Higher Education Achievement Report and 'blue chip' volume graduate recruiters
www.hear.ac.uk

- *"The HEAR could be useful during the interview stages… candidates are often not very good at linking their experiences to the questions they are asked and the HEAR should be able to help with this – both as a 'highly valuable' aide memoire for what they've done and also because it highlights cognitive skills, etc, which is something the interviewers will be asking about."* (Large employer)
- *"The HEAR will enable candidates to come across as well rounded and translate their skills to be useful in the working environment."* (Large employer)
- *"The HEAR 'will prove very useful at distinguishing candidates, after all, there is a ten percentage point difference in the degree classifications'."* (Large employer)
- *"Extra information should always be of use to recruiters."* (Large employer)
- *"The HEAR will definitely prove useful for training and development of candidates."* (Large employer)

The Higher Education Achievement Report (HEAR) is an electronic document that may help in recruitment processes by showing in detail, and in a form verified and signed off by the university, some, at least, of what a graduate has achieved during their time in higher education. Employers who make use of such information in their selection processes will be able to make more informed decisions about the people they choose to become part of their businesses. The HEAR will be built up and available throughout a student's career in higher education and can be used as an aid to selection in intern, placement and graduate recruitment and as the starting point for professional development in the workplace. All HEARs follow a clear and standardised template.

At-a-glance guide to the HEAR (click on the image or visit www.hear.ac.uk/about)
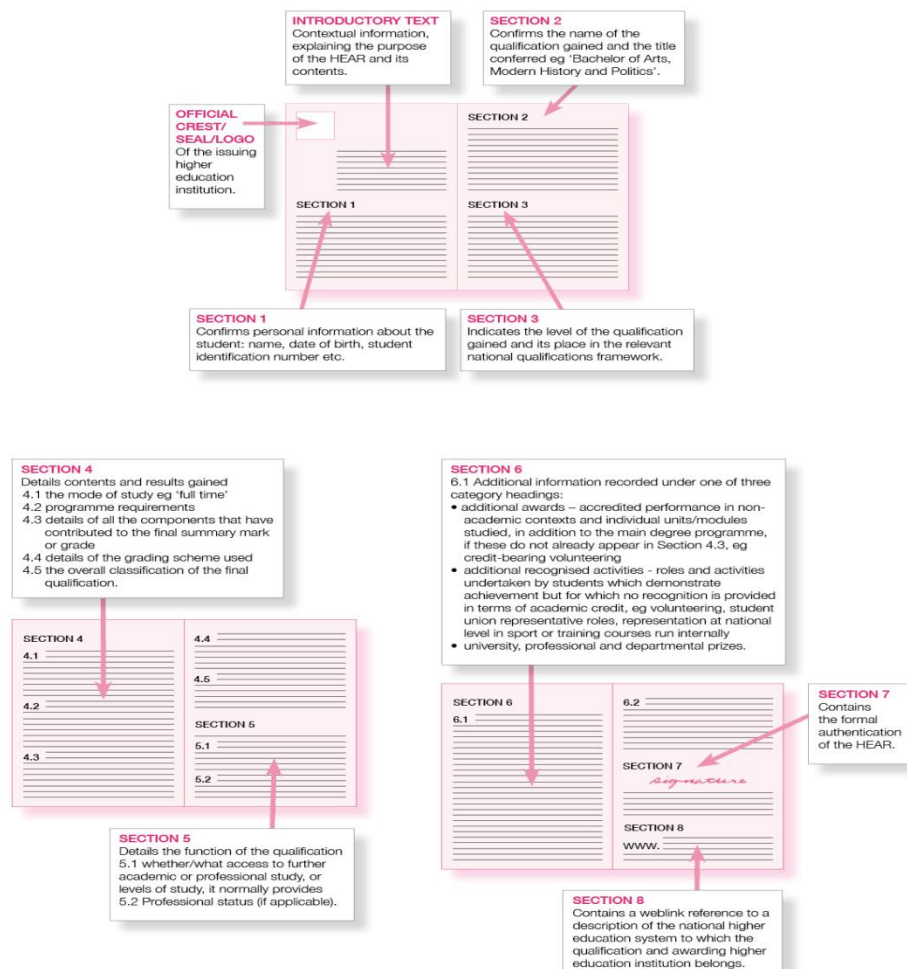
How will volume recruiters make use of the HEAR?

Large volume recruiters are an important and prominent section of the graduate employment market. Many recruit from *any* degree classification but most are, understandably, still interested in degree classification - at least for sifting purposes - due to the number of applications received and the amount of information there is to read. Currently over 80% of Association of Graduate Recruiter employers use a 2.1 degree classification as a screening cut-off. On the other hand, others are adopting new processes to promote social mobility and ensure they are accessing the widest possible 'talent pool'.

The HEAR has the potential to add value to such processes:

By providing significant indirect benefits

Large employers welcome the HEAR's role as an aide memoire/reference point in assisting students to construct what they believe will be more purposeful and targeted applications. In addition, and over time, the process of compiling their HEAR should help students become more self-aware which, in turn, should benefit employers.

By helping to highlight academic and wider achievement in more detail

HEAR data has the potential to be useful at later stages of recruitment and selection processes. Many employers seek individuals with a blend of specific skills and attributes. The HEAR can help them in unpacking an often somewhat homogenised undergraduate (or even postgraduate) experience. In interview, employers look for 'good, grounded examples' of the sort the HEAR might contain yet find that 'candidates are often not very good at linking their experiences to the questions they are asked'. Most interviewers will employ a common set of questions but the HEAR will provide employers with material for tailoring questions, and candidates with reminders for framing responses.

In selecting placement students and interns

Since it will be built up and accessible, at stages throughout the student's higher education career, the HEAR will provide recruiters with clear, detailed and contemporary information about potential interns and placement students long before they graduate.

By using verified HEAR data to populate online application forms

Volume recruiters with established recruitment processes may not, at least initially, see a reason to change these as a result of the advent of the HEAR. These employers, however, can see the merits of being able to draw upon verified HEAR data to populate online recruitment systems, thereby incorporating the use of the HEAR seamlessly into existing graduate recruitment processes. Importing material from the HEAR offers the welcome potential for verified and complete information, providing 'comfort that the information is accurate… It's got to be electronic, secure and verifiable'.

By yielding business savings at the reference checking stage

The fact that the HEAR is 'signed' off by the institution is welcome. It could prove particularly useful at the reference checking stages. Volume employers are attracted by the substantial business efficiencies that could potentially arise through being able to verify the HEAR electronically.

By forming the basis for induction and staff development of new employees

The HEAR will prove useful for determining the training and development needs of new recruits.