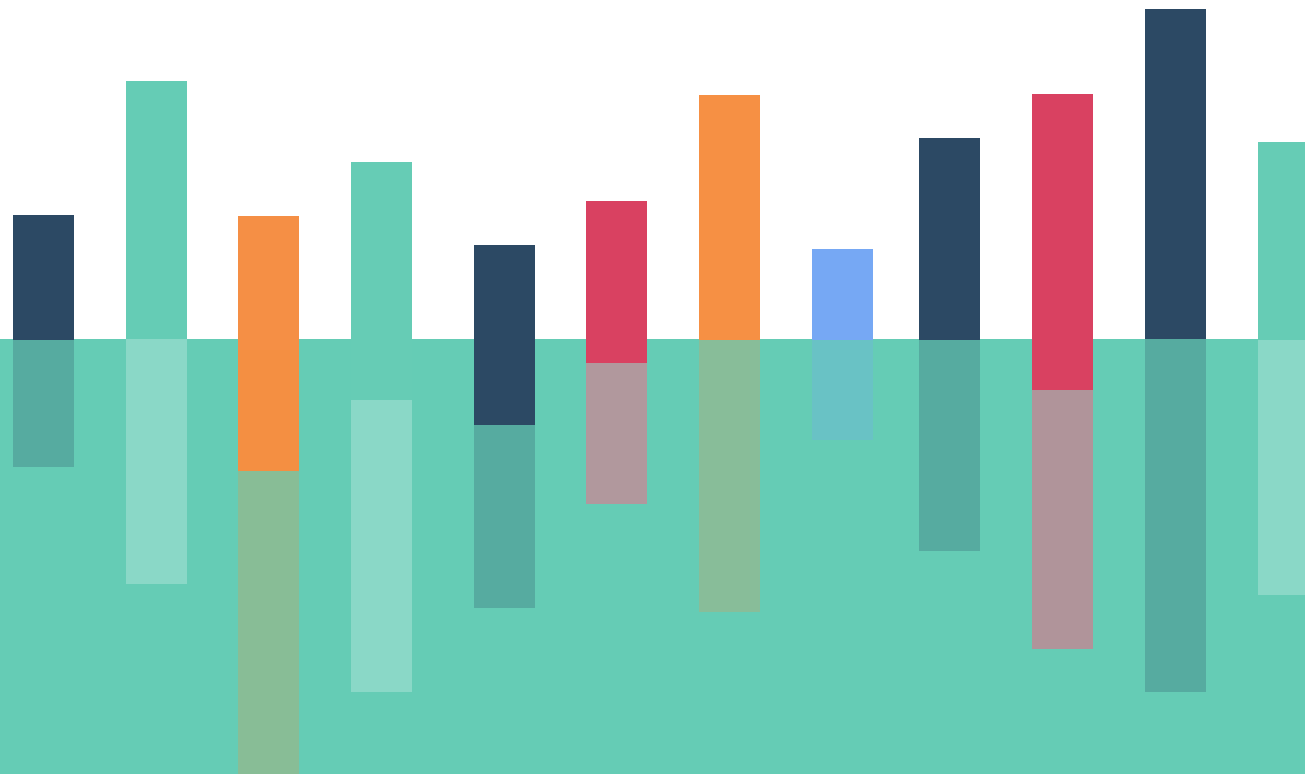


What do graduates want? 2021/22

Sector-focused insights: Technology & Engineering





» The report

We're delighted to share with you some findings from our members interested in pursuing a career in technology or engineering. The data presented in this mini-report is taken from our annual survey, *What do graduates want? 2021/22*, of 15,158 members. This report focuses on the 1,481 members who identified Technology & Engineering as the sector they are most keen to pursue after university.

We will reference data from the main report to compare to the averages across all students. If you're interested in our main report, find it [just here](#).



James Uffindell
CEO & Founder
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Kirsten Barnes
Chief Commercial Officer
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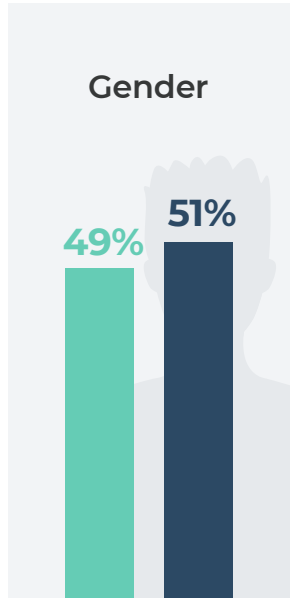


Ben Triggs
Marketing Director & Head of Research
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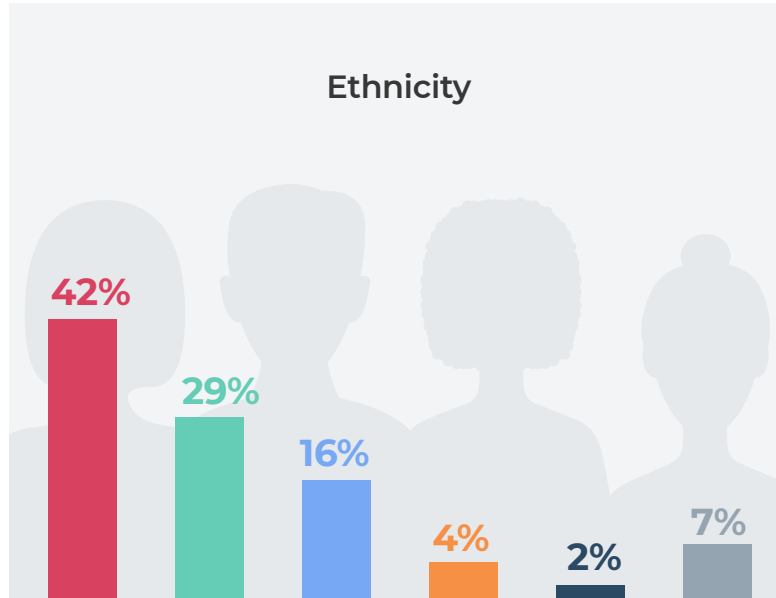
>> About the respondents

15,158
total respondents

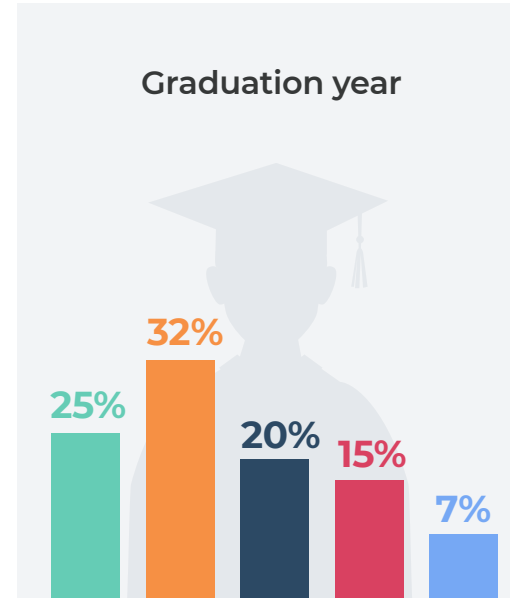
1,481
respondents most interested in going into technology & engineering



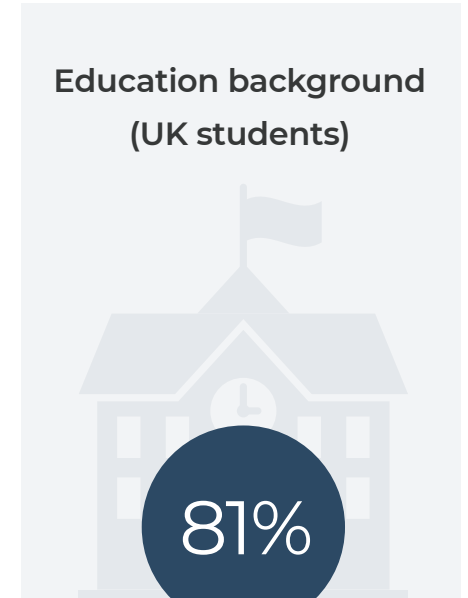
Female Male



White Asian Black Heritage (BH) Multiple Ethnic background Arab Other / Prefer not to say



2020 2021 2022 2023 2024+

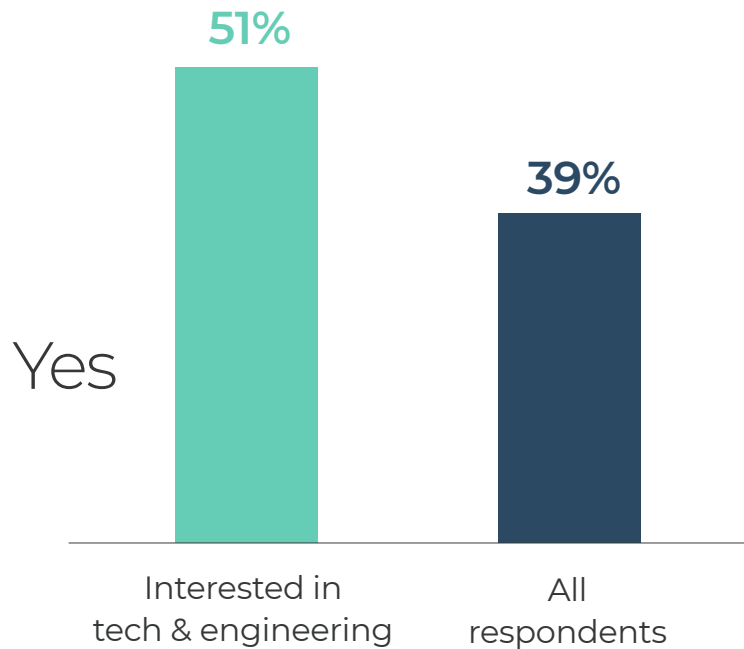


81%

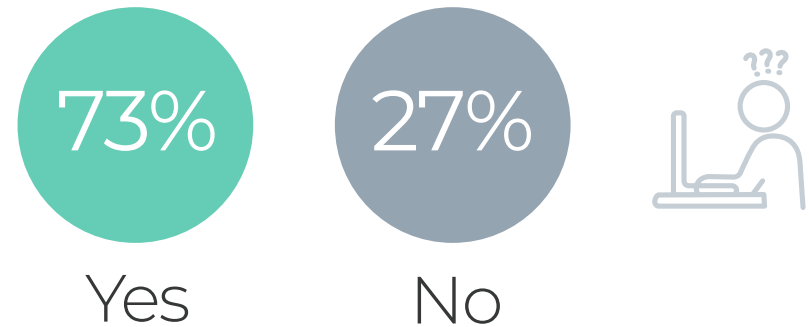
State school (incl. Grammar)

Confidence and barriers

Q Are you confident about **securing a graduate role** after university?



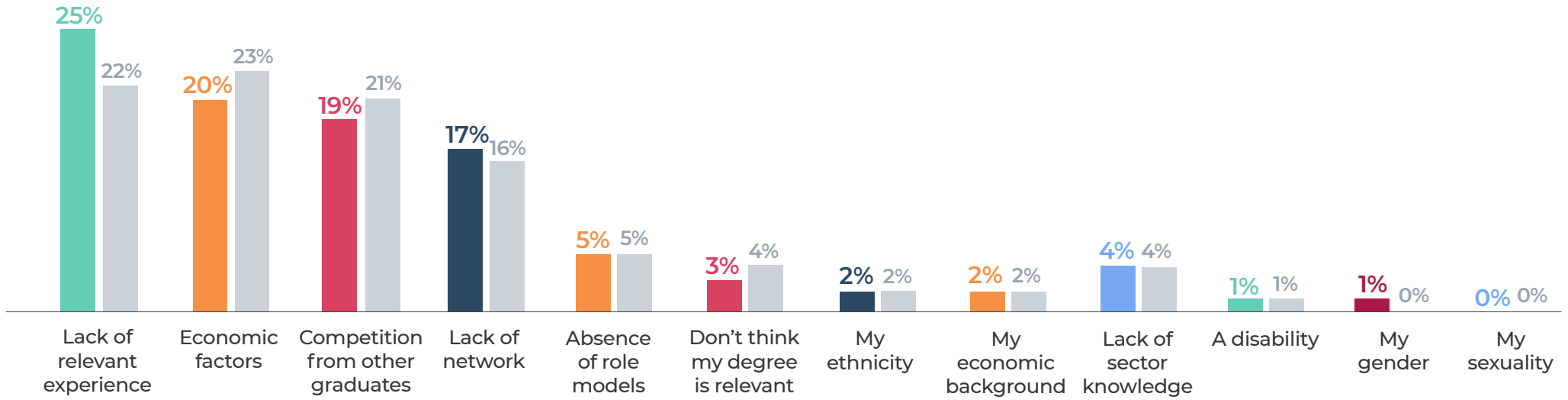
Q Do you feel that you've **struggled to connect with employers** due to COVID-19 restrictions?



Researcher notes


Confidence is higher amongst members interested in technology and engineering roles compared to the average – these sectors have seen hiring numbers increase at graduate level. However, there's still a worry amongst students that they are missing out on connecting with employers.

Q What are the **biggest barriers** to pursuing a career in technology or engineering?



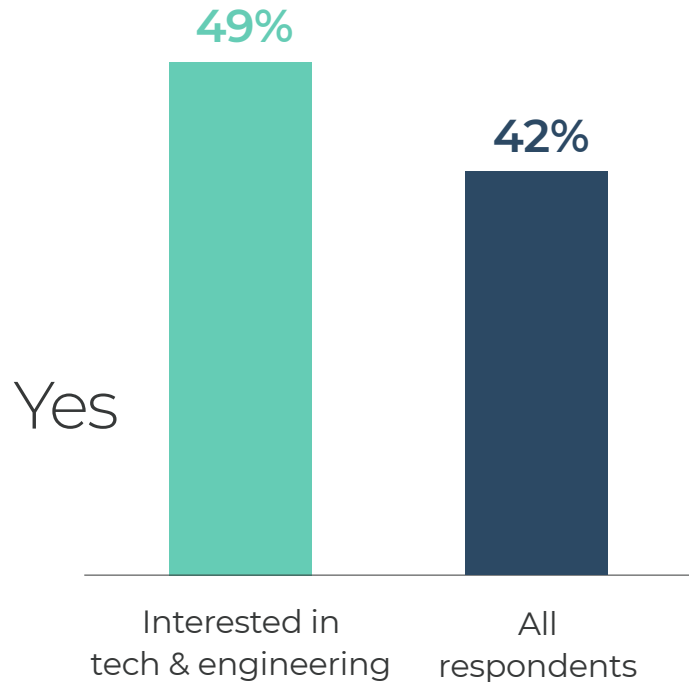
■ Answers from all respondents

Those interested in technology and engineering are currently most likely to see a lack of experience as their biggest barrier. Ensuring our future tech talent has the opportunity to develop in the skills they'll need to enter the working world is critical to their future success.

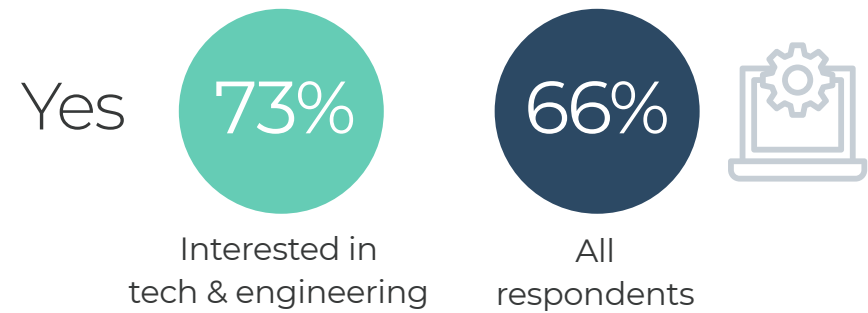


Skills to go into technology & engineering

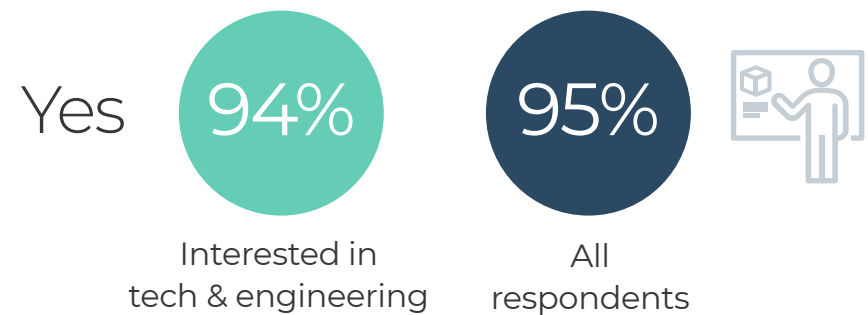
Q Do you **feel prepared** to enter the world of work?



Q Do you feel you have the required level of **digital skills** to enter the working world?



Q Should graduate employers be supporting the student population with **upskilling** during university?



Q What do you think **graduate employers value most** in candidates?

Answers from students

	Interested in tech & engineering	All respondents
Existing industry experience	1	1
A 2.1 or above in their degree	2	2
Communication skills	3	3
Problem-solving skills	4	7
Passion for the business	5	4
Confidence	6	6
Commercial awareness	7	5
Teamwork	8	8
Leadership skills	9	9
Organisation & team management skills	10	11
Resilience	11	10



Researcher notes

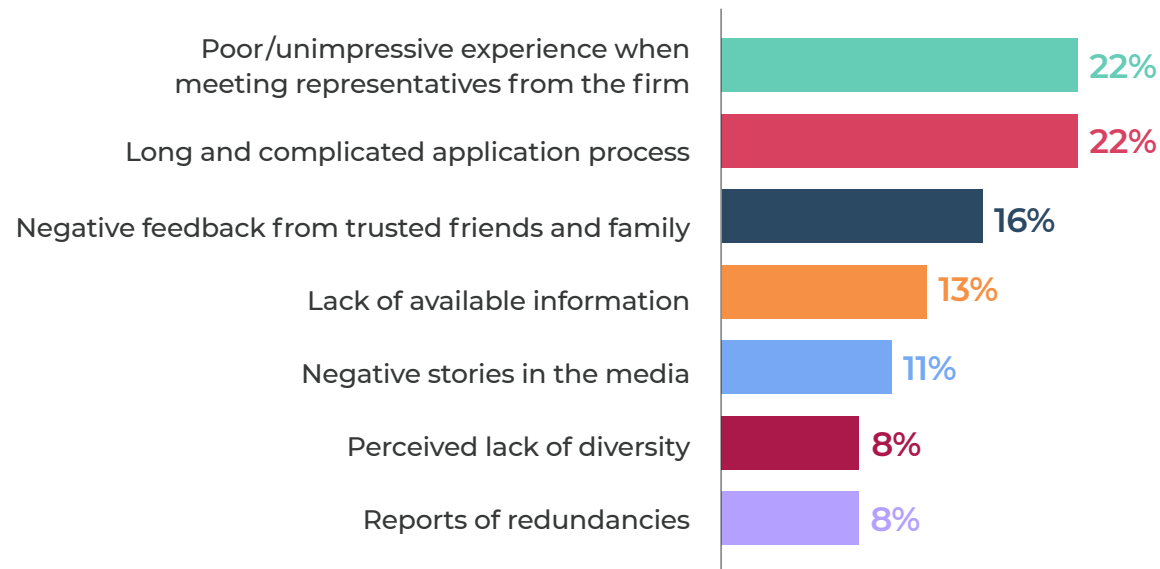
Good academics and existing industry experience are seen as a gateway into a career in technology or engineering. Many firms now put higher importance on transferrable and technical skills gained from a range of experience, rather than just formal internships – communicating this clearly will support firms getting more applicants from a wider spread of backgrounds.

» Being an attractive employer

Q How important is it to **meet a firm's representatives** before applying for a role with them?



Q What is most likely to **put you off** applying to an employer?



>> The application process

Q Which part of an application process would **worry you most**?

	Interested in tech & engineering	All respondents
A presentation	8%	9%
Application form	8%	8%
Automated video interview	21%	20%
Case study task	6%	6%
Face-to-face interview	24%	21%
Group exercise	8%	7%
Psychometric tests	15%	20%
Situational judgement tests	10%	9%

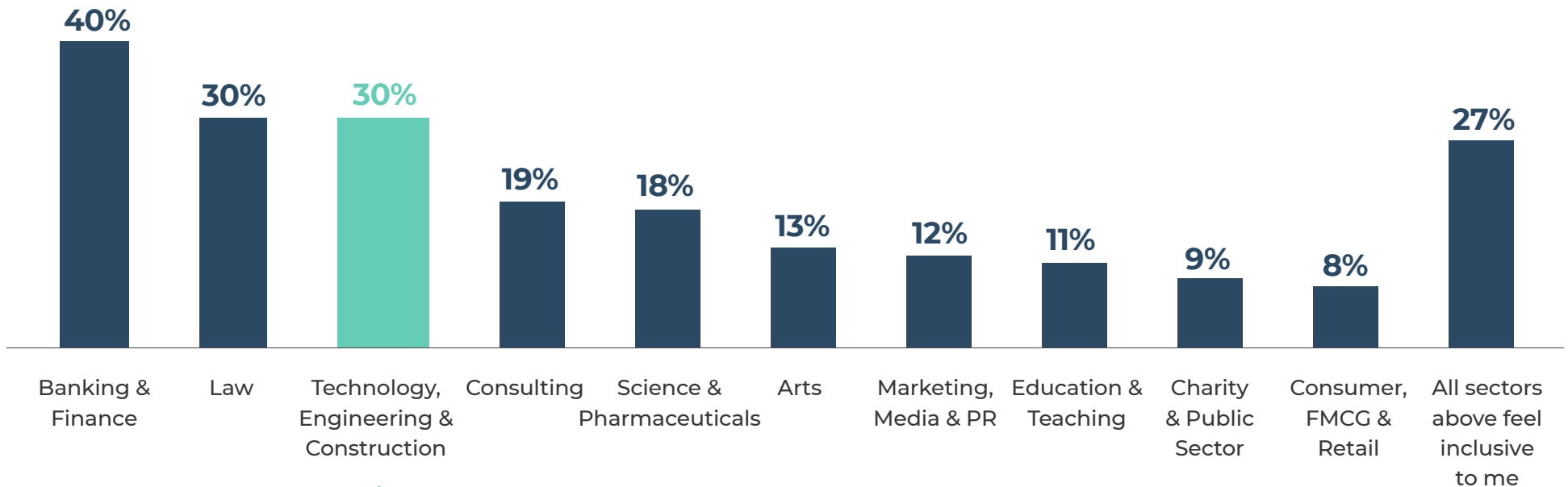
Almost half of those interested in technology or engineering are most worried about either a video or face-to-face interview.



>> The importance of diversity and inclusion

Q Are there any sectors which you perceive as **lacking diversity and inclusivity**?

Answers from across the whole student population that were surveyed



3 in 10 of the wider student population perceived the technology and engineering sector as lacking diversity and inclusivity.

Respondents ticked all the sectors they felt lacked diversity and inclusion

Case study

Attracting ambitious female candidates



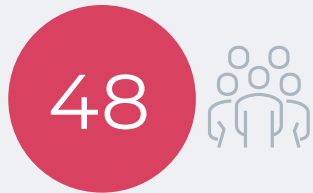
Objective

Increase the number of female hires Vodafone make across their streams, with a focus on the tech and commercial graduate roles.

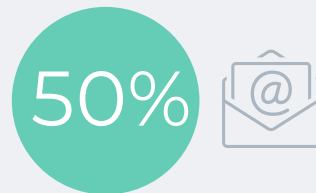
Solution

- ✓ Create a focused marketing campaign to STEM women and the Women's mini-network.
- ✓ Attract and select top female talent for two bespoke insight days run at Vodafone's London office.
- ✓ Sponsorship of two flagship Bright Network events, including Women in TEC.

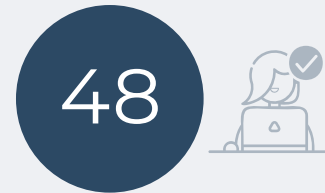
Results



Attendees at the insight days



Open rates on emails across the campaign

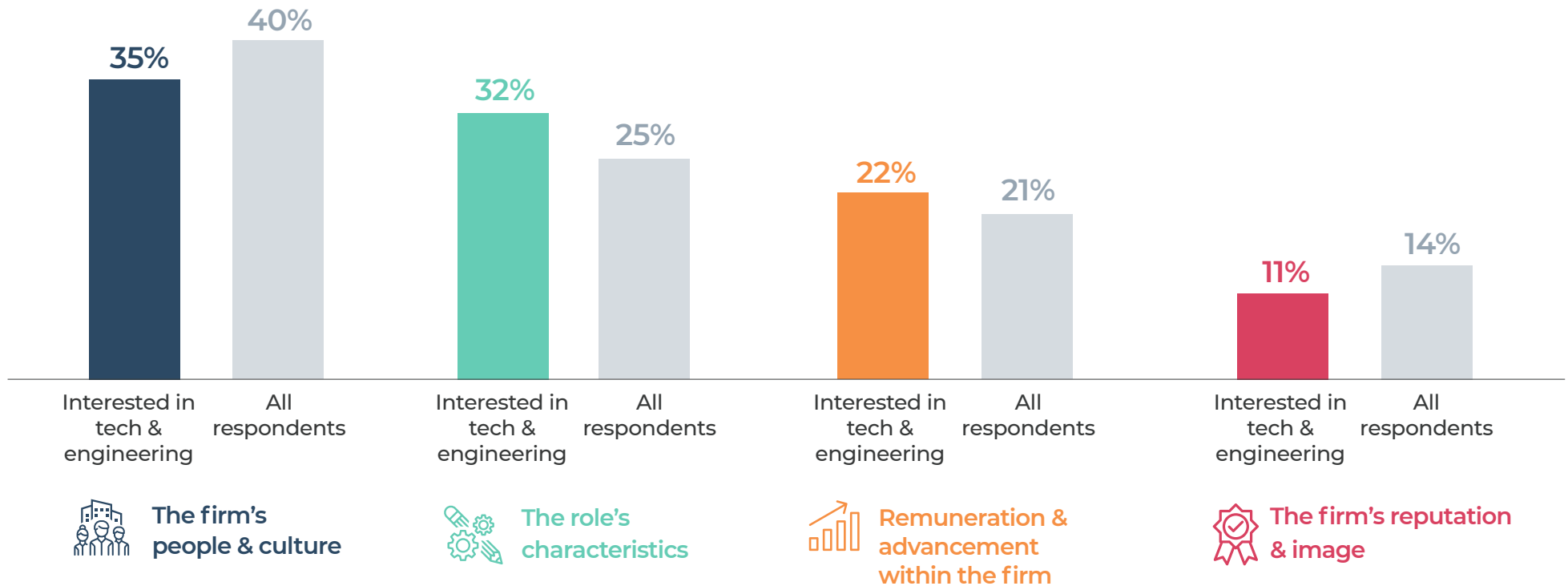


Traceable female hires



>> A graduate role in technology or engineering

Q What is **most important to you** when choosing a graduate role?



The role itself is much more likely to be the most important thing for members compared to wider student population. Highlighting what graduates will be working on and the projects they will be involved in is so important to engaging today's talent.

Q What is your **expected basic annual salary** in your first job after graduating?



Interested in
tech & engineering



All
respondents

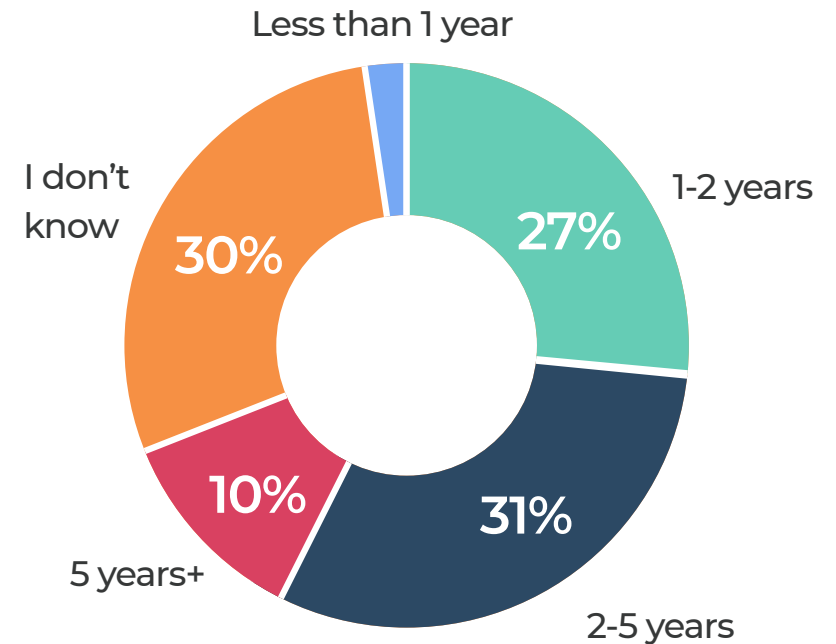


Researcher notes

Given the starting salary for technology and engineering graduate schemes tend to be higher than average, it's not surprising that those interested in the sector expect a higher salary. However, the research shows for most, money isn't the most important factor in a graduate role.

Respondents were asked to enter a figure for their expected salary. To calculate the respected averages, 10% of the highest and lowest answers were removed and the remaining figures were used to calculate the averages.

Q How long do you **plan to stay with your first/graduate technology & engineering employer?**



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- » See how you benchmark in your industry
- » Monitor how your diversity initiatives are resonating
- » Get executive reports to enhance your campaigns



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to see it in action.

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