

# What opportunities and challenges does the datafication of UK higher education present to Career Services in engaging students from underrepresented groups?

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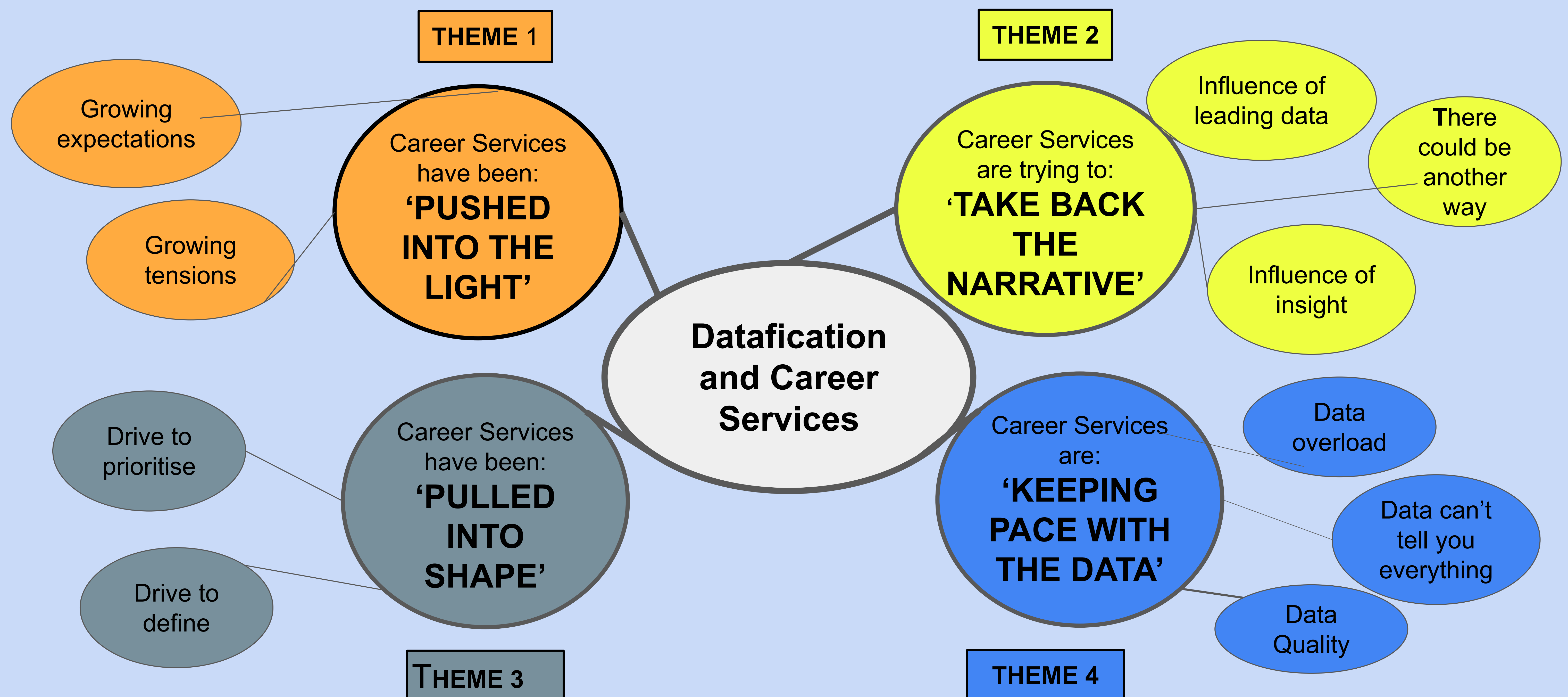
## Introduction

- Data is now central to decision making at all levels within higher education and it covers all aspects of a student's journey from application to graduation.
- Career Services are at the heart of this datafication, and are using data, and its insights, to inform and tailor service design.

## Methods

- Qualitative approach.
- Semi-structured interviews with five UK university Career Services.
- A thematic analysis of the data was adopted, identifying four key themes.

## Thematic Analysis Findings



## Conclusions

### Opportunities for Career Services are:

- Increased visibility
- Growing influence on the employability narrative in institutions
- Utilising data to identify student need and provide personalised support
- Utilising data insights to challenge assumptions
- The potential to influence how 'successful' graduate outcomes are measured

### Challenges for Career Services are:

- Balancing the needs of individual students with the needs of the institution
- Having the requisite data professionals in Career Service Teams
- Variation in engagement with data and confidence in its use from career practitioners

## Next Steps

It would be interesting to look at this question from the point of view of career practitioners and to learn what they think about the changing focus and nature of their role. The growing use of data, the proactive, personalised, and tailored approach with a focus on outcomes and institutional measures may not be quite the same role they originally trained for or 'signed up' for.