

Transforming Lives: The student perspective of Co-op education

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Insights based on two studies

1. Qualitative research to explore the co-op concept and value proposition. Conducted by Kantar, July 2022

Six online focus groups of prospective students

2. Survey to understand the appeal of co-op elements. Questionnaire administered face-to-face during open day, August 2022

98 prospective students responded across three campuses



KANTAR

Launching the first Co-operative University in Australia

Project Mutual Qualitative
Final report – Phase 1

26 July 2022



Federation University Co-operative Education Model

Involves the university collaborating with industry, government and community partners to co-design, co-develop and co-deliver its learning and research programs.

Provides practical, embedded and academically relevant learning in the workplace

Provides opportunities to work on real projects, delivering outcomes for industry, government and not-for-profit clients

Offers graduates transferable attributes, skills, and knowledge across programs, moving them toward stronger understanding and greater independence in the learning process.

Opportunity for the work experience to be assessed for credit towards an academic program –thereby assessing students' application of knowledge, skills, and attributes.

Offers enhanced employability by meeting the skills needs of the region and industry partners.

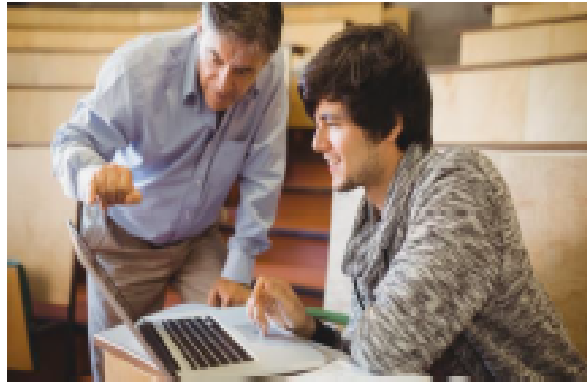
Students engage with the latest technology in workplaces to develop future skills through our learning technologies

There is no awareness of the co-op model, though when fully explained it positions Fed Uni as a progressive and future focussed university that prompts a desire to find out more



Awareness of the Co-op models is low and needs further explanation

While only a few had heard of a Co-op model, non were aware of how it worked or the benefits it would bring



Co-op model piques interest and appeals

Students will look for any advantage they can over other candidates – and higher interactions with real workplaces is a highly appealing proposition



The largest barrier to overcome is comprehension

When explaining the Co-op models, students want language they can understand in easy formats. Testimonials from former students and industry partners via video were a recommendation.



Once understood, students see tangible benefits of the co-op model

Benefits across the board were seen as:

- Real project experience
- A focus on outcomes
- Superior student care
- Regional / Australian investment
- Future focused skills
- Progressive, innovative and future thinking



Students view practical immersion as a major part of learning and an opportunity to experience their future career in a tangible way

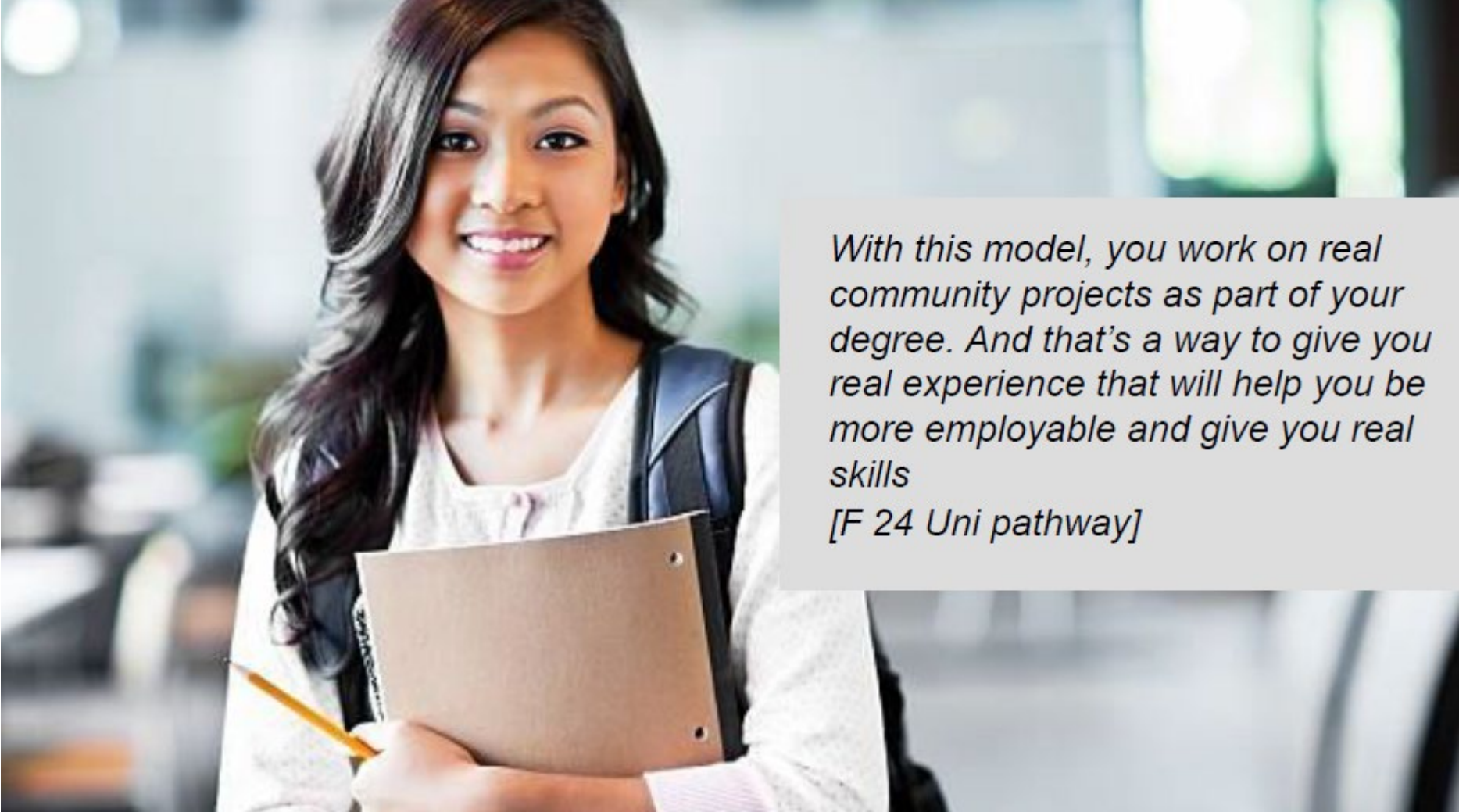
‘Working on real projects’ is a highly desirable educational feature, with the potential to separate students from the pack in the eyes of employers, while giving students a better understanding of their chosen career path

Functional benefits = higher employability without time wastage

- When placed on a resume, students believe real experience and practical skills are what employers seek in a candidate
- And experience provides them with the opportunity to ‘try out’ their career choice early on and point them in the right direction if they have doubts

Emotional benefits = confidence in future employment

- Confidence that practical skills and future proofed digital knowledge will give Federation Students an edge over other graduates
- **Confidence in high post graduate|employability**



*With this model, you work on real community projects as part of your degree. And that's a way to give you real experience that will help you be more employable and give you real skills
[F 24 Uni pathway]*

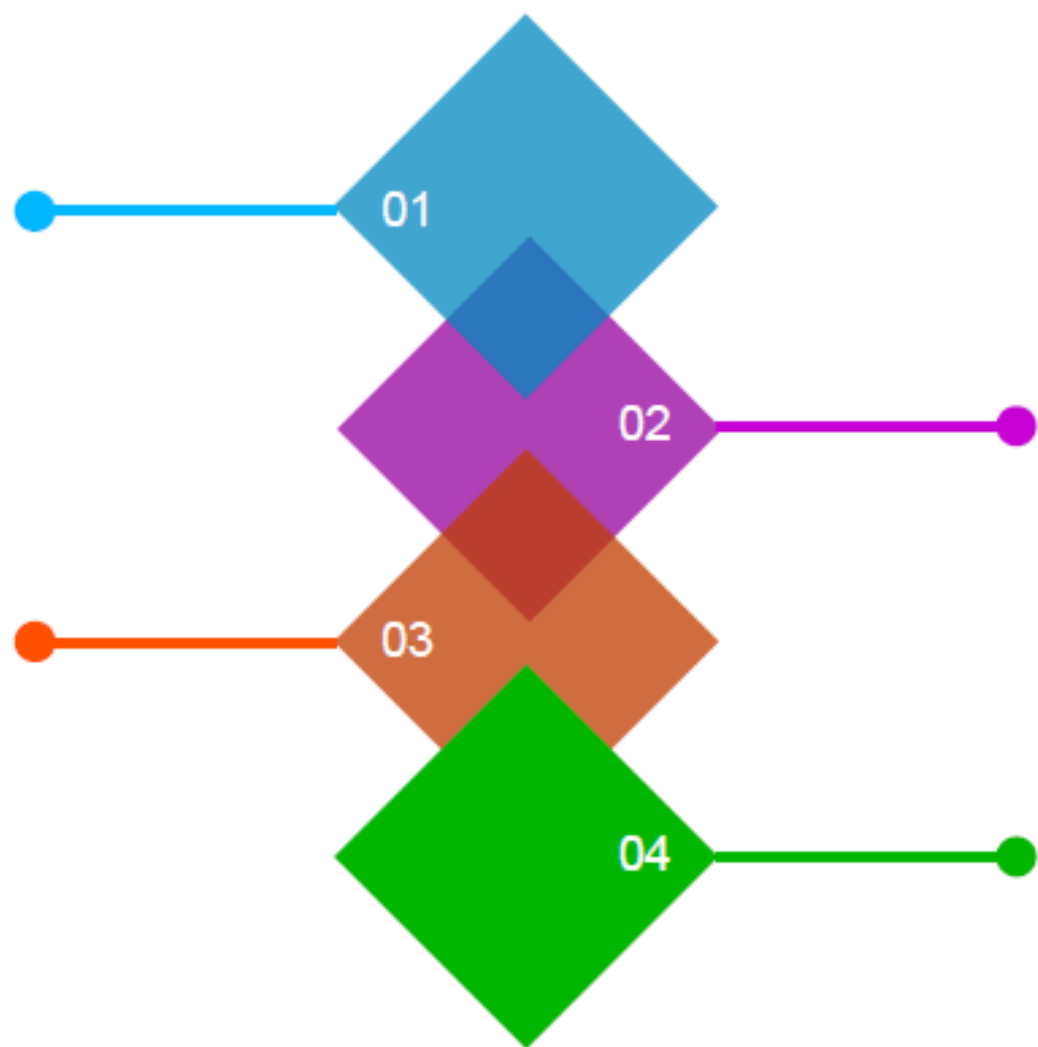
Other aspects of the Fed Uni Co-op model that drive interest include working with the latest technology and transferrable skills which both support employment outcomes

Working with the latest Technology

- Exciting and useful – students want to be involved in the latest advancements
 - Invest in “Future Focused” skills
 - Advantage over other candidates

Practical and transferable skills

- Practical skills make the student ‘job ready’
- Transferable skills appeals to student who are unsure off their career pathways
 - All skill base work leads to a higher perception of a university that cares for **student employability as the end outcome**



Course credited work experience

- A true ‘delight’ – knowing that their placements will be acknowledged
- Evaluating the application of knowledge
- Rewarding for the time they have spent

A globally recognised model

- Alludes to international success
- Assures student who are rank focused
- Confirms credentials
- Lifts Fed Unis status
- Potential to open global opportunities

Co-op elements that appeal

Purpose of the survey :

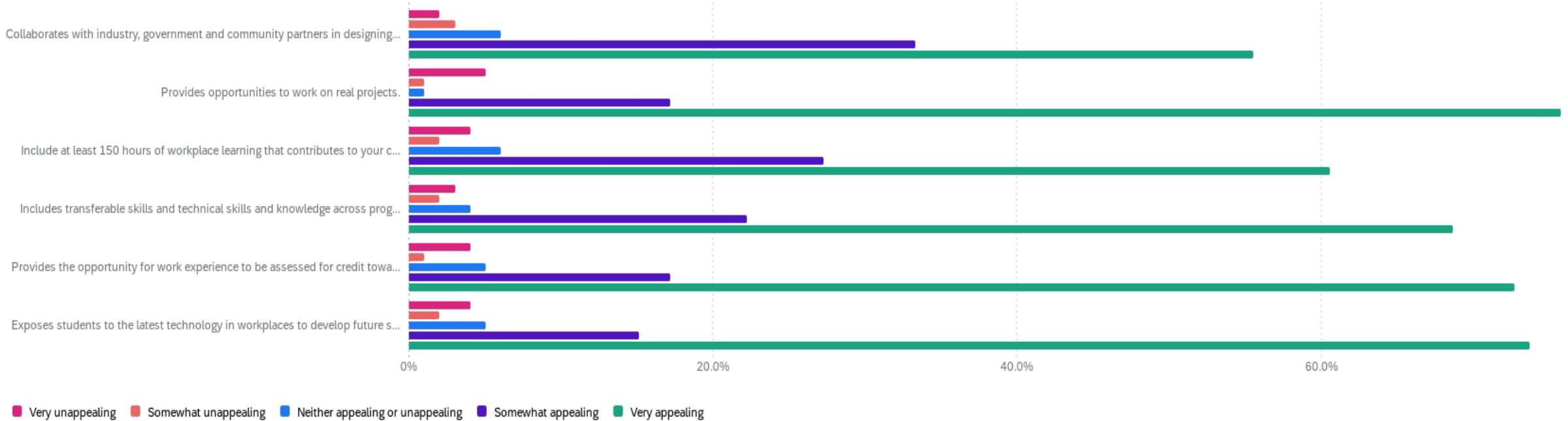
Understand the appeal of the co-operative education model overall

Understand the most appealing feature of the co-operative education model



Features of Co-Op model that appeal the most

How appealing are the following features that describe a Co-Operative University? Please rate the following statements for: The Co-Operative University: 99 ⓘ



Overall, the respondents find all features of the Co-Op model appealing and suggest that there is more to like than dislike. The following slide ranks the Co-Op feature based on their appeal.

Results based on survey of 98 respondents, conducted face-to-face during open day August 2022



Features of the co-operative model ranked as per their appeal

1. Provides opportunities to work on real projects.

2. Exposes students to the latest technology in workplaces to develop future skills.

3. Provides the opportunity for work experience to be assessed for credit towards an academic program.

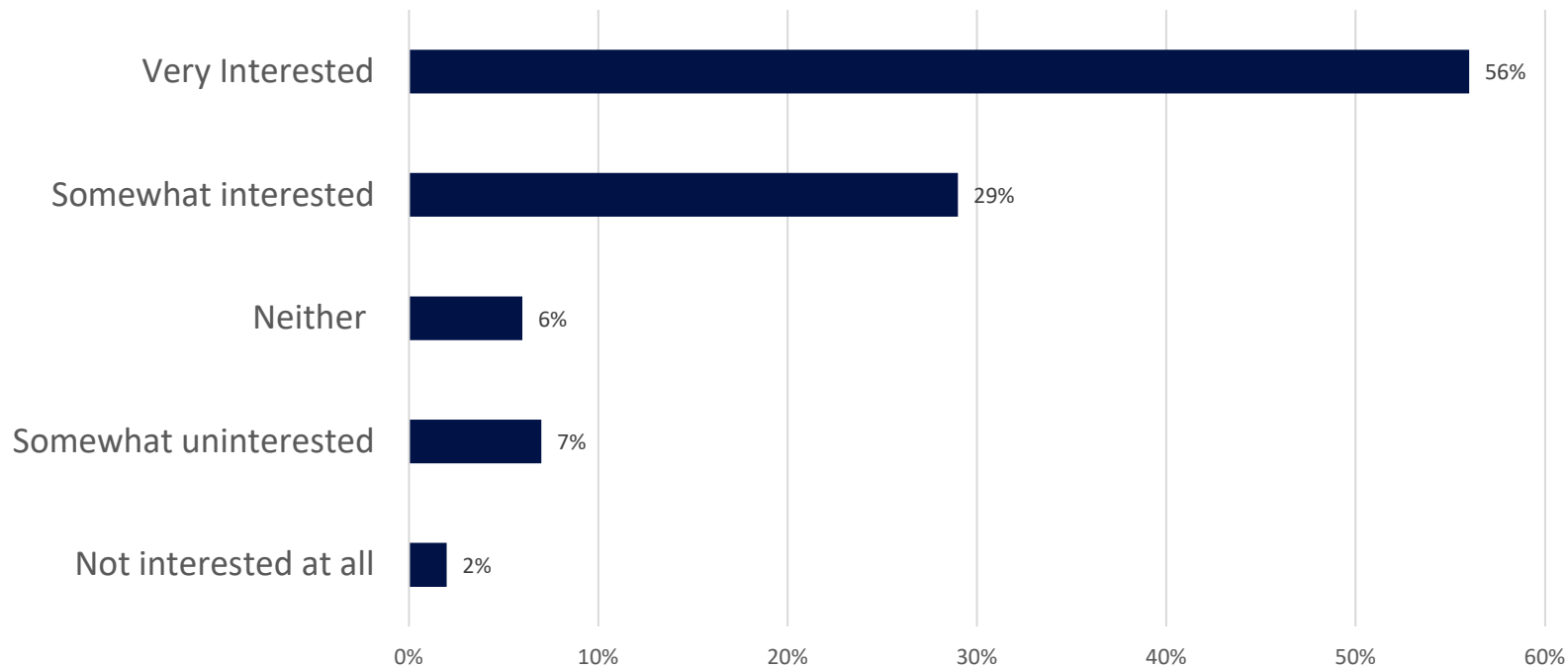
4. Includes transferable skills and technical skills, and knowledge across programs.

5. Include at least 150 hours of workplace learning that contributes to your course credits

6. Collaborates with industry, government and community partners in designing and delivering its degrees.

How interested are you in finding out more about co-operative education model

Level of interest in finding out more about Co-Op education experience



Vast majority (85%) of respondents are keen to find out more about the Co-Operative education model. A small minority of respondents are unsure and the remaining show lack of interest.

On the ground feedback

- Many participants attended Open Day at Federation University because it was a small university and had the offerings that they were interested in, including direct and mature-age students.
- Not many had heard of Co-operative education or the fact that Federation Uni was to become the first Co-operative University in Australia.
- Overall, people were excited by the concept and comments such as – “this is a great idea”, “modern” and “ I am an employer and would love to know that students have had industry experience because that will be less costly and less time intensive for employers”. Many liked the idea of “apprenticeships/cadetships”. People did ask if it would take longer to do a degree and if consideration of Industry experience was available.
- Potential students liked the idea of having skills and knowledge that put them at the front of the pack when applying for jobs.
- Some mature-age students were looking for a “meaningful” career, having worked in various others. Environmental Science was popular with mature-age students.

Students want:

Practical, real-world experience

Future focused digital skill development

Skills that are recognised and verified

Opportunities to make industry connections

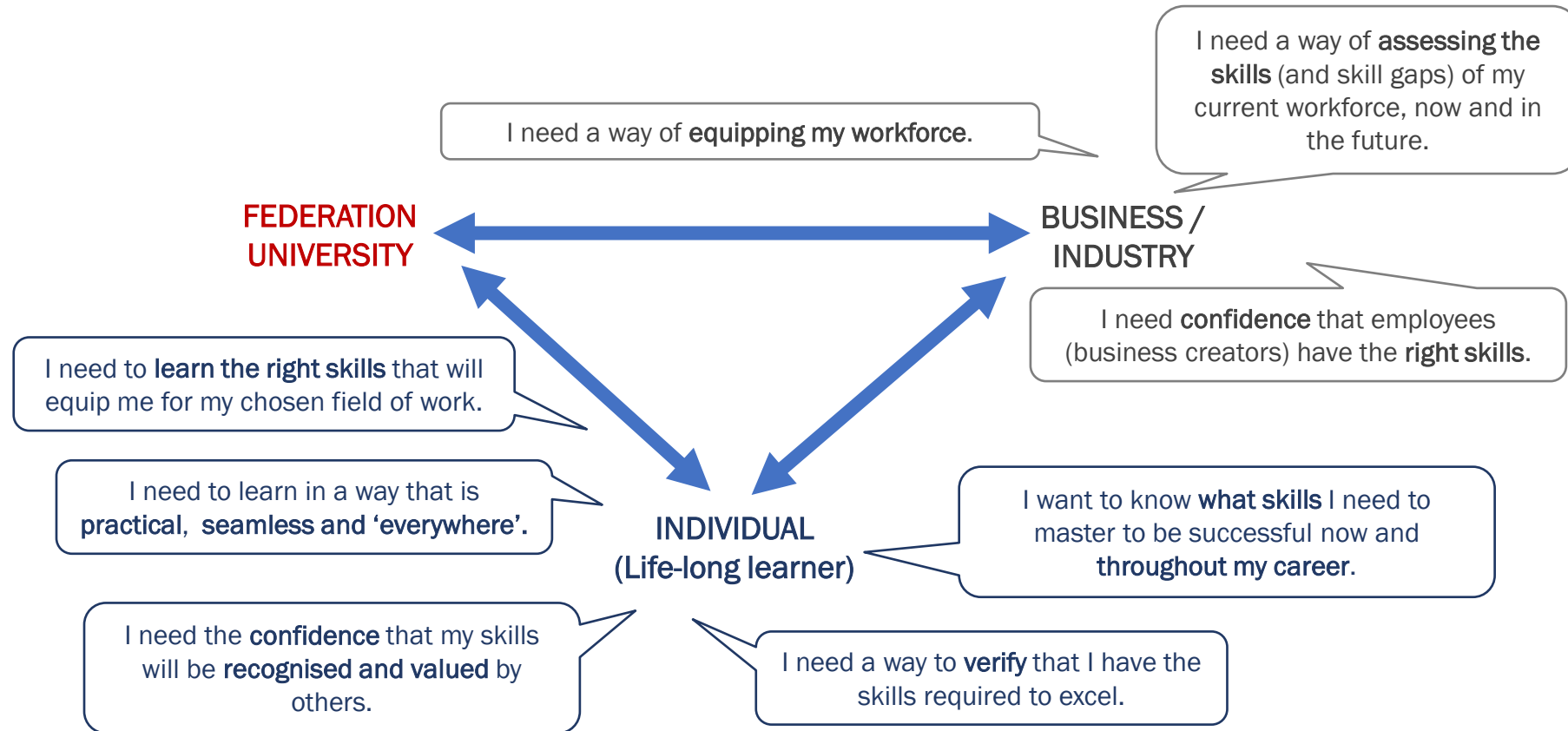


Primary driver:

Employability

Delivering to stakeholders

Federation's Co-op transformation is expected to deliver value to the individual, business/industry and ultimately the University as a whole.



Federation Co-op education perceived as

Progressive, innovative and future thinking

