

Market Research was conducted with the **Careers Departments of 50 UK Universities and Colleges** of which –

- 23 were Pre 1992 Universities (of which 8 belong to the Russell Group)
- 19 were Post 1992 Universities
- 8 were HE/FE Colleges
- 43 were based in England, 4 were based in Scotland, 3 were based in Wales

Each University/College was telephoned and asked the following question –

“Would an all year round virtual career fair (VCF) that was devoted purely to promoting graduate career opportunities and vacancies in the public sector be of interest and value to your students and, also, of value to your department?”

Over **80%** of those surveyed answered the question positively. All feedback was given verbally over the telephone except that underlined which was sent by email.

- “No, we only have a small number of graduates so no great demand for it”
- “I don’t see why we wouldn’t promote it to our students – no reason not to”
- “We might be interested...I’d have to see it before I commit...we’d install links to the VCF if it added value to what is already out there”
- “We and our students would be interested...and would probably install a link on our website...We are always on the look out for more opportunities for students. The Virtual Careers Fair sounds really interesting, please feel free to contact myself again...”
- “I’m rather ambivalent about the idea”
- “Sounds interesting to me but I’d like to give it some thought”
- “Both our University and our students would be interested in it...our students ask a lot about opportunities in the sector, specifically in local government”
- “Fantastic idea...it would be of value to both us and our students”
- “It’s a good idea – and it has value”
- “It would be interesting to our students...365 days is probably sensible since our students are hunting out information even in summer months...it would be very useful since it would give us a centre, a repository, for these kind of vacancies...give students other ideas of what is available and widen their horizons...students looking for specific jobs or jobs in specific fields often don’t associate that job or field with the public sector”
- “It would be interesting to our students and also ourselves...lots of websites out there but there’s nothing comprehensive as an initial catch all website”
- “Your idea is an interesting one but I am not sure it specifically adds anything radically new to what is already out there...”
- “We would certainly be interested in referring students to a web resource that catered for those interested in the public sector (as this does seem to be underrepresented on the net at the moment)...”
- “Our students have a lot of interest in both local/national government and the public sector...it is something that we could promote to our students...the VCF should detail specific jobs/careers, not just be a limited information resource”
- “Excellent idea...we would definitely mention it to our students...sounds like a really good idea...I can see the value for students of being able to look at all opportunities on a single website”
- “There are a few big portals out there but not one big portal catering for all opportunities in the public sector...I can see the gap in the market and can see the website getting a lot of use, if you can get buy in from the employers”
- “Sounds interesting although unsure why it’s for 365 days...happy to install a link provided the VCF is of value”
- “It would definitely be of interest...any job board is interesting”
- “Yes, I should think we’d be interested...sounds a very good idea”

- “Sound potentially a really good idea...we’d direct our students to it...it would be helpful for us...if it encompassed a large proportion of the public sector then it would be a really good resource”
- “Interesting idea – please keep me informed”
- “Yes, could be of interest to us”
- “No, not interested”
- “Yes, probably would be of interest and value...we’d be happy to advertise and promote it to our students...they would appreciate being able to access the VCF at any time, they like to access information at their convenience”
- “I don’t know if it would be of interest to students but it would be of interest to me...it could be a really valuable resource...sounds like a great idea since the public sector is huge”
- “Yes, it could be of interest...”
- “It does sound like a pretty good idea to me...our students are more interested in working for the public sector”
- “Yes, sounds interesting”
- “Sounds very interesting”
- “As a niche market, it would be a good idea...help raise awareness of all the opportunities in the public sector...the fact that it’s virtual is good”
- “We would certainly advertise the VCF and establish a link to it”
- “I think it would certainly be of interest”
- “If your proposed project proved successful (in terms of number and range of vacancies) I expect students would find it useful...”
- “Need to think about it – possibly not but may be something for the future”
- “Potentially, yes it’s of interest – any resource is useful...I can see the rationale, it would make sense since a gap in the market is there...as you describe it, it would be of interest to students and we’d promote it to them”
- “Possibly not of interest”
- “Probably quite useful...it would act as a first port of call since can be hard to find information on the public sector...may be of particular value to students with a general degree or unsure what to do...it needs to detail real jobs/careers, not just background information”
- “It depends whether you can get enough public sector employers on board ...the competition already exists...an all year round VCF is a new approach”
- “Possibly of interest...sounds plausible”
- “Bringing it all together in a web based format would be useful”
- “We’d be very interested provided it contained graduate career opportunities and senior vacancies...raising the profile of the public sector would be helpful and offering an insight into the sector for students can only be of value”
- “Anything that promotes jobs to graduates is worthwhile ...it would be of interest”
- “Raising awareness of opportunities in the public sector would be great...our students like the virtual approach”
- “If it included vacancies as well as career opportunities then we would be possibly interested”
- “I’m neither a yes nor a no but it’s got potential”
- “Sounds brilliant”
- “Yes, it certainly would be of interest and value...we have many students who are interested in the public sector...the fact that it is all year round is a plus”
- “Probably would be of value and interest...there is a lack of transparency in the public sector”
- “Yes, it probably would be of interest and value...we’re always looking for another resource to show and direct our students to...our students are keen to do their research online”
- “Definitely, we’d be interested – both staff and students would be receptive...a VCF on the public sector is a definite goer, it’s what our students expect...it’s not replacing physical career fairs, it’s just another option and one that students like”