

memo[©]
EMPLOYABILITY
SCAN



Measuring your students' preparedness for career success

**Direct your
policies**
for the best
possible impact
on your students'
employability.

The **memo[©]** Employment
Scan

is a **psychometric**
survey-based tool for HEIs

offers an **annual assessment**
of students' **personality**
traits related to their
employability

provides an evaluation of
interventions provided in
individual study programme

Track your students' personality development!



Employability is about personality

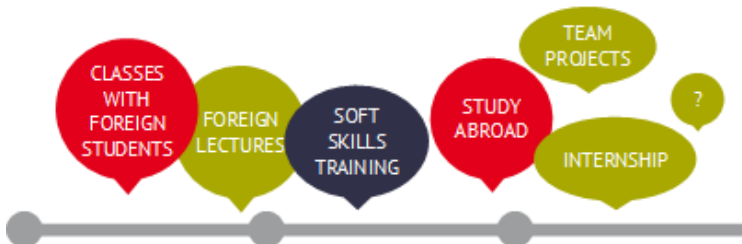
Today's job market is changing rapidly, new job positions appear every day, information gets outdated quickly and personality comes to the forefront. While most higher education institutions focus on developing students' knowledge and skills during their studies, many employers now use psychometric testing to assess the abilities and personal characteristics of job applicants.

Measure what actually matters! Make data-driven decisions!



The **memo©** Employability Scan **measures the effects of various experiences and institutional interventions offered to students during university studies** (study abroad, foreign lecturers, interactions with foreign students, internships etc.) on their personality development. Providing you with an **institutional analytical report**, the **memo©** Employability Scan helps you **reconsider your curriculum and other interventions**.

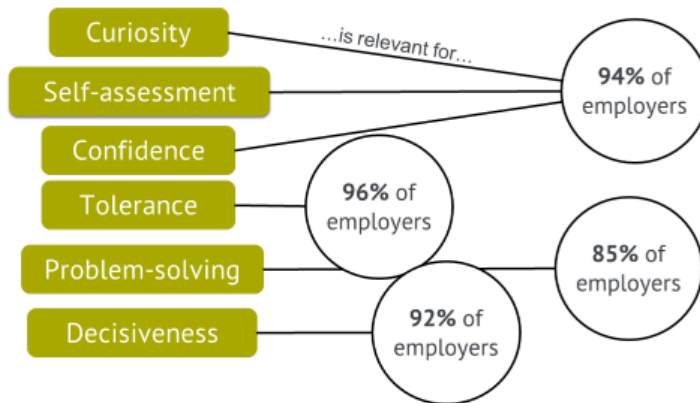
The **memo©** Employability Scan provides an **immediate psychometric feedback for each individual student** with results compared to those of other students. All generated automatically at the end of the survey.





6 memo© factors – measure what actually matters

The six aspects of personality (“memo© factors”) measured have been proven to be highly valued by employers. In the Erasmus Impact Study (2014) 92% of industry representatives considered these factors relevant in recruitment, which is more than for field-specific skills and job-related experience.



According to the Erasmus Impact Study (2014), alumni with higher memo© values are more likely to work in managerial positions couple of years after graduation and are less threatened by unemployment than those with lower scores.

Our tool is based on the memo© methodology—proven on a sample of more than 90 000 students and alumni and 652 employers.

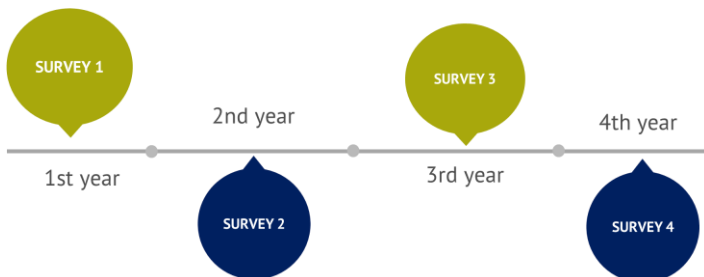


The methodology of the **memo©** Employability Scan that measures personality through **memo©** factors was derived from the **memo©** Mobility Scan (used by 40 institutions from different continents), applied also in the European-wide Erasmus Impact Study conducted by CHE Consult for the European Commission in 2012-2014. A unique methodology of **memo©** factors was developed based on state-of-the-art research in psychometrics and studies dealing with important skills and traits for employability, including the VALERA study and Eurobarometer surveys.

3-step process

- 1. WE ADAPT THE SURVEY TO YOUR NEEDS**
 - Together, we adjust the survey to comply with your study programmes and different institutional interventions
- 2. YOU SEND A LINK** to your students and invite them to the **Employability Scan survey**.
- 3. YOU JUST WAIT FOR THE DETAILED ANALYTICAL REPORT**

The **memo©** Employability Scan works on an annual basis. It is recommended to run the survey every year at the beginning of the academic year.





A detailed report on an annual basis allows you:

- **to get to know which groups need your support the most**
cross-cohort comparison of students of different study years and characteristics (such as field of studies, age, gender or family background)
- **to track your students throughout their studies and measure real impact of institutional interventions**
true-cohort longitudinal analysis allowing to measure the actual impact of experiences (e.g. international mobility) and institutional interventions (such as counselling) on individual students and target groups.





BASIC PRICE PER YEAR

10 000 EUR flat rate + 1 EUR per student enrolled in the institution

- A survey and an immediate personal feedback for each of your students EVERY YEAR
- An annual analytic report for your institution, including extensive data analysis and comparison with peer institutions
- All students of your institution or selected study programmes will be invited to the survey
- Individualised questions related to specific interventions
- A possibility to choose language version of the survey
- Easy incorporation into your IT system

Contact us! Request a demo!



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