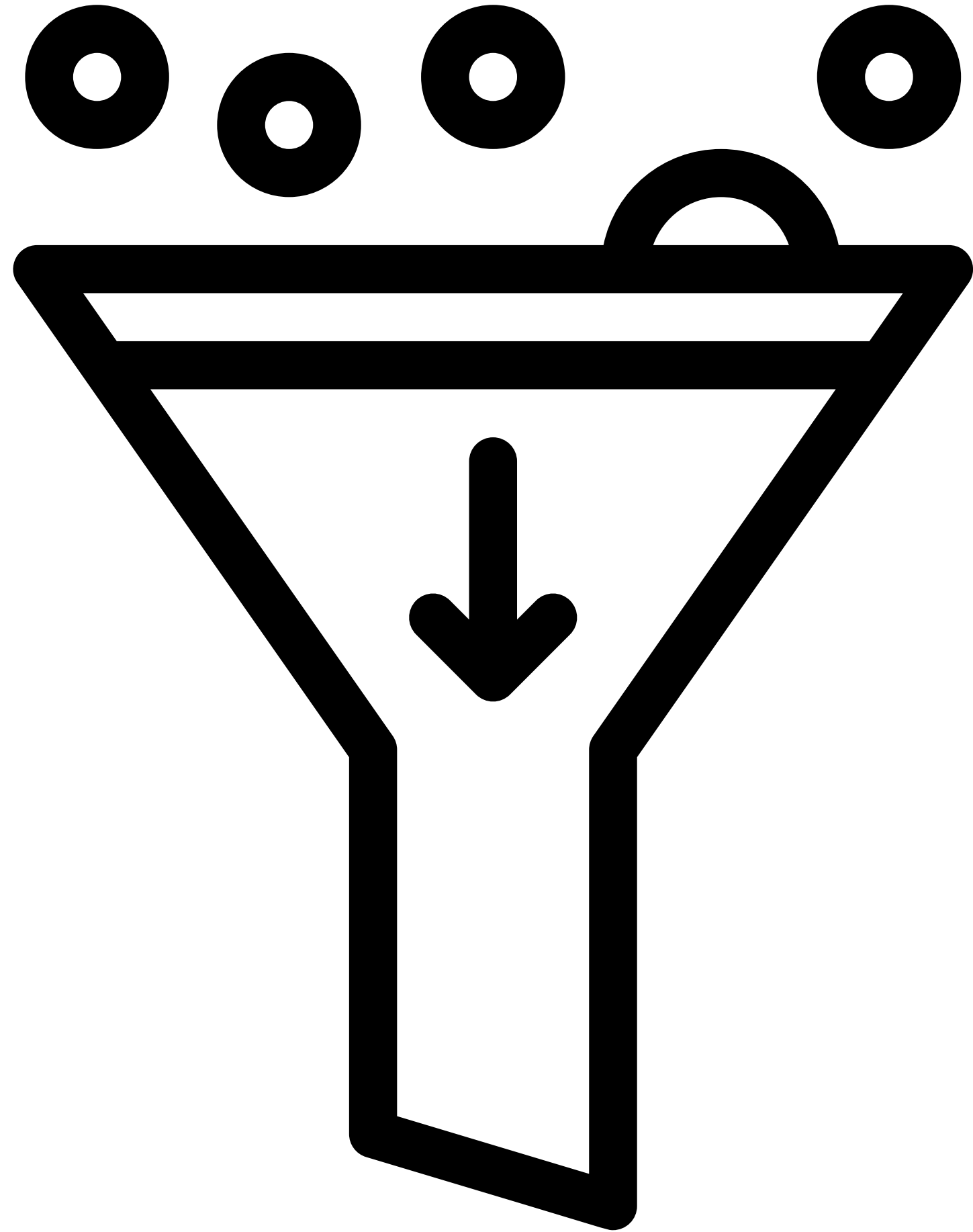
PRE-EVENT

Promotions

Engagement

Development

Conversion



Promotions

Campaigns driving students to:

- **Internships website**
- **Dedicated Learnonline site**
- **Track EDM, Posters, Screens, FB, Careers, PDs**

Industry:

- **Dedicated event website**
- **eNews, LinkedIn**



Engagement

- **Nested communications - 6 weeks lead**
- **Pre-event workshops**
- **Promoting registrant mix (both ways)**
- **Clear expectations (the pitch)**
- **Video pitches – Industry**



Development

Students:

- Careers tools
- Workshops (overhauling these)
- Testimonials*

Both:

- Clear “how to” guides
- Multi-format



Conversion

Students:

- Email, SMS CTA, Phone

Industry:

- Email

Attendance conversion:

- 65% Students
- 76% Industry

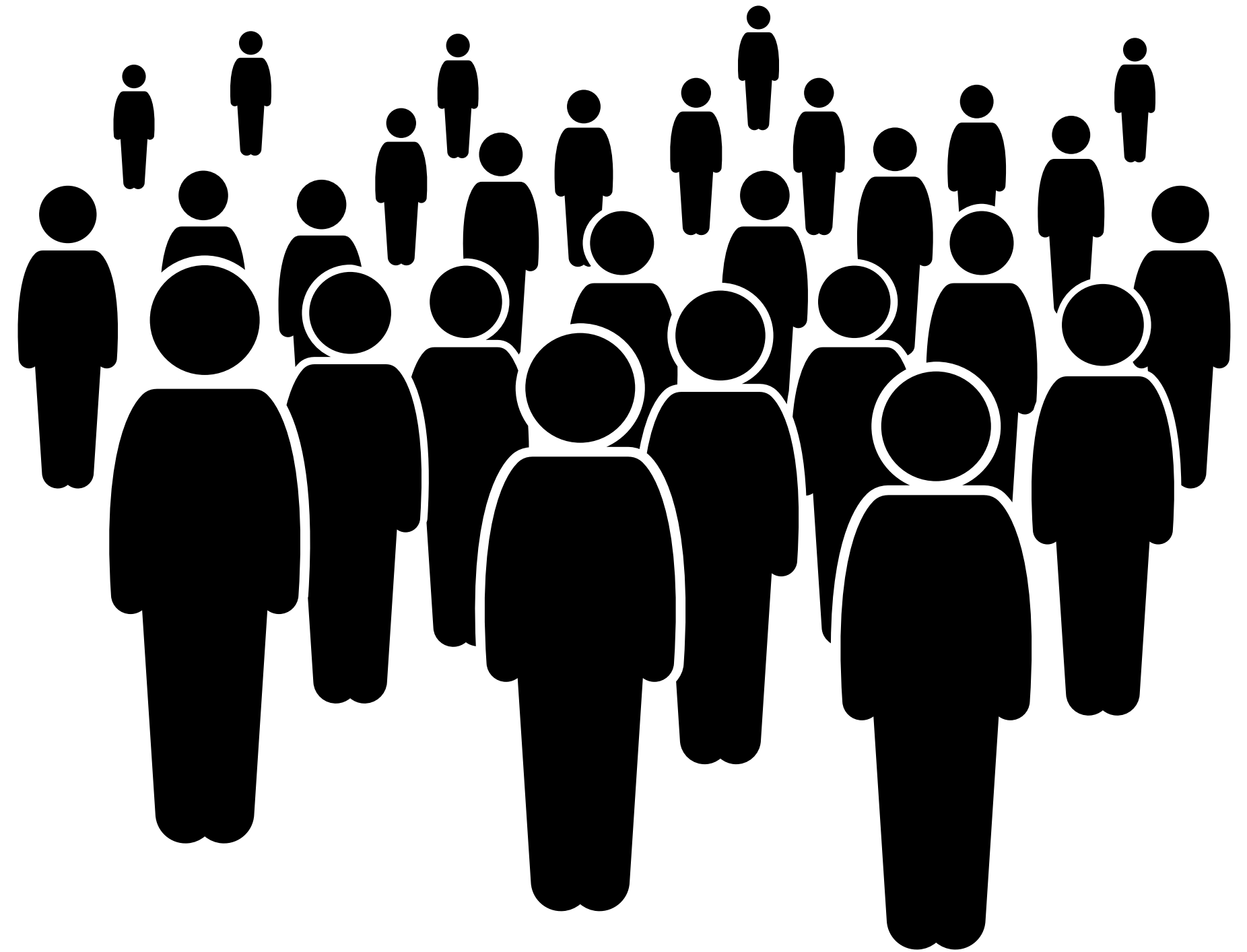


EVENT



Design

Challenges



Design

- **Tuesday, 1st week mid-semester break**
- **Morning events are cheaper and fresher**
- **Brekky and B2B/S2S networking**
- **4 x 20 minute sessions, industry preferences, free-for-all**
- **Standing event**
- **LinkedIning encouraged**
- **Participant cost = Time & Opportunity**



Design – Participant preparation

Students = 30 second 'elevator pitch'

Industry = 1 minute pitch

Challenges

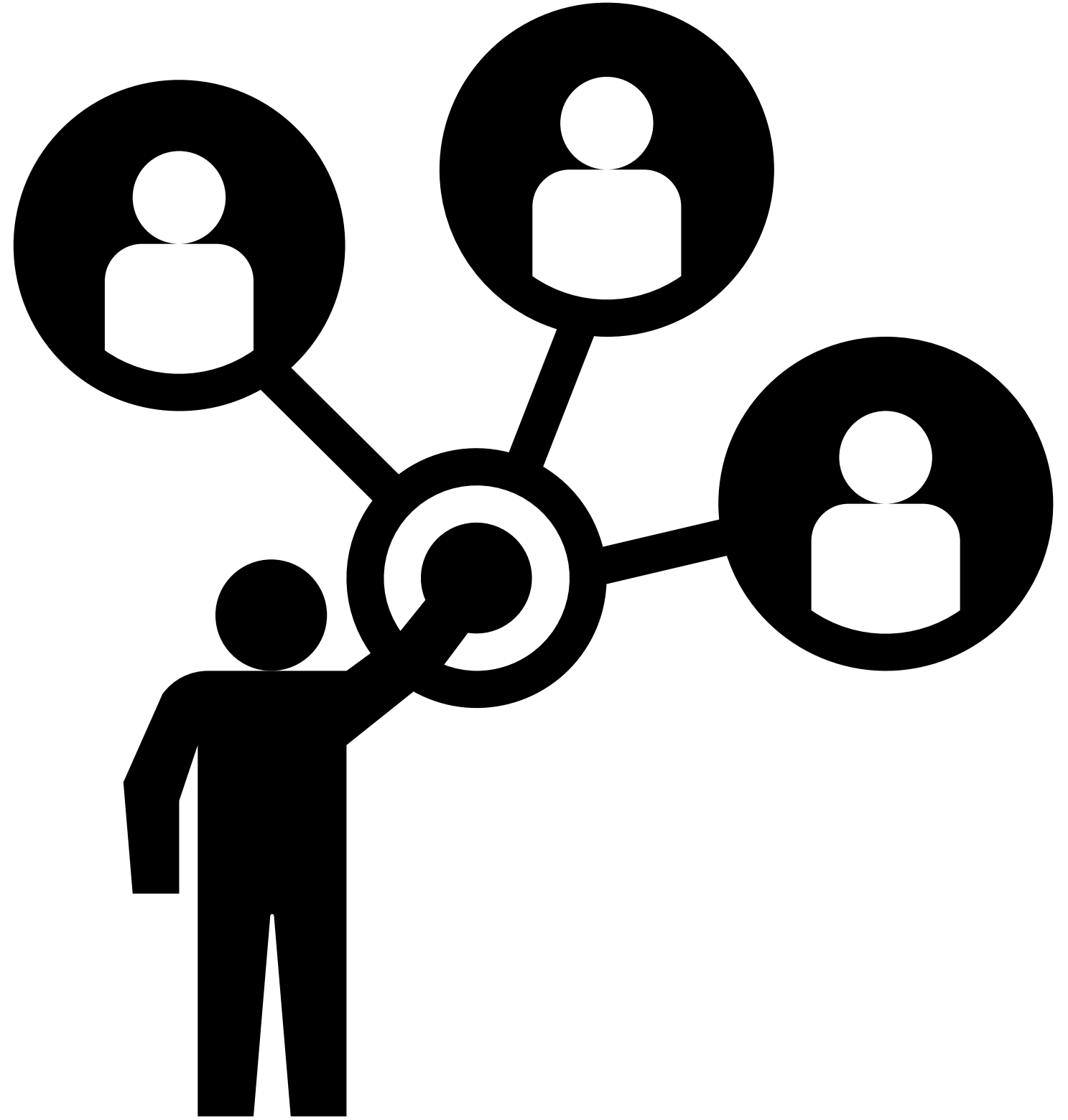
- **Will I meet every/any industry partner I want to? Maybe. Rotations are based on industry preferences, have a 'free-for-all' session**
- **Student:Industry Ratio challenge**



POST-EVENT

Survey

Matching



Survey & Matching

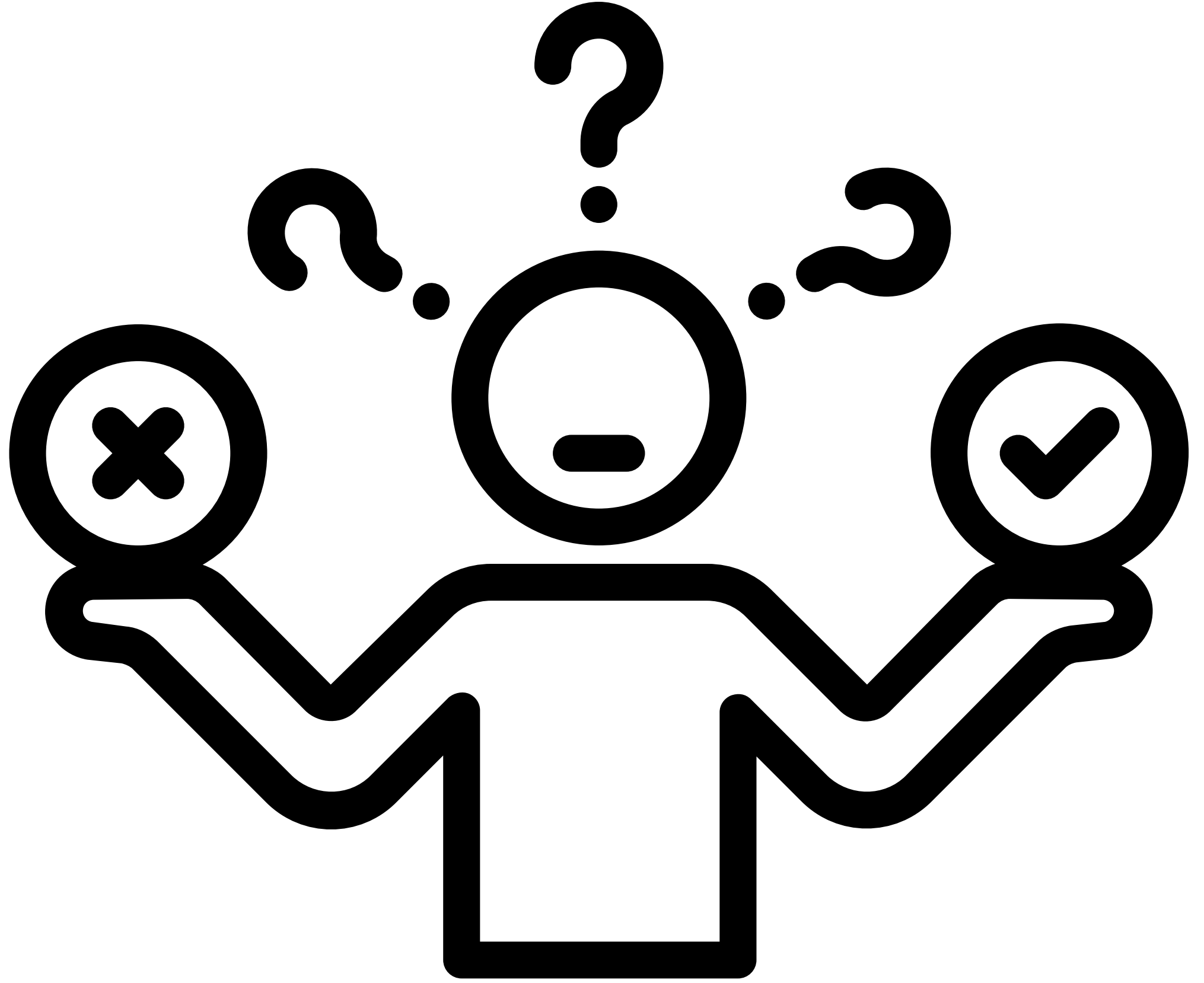
- Qualtrics
- Reinforced constantly through event introduction
- Primary vehicle for matching
- Strict* 36-hour deadline
- Students/Industry nominate up to 10 matches
- Survey response rates = 79% Students, 78% Industry
- Outcomes email sent on Friday of same week
- Informal connecting encouraged



OUTCOMES

Program

Event



Outcomes - Event

- **Commenced 2019 with 110 participants**
- **2023 Avg of 330 participants, 2024 Target of 400**
- **Registration ratio = 3:1 Regos means 2:1 Forecast**
- **Attendance ratio = 2.6:1 Actual vs 1.8:1 Preferred**
- **Participant overall satisfaction = 8.72**



Outcomes - Program

- Industry, *partnership mutually beneficial* = 9.18
- Art
- Drives Industry Partner engagement



Outcomes - Employability

- **Employed = 25%**
- **May consider employment = 38%**
- **Recommend elsewhere = 49%**
- **Referee = 75%**
- **Ongoing mentorship = 40%**



Outcomes - Placements

Year	Self-Sourced	Facilitated	Program Matched	Program Sourced
2018	27%	N/A	11%	62%
	27%		73%	
2023 YTD	38%	31%	12%	19%
	69%		31%	

Where we're at now

2017 = 60:1

2018 = 120:1

2023 = 180:1

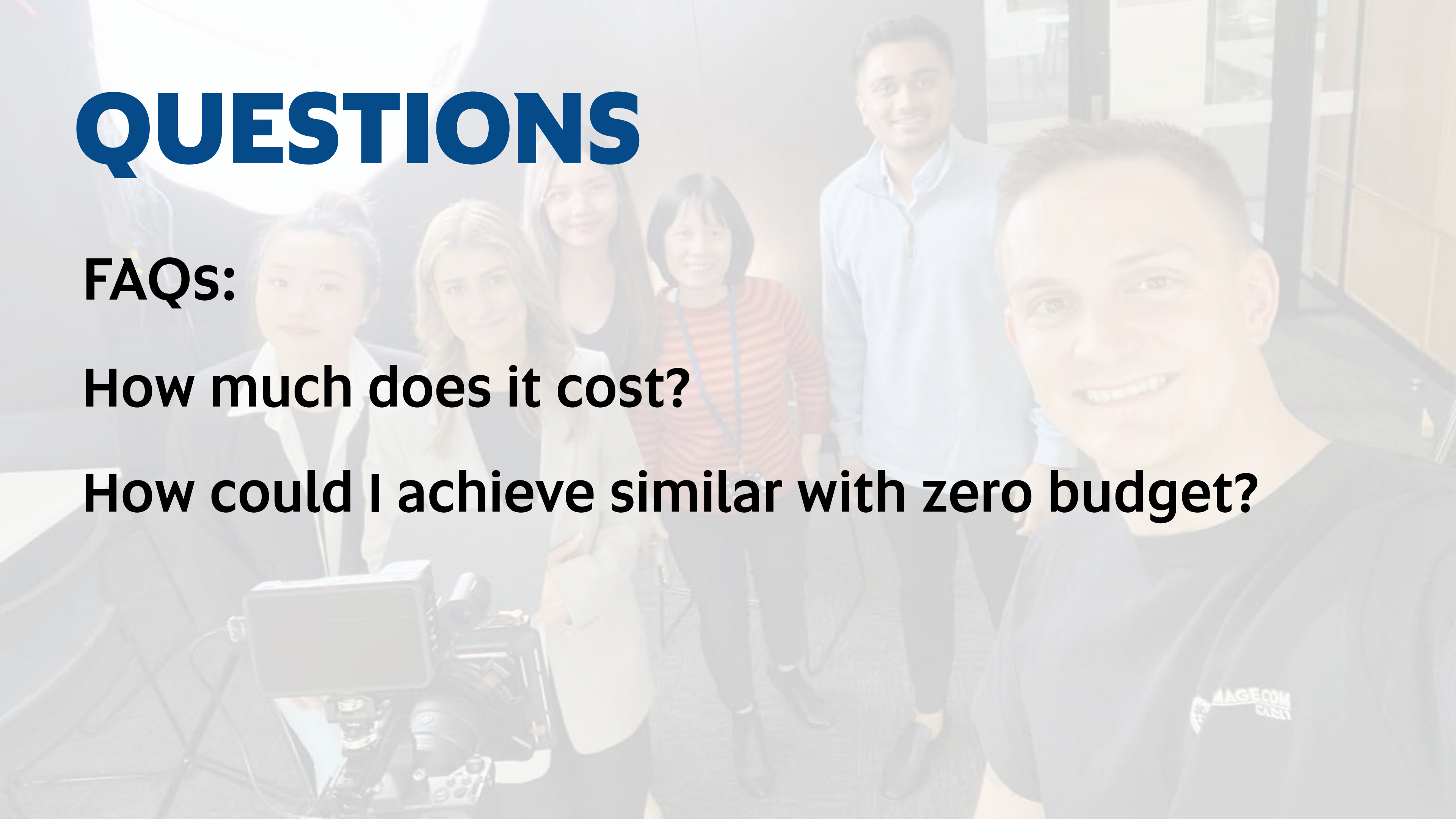


QUESTIONS

FAQs:

How much does it cost?

How could I achieve similar with zero budget?





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Thank you

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