

The Impact of Engagement in Sport on Graduate Employability

Simon Shibli
Sheffield Hallam University



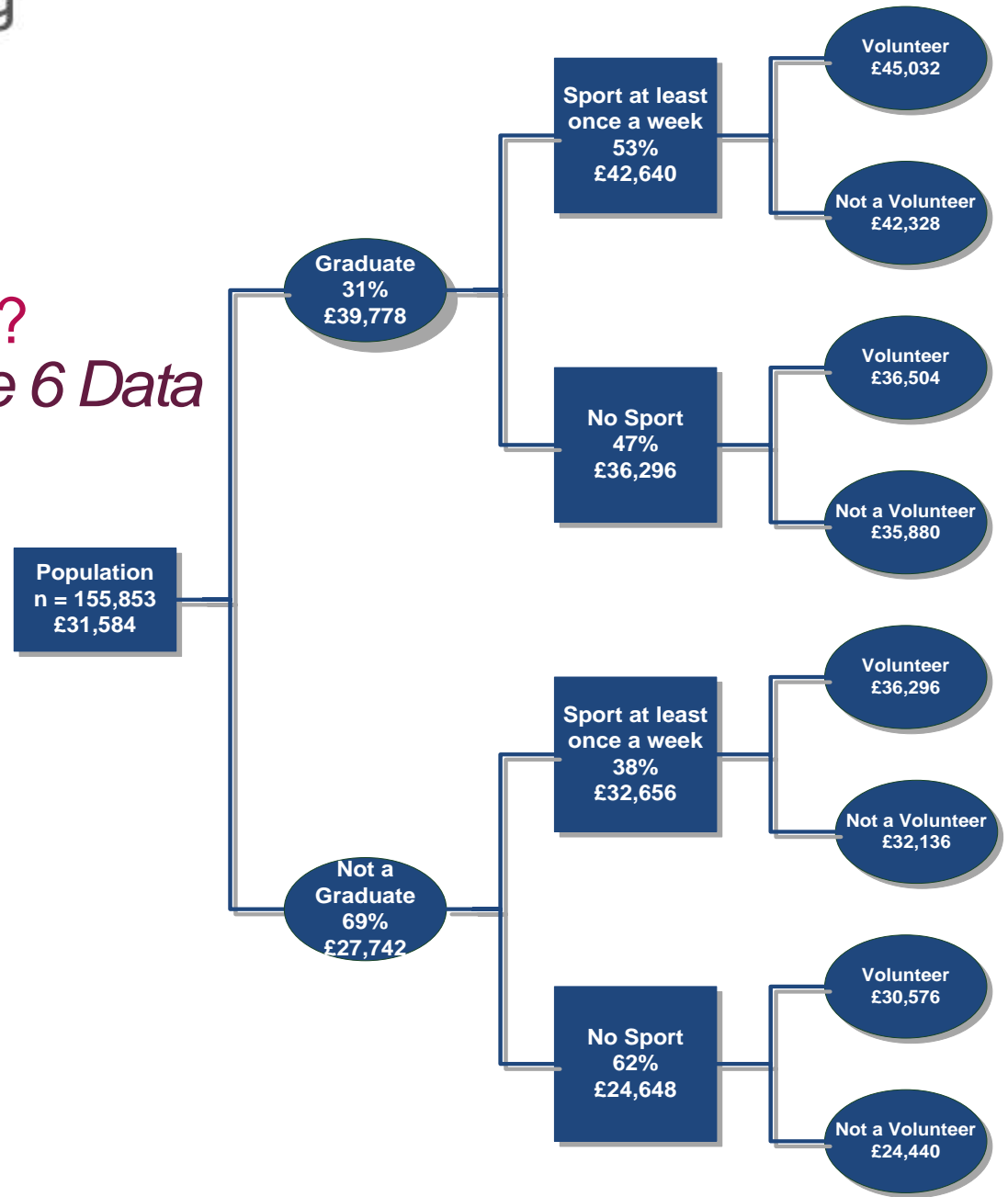
1. What we were asked to find out

1. Does sport impact positively on employment and employability?
2. Do graduates recognise the impact of sport on employability?
3. Does type of engagement in sport have an impact?
4. Do employers recognise the impact of sport on employability?
5. Do universities value sport differently?

2. How we did it

1. Desk research on Active People and literature
2. 13 interviews with Vice Chancellors
3. 112 interviews with graduate employers
4. 5,838 interviews with graduates

A Quick Win?
Active People 6 Data




Does sport impact positively on employment and employability?

- Higher earnings
- Higher increases in career earnings
- Less likely to have experienced unemployment

Higher Earnings (1)

Cluster 1 – engagement in sport	Salary	Variance from average salary
Average salary	£ 29,536	-
No sport at university	£ 26,728	- £ 2,808
Gym only	£ 28,080	- £ 1,456
Sport including volunteering/managing	£ 31,720	+ £2,184
Sport excluding volunteering/managing	£ 32,552	+ £ 3,016



Higher Earnings (2)

Cluster 2 – sport and extra-curricular activities	Salary	Variance from average salary
Average salary	£ 29,536	-
Gym only, plus extra-curricular activities	£ 26,624	- £ 2,912
Other extra-curricular activities only	£ 26,728	- £ 2,808
No extra-curricular activities	£ 27,248	- £ 2,288
Gym only, no other extra-curricular activities	£ 29,744	+ £ 208
Sport plus other extra-curricular activities	£ 31,200	+ £ 1,664
Sport only, no other extra-curricular activities	£ 34,320	+ £ 4,784

Higher Increases in Career Earnings

Cluster 1 – engagement in sport	Weighted starting salary	Current	Relative growth in Earnings
OVERALL	£ 15,388	£ 29,536	£ 14,148
Gym Only	£ 14,652	£ 28,080	£ 13,428
Sport including volunteering/managing	£ 16,026	£ 31,720	£ 15,694
Sport excluding volunteering/managing	£ 16,593	£ 32,552	£ 15,959
No sport at university	£ 13,793	£ 26,728	£ 12,935

Higher Increases in Career Earnings

Cluster 2 – sport and extra-curricular activities	Weighted starting salary	Current	Relative growth in Earnings
OVERALL	£ 15,388	£ 29,536	£ 14,148
Gym only, no other extra-curricular	£ 15,498	£ 29,744	£ 14,246
Sport only, no other extra-curricular	£ 17,028	£ 34,320	£ 17,292
Sport plus other extra-curricular	£ 15,708	£ 31,200	£ 15,492
Other extra-curricular only	£ 13,206	£ 26,728	£ 13,522
Gym only, plus extra-curricular activities	£ 14,347	£ 26,624	£ 12,277
No extra-curricular activities	£ 15,714	£ 27,248	£ 11,534

Less likely to have experienced unemployment

Cluster 1 – engagement in sport	% "Yes"
Gym only	28%
No sport at university	27%
Sport excluding volunteering / managing	24%
Sport including volunteering / managing	21%

Do graduates recognise the impact of sport on employability?

- Skill development
- Greater productivity
- Causality?

Sport's contribution to skill development

Cluster 1 – engagement in sport	Overall	No sport	Gym only	Sport + vol	Sport - vol
Good numeracy skills	0.71	0.68	0.62	0.90	0.70
Clear written communication	1.18	1.24	1.06	1.47	1.09
Using appropriate IT applications	0.73	0.72	0.70	0.92	0.67
Good time management	1.48	1.31	1.26	1.91	1.50
Organising, planning and coordinating	1.71	1.62	1.44	2.24	1.70
Good at solving problems	1.44	1.42	1.26	1.91	1.36
Ability to be creative, innovative	1.48	1.54	1.34	1.74	1.40
Ability to work as part of a team	1.98	1.77	1.64	2.46	2.09
Ability to lead / manage others	1.76	1.55	1.35	2.38	1.84
Good understanding of customer handling	1.12	1.11	0.95	1.51	1.05
Making a positive contribution	1.59	1.52	1.34	2.01	1.60

| Skill development - rounded individuals?

Cluster 2 – sport and extra-curricular activities	Overall	Gym Only	Sport Only	Sport Plus	Other Only
Good numeracy skills	0.71	0.53	0.52	0.87	0.67
Clear written communication	1.18	0.64	0.76	1.42	1.23
Using appropriate IT applications	0.73	0.58	0.46	0.88	0.72
Cluster 1 – work and extra-curricular activities					
Good time management	1.48	0.76	1.39	1.74	1.31
Organising, planning and coordinating	1.71	0.81	1.59	2.00	1.62
Good at solving problems	1.44	0.72	1.16	1.71	1.42
Ability to be creative, innovative	1.48	0.72	1.10	1.70	1.54
Ability to work as part of a team	1.98	0.98	2.08	2.26	1.77
Ability to lead / manage others	1.76	0.80	1.82	2.10	1.55
Good understanding of customer handling	1.12	0.59	0.87	1.35	1.11
Making a positive contribution	1.59	0.75	1.45	1.86	1.52

Causality?

"Engagement in sport at university had a positive impact on my employability skills/attributes?"

Level of Agreement / Disagreement	%		
Strongly Agree	19%	▶	51%
Agree	32%		
Neither agree nor Disagree	30%		
Disagree	12%	▶	18%
Strongly Disagree	6%		
Total	100%		

Causality?

"Engagement in sport at university had a positive impact on my employability skills/attributes?"

Type of engagement	Net agreement
Gym only	-8
Overall	+33
Sport excluding volunteering / management	+44
Sport including volunteering / management	+76

| How did sport have a positive impact?



Do employers recognise the impact of sport on employability?

1. The role of sport in employability
2. Developing 'added value' through sports leadership
3. Using sport in job applications to show employability

What are employers looking for?

Power words for applications

Team working
Motivation
Communication
Confidence
Time management

Leadership
Organisational skills
Energy
Resilience
Competitiveness

What employers are looking for compared to
student perceptions

Power words for applications

Team working

Motivation

Communication

Confidence

Time management

Leadership

Organisational skills

Energy

Resilience

Competitiveness

Developing added value through sports leadership

'My view is that engaging in sport could have some significant benefits to candidates when making job applications.'

If it was a team sport and the candidate was a captain or took a leading role we would take this seriously as a non-academic achievement.

It's a supporting factor alongside their application of having taken the opportunity to practise and develop leadership skills.'

(Waitrose)

Using sport in job applications to show employability

'I would say sport is one area of extra-curricular activity that may indeed be viewed positively as a demonstration of team work, leadership capabilities, community engagement, or perhaps innovation, resilience or learning agility.'

Civil Service

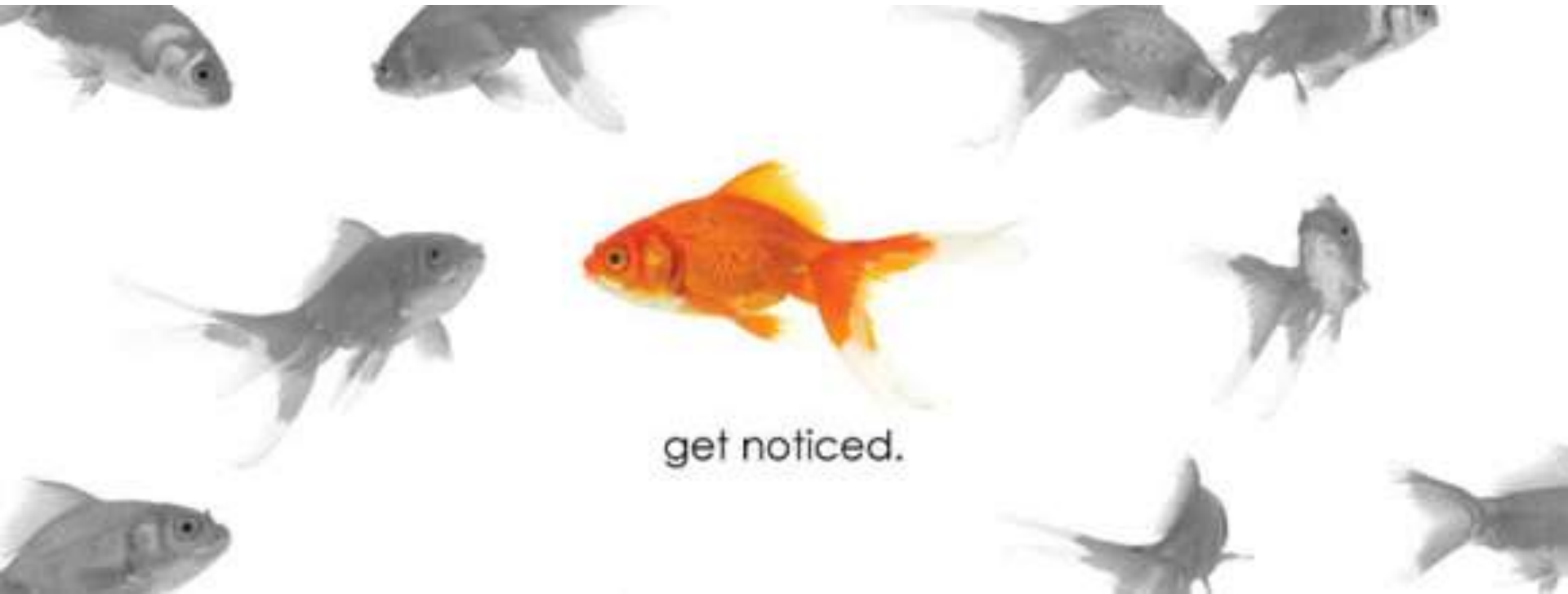
'There are benefits in engaging in sport, provided students can identify what those benefits actually are and use them appropriately. '

Bond Dickinson LLP

| Applications and jobs (answers 0-5)

	Overall	Gym only	Sport + vol	Sport - vol	No Sport
"I was able to use examples from university extra-curricular experiences in job applications"	3.37	3.23	4.13	3.53	2.95
"I use the skills developed from extra-curricular activities at university in my job"	3.18	3.04	3.88	3.35	2.79

Take home messages



get noticed.

Graduates

1. Supply and demand tells us that a degree is not enough.
2. Sport can provide a career return on investment
3. Competitive advantage means more than playing

Employers

1. Sport can provide many positive attributes that employers are looking for notably team work and leadership skills.
2. Not just playing, the 'added value' comes from organisational skills and taking on responsibility.

Universities

1. Sport is part of an overall 'experience package' which includes participation, volunteering, management and leadership activity.
2. The value of engaging in sport must be communicated to those with a role in helping graduates into employment.

| University sport - it REALLY matters



MAKE
THINGS
HAPPEN!