



# 4<sup>TH</sup> TRANSNATIONAL MEETING

30 November 2016

in Paris





## Participants

### Turkey

Sabancı University

- Şule Yalçın
- Selin Kalenderli
- Sezen Gulsen Kama

AFS - Türk Kültür Vakfı

- Derya Komitoğlu Kaplan
- Omer Ongun

Abdullah Gül University

- Nimet Bulut
- Zeynep Tuğçe Çiftçiabaşı Güç

### Sweden

Universum

- Vasco Magalhães de Castro

### France

Novancia Business School Paris

- Dr. Renaud Redien-Collot, Ph.D.
- Stéphane Vincent
- Pierre Vignes
- Sophie Lathuillière



# 4<sup>TH</sup> TRANSNATIONAL MEETING

30 November 2016

## Meeting Agenda

| Time     | Item   | Activities                        |
|----------|--|-----------------------------------|
| 9.30 am  | Welcome Coffee   | Welcoming                         |
| 10.00 am | Valorization of the Gen Y's Surveys                          | Results and analysis (Part 1)     |
| 11.15 am | Break  | Coffee/Tea break                  |
| 11.30 am | Valorization of the Gen Y's Surveys                          | Analysis and Exchanges (Part 2)   |
| 12.30 am | Developing content & strategy for Social Media Tools Project | Practices, tools and exchanges    |
| 1.00 pm  | Lunch break  | Restaurant "LE VITIS"             |
| 2.30 pm  | Gen Y's Boot Camp (July 2017)                                | Organization and content (Part 1) |
| 3.30 pm  | Break  | Coffee/Tea break                  |
| 3.45 pm  | Gen Y's Boot Camp (July 2017)                                | Content (Part 2)                  |
| 5.00 pm  | Closing  | Final questions and requests      |
| 7.30 pm  | Dinner   | Dinner out                        |



## 1. Valorization of the Gen Y's Surveys

Results, analysis and exchanges

### Career Center Survey

<https://tr.surveymonkey.com/r/eucareercenters>

***This survey aims to identify career centers' use of social media and technology in supporting career development and employability of students.***

About 30 Career Centers answered this survey, mainly from Turkey and France, and a few of them from Benelux and Sweden.

Top 10 services career centers offer their students:

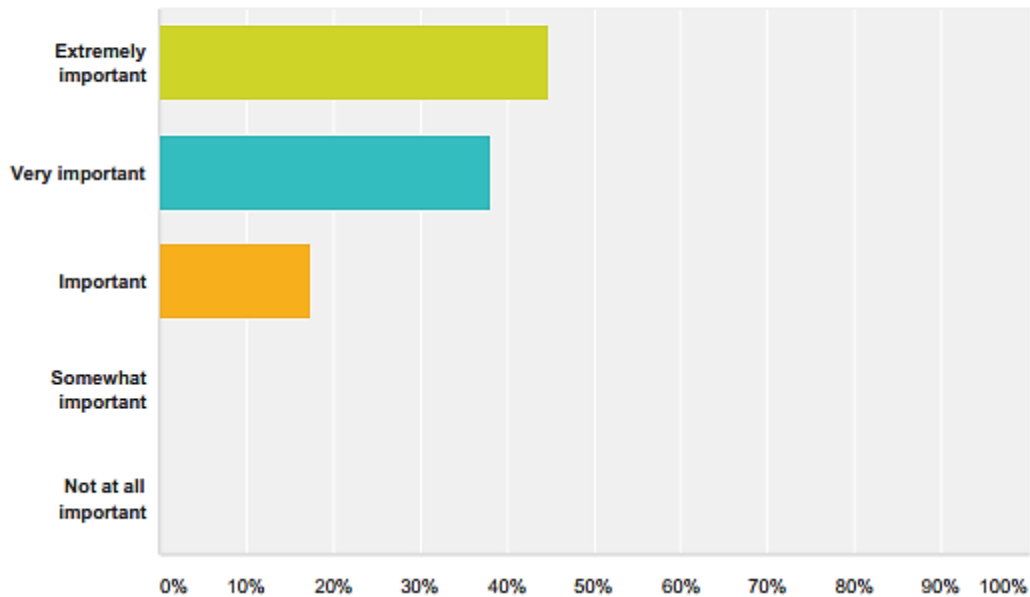
- Face-to-face career counseling/coaching: 96.55%
- Career development workshops: 86.21%
- Career fairs on campus: 79.31%
- Job boards: 72.41%
- On-campus interviews: 65.52%
- Career development related resources: 58.62%
- Job/internship placement: 44.83%
- Career Resource Library: 44.83% & Online Career Library: 27.59%
- Resume booklets: 44.83%
- Career counseling/coaching through online platforms: 41.38%

More than one-third of career centers use social media as part of their operations (34.48%).

The career centers mainly use Facebook (79.31%), LinkedIn (62.07%) and Twitter (55.17%) to announce career events and post job or internship offers. A few of them also use YouTube (17.24%) and Instagram (13.79%), more visual tools.

## Q6 How important do you think it is to use social media to secure employment for new graduates?

Answered: 29 Skipped: 0



Around 81% of respondents think social media use is extremely or very important to secure employment for new graduates.

More than 82% of respondents train their students in effective use of social media for career development related purposes, as job search, personal branding, networking, etc. Some people especially recommend professional use of LinkedIn.

More than 72% of Career Centers track their alumni career path –after graduation– via social media sites like LinkedIn.

As best practices, Career Centers encourage students to have a profile, join groups and follow companies on LinkedIn which sounds very professional. Some of them consider a multi-channel approach combining events, social media and telephone. Others think posting job/internship opportunities digitally helps students to reach more opportunities, make professional connections and network by using social media.

## Employer Survey

<https://tr.surveymonkey.com/r/euhr>

***This survey aims to identify the newest recruitment methods and top sources which are used by organizations in Europe.***

About 110 HR Departments answered this survey. More than 40% of respondents work in Turkey, more than one-third in France, around 10% in Benelux, less than 5% in Germany and UK. More than 86% of respondents work in the private sector. Around 64% represent large companies compared with around 35% in SMEs.

The adopted reference sizes were the following:

- SMEs: 1-500 employees
- Large company: 500 employees and more

About 21% of respondents play the role of HR Managers, around 18% and 16% are respectively HR Specialists and Recruiters. Less than 10% are HR Directors. The last third part represents other operational fields.

The Top 6 recruitment channels used for full-time and internship positions are:

- Employer social media pages (e.g. LinkedIn, Facebook, etc.): 74.07%
- Employer webpage: 68.52%
- General jobs boards: 61.11%
- Faculty/Alumni/Employee referrals: 51.85%
- Resume/CV booklet: 39.81%
- On campus career events supported by Career Center: 38.89%

Some employers also use other online tools, as new generation recruitment apps, solutions, agencies, social media or networks, e.g. Cocoon, Taleo, Kariyer.net, LinkedIn, School job board or website, corporate website, Le Club Telli, video CV, etc.

LinkedIn, Facebook and Twitter are the most used media tools by employers for their branding, recruitment and candidate background checking.

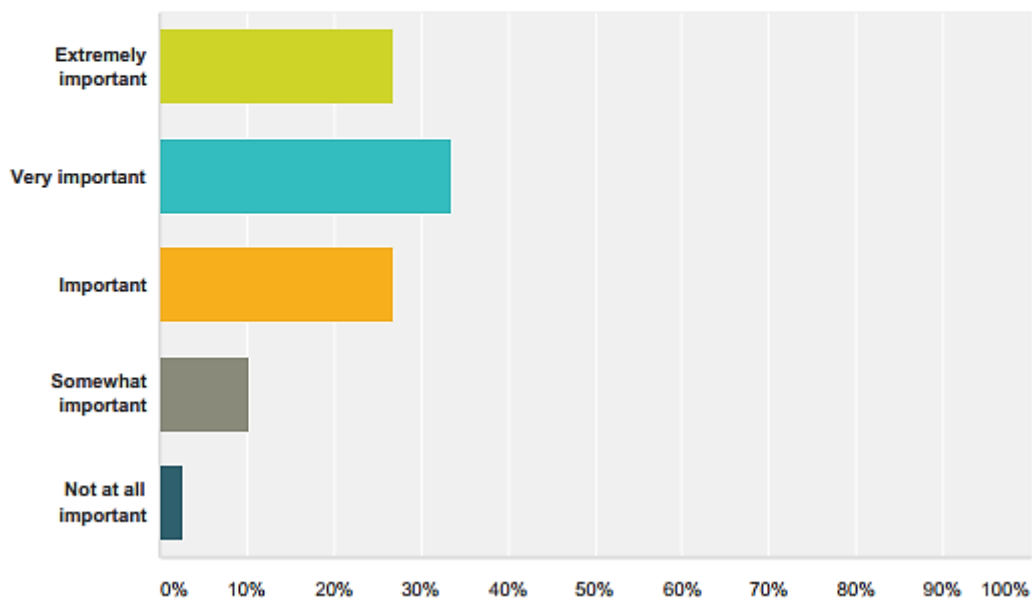
Media tools in order of preference:

| Employer branding | Recruitment | Candidate background check |
|-------------------|-------------|----------------------------|
| LinkedIn          | LinkedIn    | LinkedIn                   |
| Facebook          | Facebook    | Facebook                   |
| Twitter           | Twitter     | Twitter                    |
| Youtube           | Viadeo      | Viadeo                     |
| Instagram         | Instagram   | Instagram                  |
| Viadeo            | Youtube     | Youtube                    |
| Snapchat          |             | Foursquare                 |
| Daily Motion      |             | Snapchat                   |
|                   |             | Pinterest                  |

More than 60% of employers consider social media tools extremely or very important in identifying and sourcing new graduates.

### Q8 How important is it to use social media tools in identifying and sourcing new graduates?

Answered: 108 Skipped: 0



## Employers' expectations

Among employers' best advice to students

- Be visible and keep profile update at all times, keep it professional, simple and clear. Try networking and making a difference.
- Pay attention when sharing on social media. Consider their image and reputation as valuable assets.
- Use LinkedIn and keep Facebook pages private and be discreet enough about private or personal life details.
- Effectively use social media, follow job opportunities and make personal branding.
- Social media presence will not replace competencies and good applications.
- Make sure that resumes contain complete, true and relevant information, valuable for the employer.
- Treat their social account as their personal image (e-reputation).
- State clear project and expectation regarding their development aspirations, follow up target company pages. State how they can add value to the company and what value the company would add to them.
- Push a complete profile and add languages or special competencies.
- Make some articles or publications public to give a professional image.





## University Students' Job Search Strategies

<https://tr.surveymonkey.com/r/eustudents>

***This survey aims to identify tools and strategies students prefer when searching for employment.***

This is a compilation of the quantitative data of the University Student Surveys in english, french, swedish, german and dutch.

More than 1,300 students answered this survey. Around 53% of respondents are of the Female gender compared with somewhat more than 45% of the Male gender.

More than half of respondents are aged 20 to 23 years old.

The major part of respondents lives in Turkey and France with respectively 24% and 28%. Around 19% live in Germany, more than 16% in Germany, around 10% in Benelux and about 7% in Sweden.

More than 42% of respondents are pursuing a Bachelor's Degree compared with around 30% studying in Master's Degree. 16% have already graduated. Over a third expects to graduate in 2016 and about 30% in 2017.

Over a third of students study Natural Sciences and Engineering, 31% Business Administration/Management, 10% Arts and Social Sciences (Humanities/Liberal Arts) and 16% study other fields.

More than 21% of students use employer webpages to apply for a job or internships, compared with about 15% using employer social media pages (e.g. LinkedIn, Facebook, etc.), 13% family/friends, outside school network and 12% general job boards. 6 to 9% of students also use other channels, as on-campus career events supported by Career Center, resume/CV booklet, faculty/alumni referrals and informal events with employers.

According to the results of the enquiries filled in different languages, location and salaries, work culture, international work opportunities, professional training and development opportunities, benefits, mission and vision, challenging work, employer brand, flexible work applications and career paths seem to be the top information students look for when applying for a job.

Students prefer spending less time to complete application (34.86%), conducting an interview over online tools such as Skype or web conferences (21.89%), applying through social networks as Facebook or LinkedIn (19.70%) and using friendly mobile app (17.51%).

Students use social media tools for the following purposes:

| <b>General usage</b> | <b>Career related usage</b><br>(job search, application, networking, etc.) |
|----------------------|--|
| Facebook: 23.62%     | LinkedIn: 56.23%   |
| Youtube: 21.49%      | Facebook: 16.28%   |
| Instagram: 13.43%    | Viadeo: 7.51%  |
| Snapchat: 12.88%     | Youtube: 6.66%   |
| Twitter: 8.88%       | Twitter: 6.42%   |
| LinkedIn: 6.69%      | Instagram: 2.12%   |
| Pinterest: 5.77%     | Pinterest: 2.06%   |
| Daily Motion: 3.66%  | Daily Motion: 1.21%  |
| Foursquare: 2.56%    | Foursquare: 0.79%  |
| Viadeo: 1.04%        | Snapchat: 0.73%  |

Over 60% of respondents think using social media tools for job search and application is so important, compared with around 26% somewhat important.

80% of students think employers conduct social media background check to know them better before a job offer.

## Students' expectations

Among students' best advice to employers who offer career-related information on social media

- Be clear and simple, make people feel wanted too.
- Make the applications more streamlined.
- Be accurate, explain as detailed as possible what the job is about and its requirements. Make the eligibility criteria clear.
- Specify what qualities used on social media they may look for.
- Update all information frequently to indicate ongoing activity. Make information attractive and eye-catching.

## Students' expectations

Among students' best advice to employers who offer career-related information on social media

- Keep information simple and clear: short presentation of jobs, information as tasks, challenges, requirements, qualifications, location, working time, salaries, type of contract, dates, contact information for questions and make it easy to find. Keep it to the point and provide a link to the application website.
- Check applications as soon as possible and be in touch with applicants about the status of application consistently.
- Give a picture of the potential future workplace and express company culture.
- Make it as serious as possible. Do not use/avoid using Facebook. Use professional social networks like Xing, LinkedIn or some other platforms.
- Focus on your target group – e.g. on Facebook, focus on groups such as alumni groups, university or work groups. Be reliable. Do not overdo. Do not underestimate.
- Use different content for different social media platforms. 'Do not judge a book by its cover'.



## Project Team's discussion inspired by the surveys

These surveys call attention to the main students' and employers' expectations about social media.

*Students:*

- How to find a job?
- How to connect public and private life?

*Employers:*

- What could students do with their profile?

While most of the corporate representatives use social media to recruit, career centers recommend their students to be careful on what they provide and post.

As employers are eager to know students' hard and soft skills, students need to be clear on the content they send, go to the discussion and network, and story tell on what they want to do and what they did.

Students must provide the corporate world with full information on a double level: traditional and formal to fit the description or required profile. At the same time, they can use their profile as an illustration.

They need to mobilize a real network and use it to enhance their own profile among companies. They could advertise their work on projects, showing their abilities: both good on the routine and deep projects.

How could they promote themselves?

- Asking for recommendations
- Being consistent with what kind of message they bring
- Offering a descriptive CV
- Telling stories on social media
- Being connected with the type of job they want to find or apply for
- Being clear on the ultimate professional spot they want to reach

*Storytelling*

Students need to think about what they narrate, what they story tell. Before rushing on social media they will story tell about themselves. They need to know what they want to tell and show.

Their time sequences will be:

- during their training
- just after their diploma
- beyond their diploma.

How employers could consider their profile?

Fill a gap or find a high potential.

## *What is the HR usage of companies?*

Stéphane Vincent, Novancia thinks that it depends on the size of the company: entrepreneurial vision/SMEs or large companies. SMEs use their own department to select CVs and use social media to know their applicants. Large companies seem to use data scientists to analyze applications.

The social media players have to use artificial intelligence: good words for the profile, school and company.

## *Some expected outcomes*

Companies expect profiles present properly professional things.

Sometimes, they do not see the connection between the content and what students are searching for.

Renaud Redien-Collot, Novancia thinks that some companies are looking for the students' voice: what do they say? It is difficult to know what students have to say on Facebook. It may reflect what schools do with them. They need to be aware of what companies/employers are expecting.

How do students use their profile depending on what kind of job they are looking for?

Vasco Castro, Universum points out 2 best ways to use social media for students: apply for a job or join a company.

Ömer Ongun, Türk Kültür Vakfı underlines the importance of corporate values.

Stéphane Vincent, Novancia is not sure that students make difference between companies and companies' values. He also underscores the importance for companies to have real skills to manage projects.

## *What image of the company?*

Some students seem to show the name of companies when they are famous. If not, they highlight their mission as an exciting one.

Renaud Redien-Collot, Novancia reminds the importance of creative class –driving force for economic development- and creative projects while the family's pressure is still present -creative class nowhere starting, not reflected in the results-.

Zeynep Tuğçe Çiftçibaş Güç, Abdullah Gül University considers internationalization as a great value and underlines the importance of being able to work in an international environment.

Renaud Redien-Collot, Novancia calls to attention to some social tensions –it seems that some respondents do not want to give answers- and asks 'Do answers of companies and students fit together?'– e.g. students are looking for challenging jobs or not or for some kind of perspectives but companies do not talk about perspectives they offer.

## *Do students want to be leaders?*

Employers and/or career centers should give them recommendations on what they need to show and say properly on social media.

## 2. Developing content & strategy for Social Media Tools Project

Practices, tools and exchanges – The LinkedIn Case

*How universities use LinkedIn to valorize their students and alumni?*



Selin Kalenderli (Sabanci University) presented examples of University LinkedIn pages valorizing the profile of students and alumni.

They highlight professional experiences of students and alumni: where they live, where they work, what they do, what they studied, what they are skilled at, connections and recommendations.

## How LinkedIn helps students to promote their social branding?

The project team discussed different tools offered by *LinkedIn* helping students and graduates to build an effective profile on social media.

### 2. Connect in a Meaningful Way with Alumni and Other “Warm” Contacts



LinkedIn 

LinkedIn helps the audience to

- build a professional online presence
- be connected with ‘warm’ contacts and alumni
- research companies, industries and grad programs
- explore opportunities
- use professional networking ‘etiquette’

More than social media, LinkedIn plays the role of online consultant for its young audience. They advise how to develop a good profile by providing some tips. They help people to choose a professional photo, write attractive headlines, use keywords, show their potential throughout their past experiences, such as volunteer or extra-curricular activities or via honors or recommendations.

They encourage them to be connected in a useful and professional way. They push people to be curious and aware of companies, industries to explore their recruitment opportunities, jobs and representative profiles.

They aim to build a respectful and committed community around Do's and Don'ts to enhance the ‘LinkedIn Etiquette’. Each social media promotes its own online etiquette.



*Resources for young generations:  
handbooks, video, tools to build a great social branding*

As results of their research, the project team also considers other social media, as Facebook, Viadeo, Xing or Twitter.

### 3. Gen Y's Boot Camp (July 2017)

#### Organization & Content

A Boot Camp will provide students with the unique opportunity to explore, clarify, pitch and valorize their profile and personal branding on social media.



A written paper will design a professional/academic action plan for the next 2-3 years.

This Boot Camp will be organized over 2 weeks in:

- Week 1 - Istanbul: 30 June to 5 July 2017
- Week 2 - Paris: 7 to 11 July 2017

Every week should welcome 30 participants and 5 facilitators/organizers from Sabanci University, Abdullah Gül University and Novancia Business School Paris.

The first week will be dedicated to team building, self-assessment, pitch, debriefing and evaluation and the second one to valorization of the profiles: CV, personal branding, visibility on social media and LinkedIn working.

The organization is presented in the following scheme and agenda.

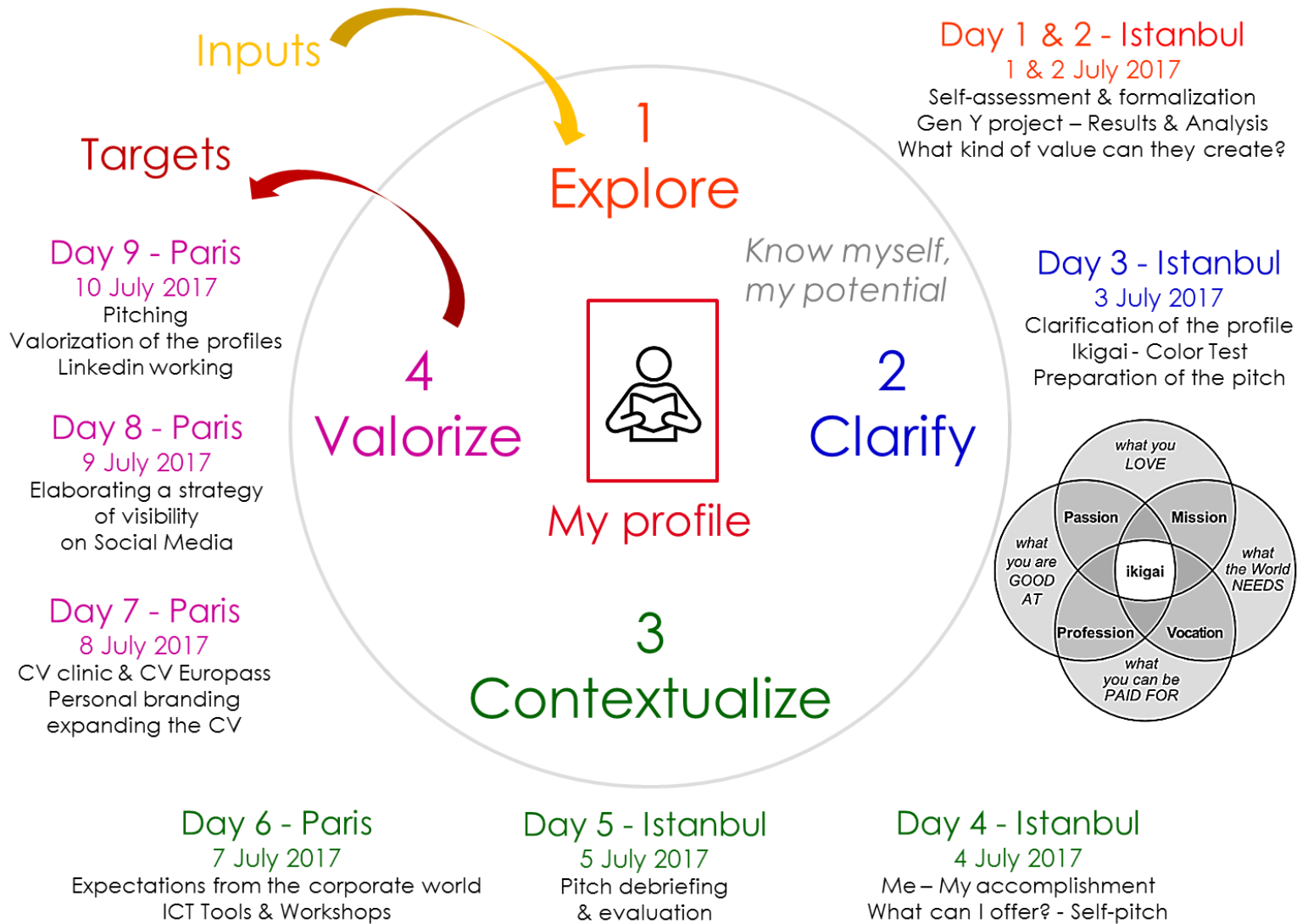
The organizational team will be defined and the student teams will be selected (undergraduates).

Further tasks:

- Novancia will think about ECTS part (optional ECTS)
- 5-9 December 2016: Kultur and Sabanci University will give information on budget and venues
- Before Christmas: think about the name of the event
- What corporate partners to support the Boot Camp?
- Create a registration form for participants.



# Gen Y's Boot Camp (July 2017)





# Gen Y's Boot Camp (July 2017)

| AGENDA            |  |   |  |   |  |   |              |   |              |   |              |
|-------------------|--|---|--|---|--|---|--------------|---|--------------|---|--------------|
| June 30th, Friday | Time                                       | July 1st, Saturday  | Time                                       | July 2nd Sunday                                   | Time                                       | July 3rd, Monday                                  | Time         | July 4th, Tuesday<br>(Institut Français)          | Time         | July 5th,<br>Wednesday                            |              |
| <b>Arrivals</b>   |  | Breakfast   |  | Breakfast   |  | Breakfast   |              | Breakfast   |              | Breakfast   |              |
|                   |  | Opening, Getting to Know, Expectations and Goals of the Training                  |  | Daily Opening: What are our Learning Goals Today? |  | Daily Opening: What are our Learning Goals Today? |              | Daily Opening: What are our Learning Goals Today? |              | Daily Opening: What are our Learning Goals Today? |              |
|                   | 10:00-13:00                                |   | Coffee Break                               | 10:00-13:00                                       | Coffee Break                               | 10:00-13:00                                       | Coffee Break | 10:00-13:00                                       | Coffee Break | 10:00-13:00                                       | Coffee Break |
|                   |  |   | Project Concepts, Agenda, Teambuilding     |   | Self Assessment and Explore                |   |              |   | Self Pitch   |   |              |
|                   |  | Lunch   |  | Lunch   |  | Lunch   |              | Lunch   |              | Lunch   |              |
|                   | 13:00-14:30                                |   | 13:00-14:30                                |   | 13:00-14:30                                |   | 13:00-14:00  |   | 13:00-14:30  |   |              |
|                   | 14:30-17:30                                | Who am I? + Reflection on common values and What do the employers expect from us? | 14:30-17:30                                | Soft Skill TBD                                    | 14:30-17:30                                |   | 14:00-19:00  | <b>Free Time</b>                                  |              |   |              |
|                   |  | Coffee Break  |  | Coffee Break                                      |  | Coffee Break                                      |              |   |              |   |              |
|                   |  | Gen Y Project Results and Analysis by Universum                                   |  | Soft Skill TBD                                    |  | Preparation of the Pitch                          |              |   |              |   |              |
|                   |  | Daily Closing: What have we learned today?  |  | Reflection Groups                                 |  |   |              |   |              |   |              |
|                   | Daily Closing: What have we learned today? |   | Daily Closing: What have we learned today? |   | Daily Closing: What have we learned today? |   |              |   |              |   |              |
| Dinner (everyone) | 19:00-21:00                                | Welcome Dinner  | 19:00-21:00                                | Dinner  | 19:00-21:00                                | Dinner  | 19:00-....   | Dinner on boat                                    |              |   |              |

| <b>July 6th, Thursday</b>                             | Time        | <b>July 7th, Friday</b>                    | Time        | <b>July 8th, Saturday</b>                         | Time                                       | <b>July 9th, Sunday</b>                           | Time                                       | <b>July 10th, Monday</b>                          | Time                                       | <b>July 11th, Tuesday</b>                         | <b>July 12th, Wednesday</b>  |
|---|-------------|--|-------------|---|--|---|--|---|--|---|------------------------------|
| <b>Departures from Istanbul and Free Day in Paris</b> |             | Breakfast                                  |             | Breakfast   |  | Breakfast   |  | Breakfast   |  | Breakfast   | <b>Departures from Paris</b> |
|   |             |  |             | Daily Opening: What are our Learning Goals Today? |  | Daily Opening: What are our Learning Goals Today? |  | Daily Opening: What are our Learning Goals Today? |  | Daily Opening: What are our Learning Goals Today? |                              |
|   |             | Openings                                   |             | CV Clinic   |  | Strategies of Visibility                          |  |   |  | Evaluation  |                              |
|   | 10:00-13:00 | Coffee Break                               | 10:00-13:00 | Coffee Break                                      | 10:00-13:00                                | Coffee Break                                      | 10:00-13:00                                | Coffee Break                                      | 10:00-13:00                                | Coffee Break                                      |                              |
|   |             | Expectations from the corporate world      |             | CV Clinic   |  | Strategies of Visibility                          |  | Prep for Presentations                            |  | Closing   |                              |
|   | 13:00-14:30 | Lunch                                      | 13:00-14:30 | Lunch   | 13:00-14:30                                | Lunch   | 13:00-14:30                                | Lunch   | 13:00-14:30                                | Lunch   |                              |
|   |             | ICT Workshops                              |             | Personal Branding                                 |  | Connecting the works                              |  | Pitching-Volarization of the Profiles             |  | <b>Free Time</b>                                  |                              |
|   | 14:30-17:30 | Coffee Break                               | 14:30-17:30 | <b>City Tour and Dinner</b>                       | 14:30-17:30                                | Coffee Break                                      | 14:30-17:30                                |   |  |   |                              |
|   |             | ICT Workshops                              |             |   | 14:30-17:30                                | Connecting the works                              | 14:30-17:30                                |   |  |   |                              |
|   |             | Daily Closing: What have we learned today? |             |   | Daily Closing: What have we learned today? |   | Daily Closing: What have we learned today? |   | Daily Closing: What have we learned today? |   |                              |
| Dinner  | 19:00-21:00 |  | 19:00-21:00 |   | Dinner                                     | 19:00-21:00                                       | Dinner                                     |   |  |   |                              |
|   |             |  |             |   |  |   |  |   |  |   |                              |

## 4. Upcoming schedule

|                |  |
|----------------|--|
| December 2016  | Project report to be written by Sabanci University and completed by Novancia |
| 10 April 2017  | 5 <sup>th</sup> Transnational Meeting in Stockholm                           |
| 30 June 2017   | 6 <sup>th</sup> Transnational Meeting in Istanbul                            |
| 1-12 July 2017 | Boot Camp in Istanbul and Paris  |
| October 2017   | 7 <sup>th</sup> Transnational Meeting in Paris (date to be confirmed)        |

The 4<sup>th</sup> Transnational Meeting was followed by a multiplier event with partners, companies and students on 1 December 2016: It was a conference on *'Which soft skills are employers looking for in graduates?'* animated by Vasco De Castro, Senior Consultant, Universum Communications.

