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From Data Overload to Strategic Insight: The University of Leeds' Journey in Harnessing Careers Data

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Overview

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- The before times
- Overview of new strategy – data is an enabler
- Timeline for data analysis
- Data mining exercise with task group
- Introduce the Strategy KPIs
- Highlights of reporting
- Action plans based around the Strategy KPIs
- Partnership working (LUU, academics etc)
- Evolution of the team and maturity of the data modelling and data literacy in the service
- Why this matters as a new grad – key take home

Overview - 2014

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- DLHE Data
- Career Registration still new & increasingly recognised as sector leading.
- Not much intersectionality
- Limited operational usage,

Overview - 2022

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New Strategy Enabler
Industry & Data Informed

All our activities, both within and beyond the curriculum will be developed and continually adapted to reflect and respond to the needs of the current and future workplace. We will do this by drawing on relevant internal and external insights.

Overview 2025

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- Expanded Data and Insights Team
- Data Maturity and integration
- Strategy and KPIs

Maturity modelling

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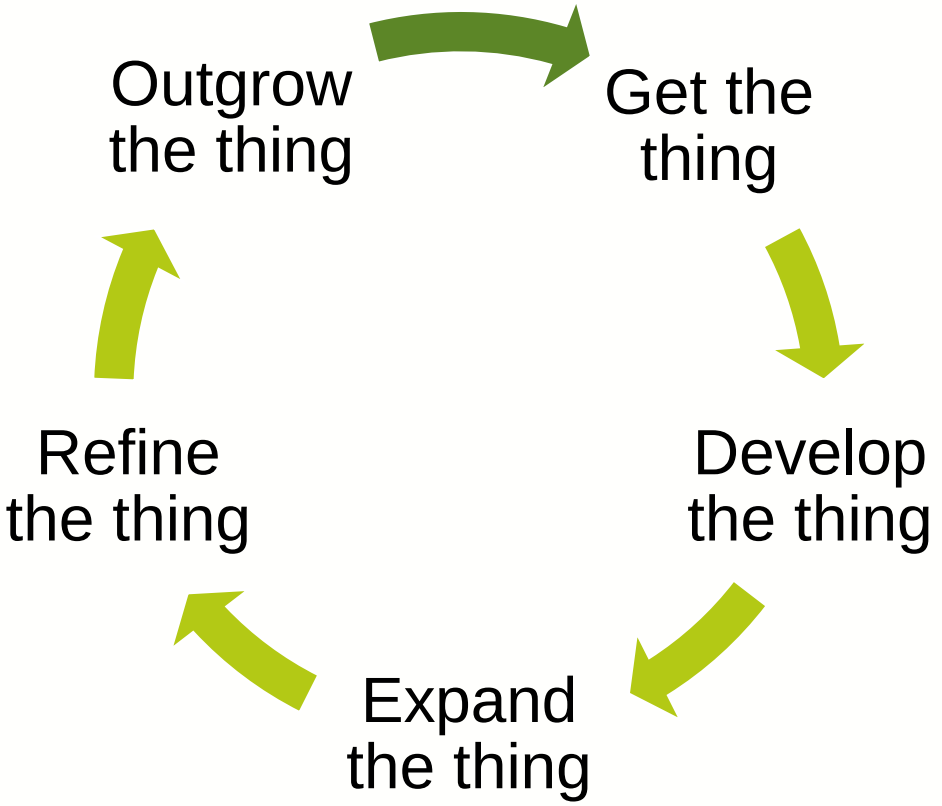
- Team size
- QlikView to Fabric
- DLHE to GO
- Operational Reports to Key Performance Indicators



Measuring our impact

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- ⬆ Primary Goal
- ★ Intended Outcomes
- • Enabling Activities

Everything we do, should be aimed out our primary goal

- ⬆ Developing Career Thinking
- ★ Planned, meaningful lives
- ★ Developing Skills
- • Logging in
- • Using Services
- • Engaging in Curriculum
- • Making Connections
- • Engaging Globally

> “If interventions don’t move the dial, they’re not worthwhile”

Monitoring performance

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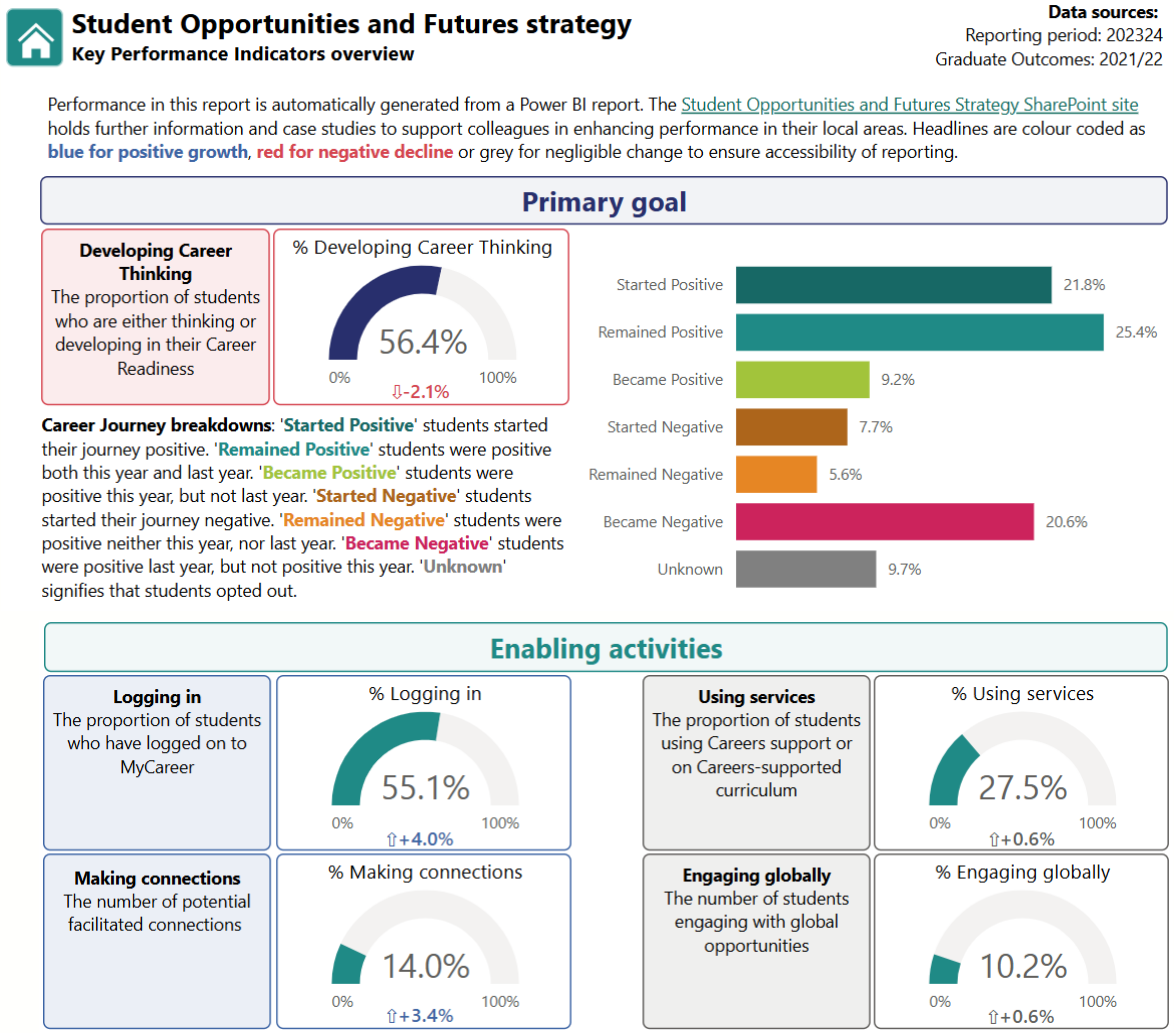
- Bespoke reporting for year-end and in-year
- Student journeys
- Year-on-year comparisons
- Cumulative and in-year breakdowns



2025 Data & Insights Action Planning

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Faculty & Professional Services Action Plans

Leeds University Union

KPI 1 – The proportion of students who are either thinking or developing in their Career Readiness

Deliverable Action	Measurable Outcome	Target Date	Who
Raise awareness amongst students of the meaning of Career Readiness and when and how to update	Increase in middle year students who rank as positive against Career Readiness	This can now be changed in year, so should be measured in January to assess differences to start of academic year	Measured by Coordinator in EPS Employability Team Officers to advise in interactions: 1-2-1, workshops, lectures, at placement application and approval stage.
Link in with Academic personal tutors (APT): 1. Multiple sign-up sessions in the EPS Employability Suite for tutors to raise awareness of career readiness and the ways we can impact it. 2. Follow up analysing career readiness date to find pockets in	1. Tutors feeling more confident with Career Readiness and the longer-term implications of this for student success. 2. Increase in mechanisms to provide support for students in at risk areas	September to November to initially monitor success and lessons learnt	Managers, Officers, Consultant. Academic Personal Tutors

Bringing teams with us

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- Data involved in all decisions – even if we choose to ignore it
- Regular report workshops
- Report and Interrogation tools
- 1:1 or 1:* sessions
- Individual objective setting

Key skills for all Careers staff

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Describe a time you have used data to provide understanding and make operational changes

Grade 6 employability Officer J/D: Data analysis Skills : The ability to analyse data and information to inform operational activities

Grade 8 Entrepreneurship Adviser Digitally and data literate with ability to manage, interrogate and maintain large datasets

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Questions & Answers