

Policy for MyCareer v2.1

1. Background

MyCareer is a comprehensive client relationship management system, which will enable the University to strengthen relationships with key partners and employers. It was prioritised for integration on the basis of the benefit it could deliver for staff, employers and students.

MyCareer is intuitive, user friendly software with functionality that enables us to manage relationships, share information, avoid duplication and identify opportunities for further relationship development. Both employers and staff are able to view their activity all in one place and have the option to customise their profiles. A single combined calendar shows all employability events across campus to allow us to market them effectively to students, staff and employers.

MyCareer also has the capability of managing work placements which is subject to a specific development project to ensure it meets our needs. When this work is complete a similar policy will be produced.

2. Usage

2.1. Who should use the system?

It is expected that all staff across the University who work with employers across student opportunity and recruitment will utilise the system.

2.2. Employer Engagement Records

Any meaningful engagement (which further develops an employer relationship) should be recorded. Each employer profile contains a notes section for staff to update interactions. Employers can be tagged appropriately using 'Tags' in the organisations profile so that engagement themes can be searched for. Tags allow users to perform tailored searches and multiple tags can be attributed to an employer to capture the range of engagement they have with the University.

Employers are able to register themselves on the system and also to upload their own vacancies. This enables them to take ownership of their own information, maintaining its relevant and reducing the need for University staff to update employer information.

2.3. Key Accounts and Faculty Employer Contacts

Faculties, Schools and Departments each have key strategic partners. Whilst MyCareer allows us to share information it is important to protect and maintain the integrity of these relationships. The system enables tags to be attached with a 'Key Account Operator' on the employer profile page. Within 'Notes' of the Employer activity history section, the Operator will add the contact name(s) (the contact needs to be on the system).

Before another Operator contacts the key account contact in a company, they must liaise first with the original Operator to discuss engagement. These contacts will have * at the end of their name and information about contacting them will be in the individual's 'Notes' section.

There are numerous larger organisations such as the Times Top 100 companies through which there will be multiple touch points and not singularity owned by any one operator.

2.4. On-Campus Event Management

Before organising an employability event / activity for students, the MyCareer events calendar should be checked to ensure that there are no clashes (similar organisations with related opportunities, targeting similar student degrees), which will ensure that student attendance is not compromised and employer expectations are met.

To increase student attendance and meeting employer expectations where relevant, events should be made available to students from other from other Schools / Faculties by prior consultation between operators.

Wherever possible, on-campus events (organised by operators) should be promoted by MyCareer using the booking system. The system allows Operators to track attendance, hold a waiting list and contact students who book but do not attend. Failure to use the system will result in inconsistency in record keeping and will result in gaps within key data monitoring and feedback to employers.

2.5. Bulk e-mails

Permission to bulk emails employer contacts will be given to designated staff following specific training, agreement to adhere to University guidance including data protection. Wherever possible, cross promotion of generic / school / faculty events will be included which will reduce the number of emails employers receive. A time chart on communication will be produced to assist with this activity which will build up knowledge of employer activity across campus.

3. Training

Scheduled and ad-hoc training sessions to ensure that everyone uses MyCareer in the most efficient way will be organised on an annual basis and all staff across the SES and UoL who will be using the platform will need to attend.

Appropriate staff will be granted Operator access (the ability to create and edit information and in some cases delete) after attending training; subject to agreeing to the terms below (rights & permissions will vary depending on the level of employability engagement):

- Complete the training offered by the Careers Centre.
- Comply with the Data Protection Act, for example, do not pass on employer contact details (emails / telephone numbers) to a third party, including students and graduates without prior permission (employers can decide whether their details should be visible to students). For further information, please visit the UoL's Data protection – Code of Practice on http://www.leeds.ac.uk/secretariat/data_protection_code_of_practice.html

Super User Group - A super user group with a representative from each faculty in addition to Careers Centre staff will be developed to discuss the system and policy requirements. The Group will also put forward recommendations for further development and priorities for the system improvements. Each faculty should identify one member of staff who will disseminate MyCareer systems updates / policy changes / logging faults and improvements to others.