emerging·data

92% of employers worldwide think that **universities** should better prepare graduates for the **digital workplace***

*Global Employability University Ranking and Survey 2019

emerging·data

We believe that making education more performant holds the keys to a better world.

We help higher education institutions and businesses to boost their relationships and their digital transformation.

We do it with data, human intelligence, cutting-edge technologies... and a little twitch of nonconformism.

We elaborate strategies to improve our clients' performance, based on the most recent, accurate and relevant data.

With HEEP, our global employability performance dashboard, we help universities grow their brand value and their revenue.

From data to action

Service offer overview

01 Data & Research

02 HEEP Dashboard

03 Action Support

Data & Research

Data services

01

Market awareness is essential to establish an attractive brand for students and employers. **From securing revenue streams and finding the right corporate partners to anticipating new curriculum needs:** the more you understand about your markets, the better you can react.

We deliver the insights you need to make informed decisions.
o **Understand** global and local employability challenges
o **Analyse** what drives your performance and improve it
o **Act** towards teaching excellence

We offer packaged data sets that we adapt to meet your needs, **as well as fully tailored reports and** bespoke research services.

Data & Research

GEURS Key Facts

The Global Employability University Ranking and Survey by Emerging is the The largest and longest-running Higher Education Survey and Ranking worldwide – published every year since 2010

80,000 respondents

Since 2010 we surveyed 80,000 managers used to work with young graduates in private companies of all sizes and sectors around the world.

32 countries

Since 2010 we scanned 32 countries from all continents regarding market expectations towards graduates and employability performance.

2d most used ranking by employers

High impact with 165 million article views (source: Meltwater for Times Higher Education 2018)
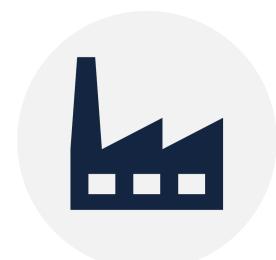
1m university evaluations

Since 2010 we collected over 1 million ratings of around 6,000 universities worldwide.

10 years of data

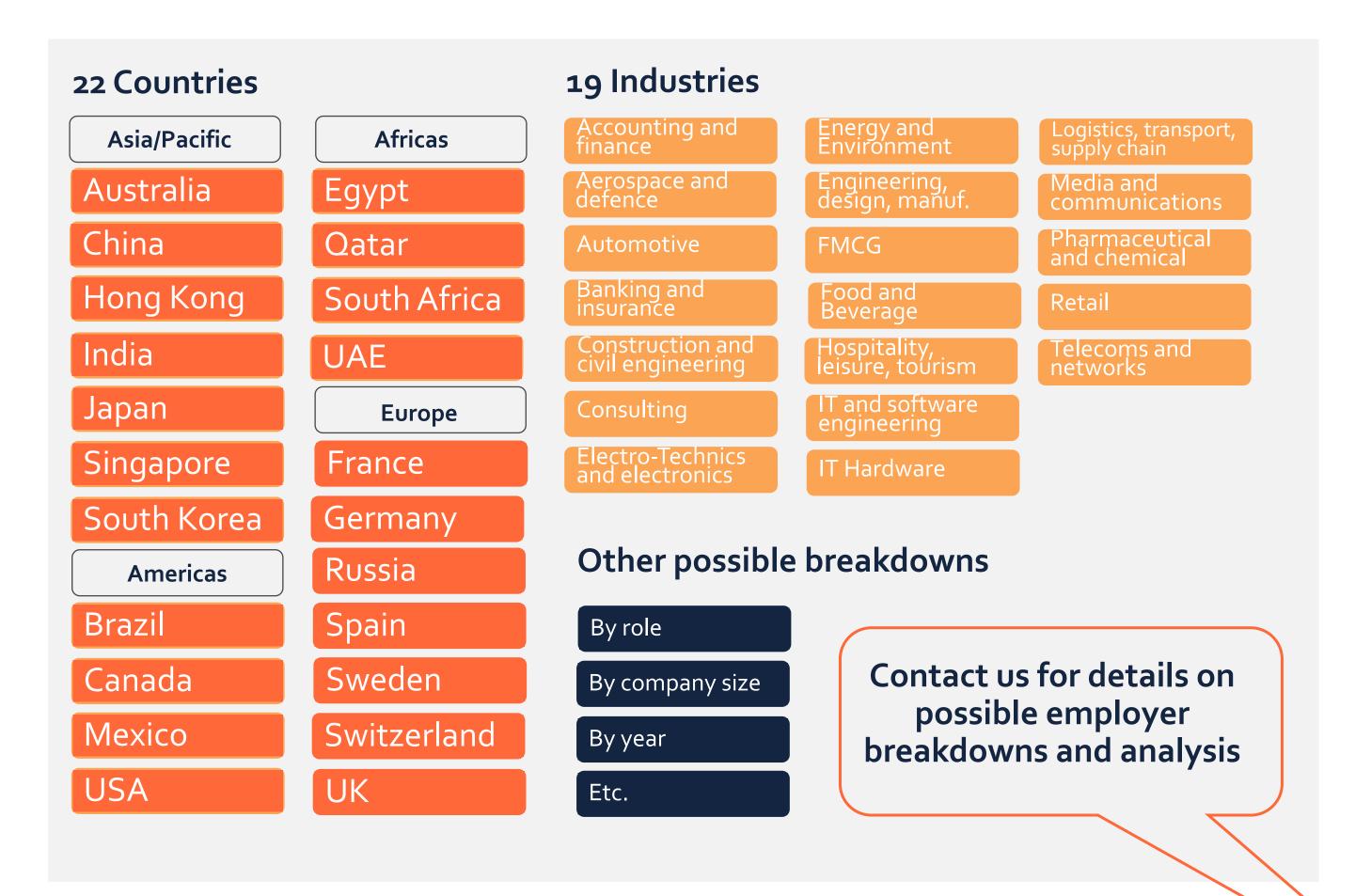The GEURS is conducted every year since 2010 in spring/summer.

1,8m recruitments

Since 2010 we collected feedback from managers responsible for 1,8 million recruitments worldwide.

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Data & Research

GEURS Database

We can provide insights across all countries and industries

- The ranking and survey data can be broken down into various groups of participants to allow comparisons

- We can extract the data you need and analyze it to answer your questions

- Example of topics and analysis available in 2020:
  - Best employers for employability
  - Analysis of university voters
  - Employability drivers
  - "Best in Class" universities
  - University profile
  - Recommended types of university-industry cooperation
  - National satisfaction
  - Role of the university and corporate impact
  - Employability mindset
  - Etc.

22 Countries

Asia/Pacific
- Australia
- China
- Hong Kong
- India
- Japan
- Singapore
- South Korea

Americas
- Brazil
- Canada
- Mexico
- USA

Africas
- Egypt
- Qatar
- South Africa
- UAE

Europe
- France
- Germany
- Russia
- Spain
- Sweden
- Switzerland
- UK

19 Industries

- Accounting and finance
- Aerospace and defence
- Automotive
- Banking and insurance
- Construction and civil engineering
- Consulting
- Electro-Technics and electronics
- Energy and Environment
- Engineering, design, manuf.
- FMCG
- Food and Beverage
- Hospitality, leisure, tourism
- IT and software engineering
- IT Hardware
- Logistics, transport, supply chain
- Media and communications
- Pharmaceutical and chemical
- Retail
- Telecoms and networks

Other possible breakdowns

- By role
- By company size
- By year
- Etc.

Contact us for details on possible employer breakdowns and analysis

Data & Research

GEURS data packages

Global employability report

- What universities perform well globally
- Brand maps and market segments analysis (ranking breakdowns)
- Your international position and competitors
- Most international university brands

Country report

- Country performance
- What universities perform well in your country
- Your current local position and competition

Performance report

- Market expectations
- Drivers of performance
- Your Employability Value Score EVS
-> What drives your performance
- The levers to act on to improve your performance

Profile report

- Analysis of your voters' profile
- Partner matching: universities with similar profiles
- The right position for your brand in different markets

Skills report

- What graduate skills do develop and how
- Best practices

Industry cooperation report

- What industry cooperation models to develop
- Best practices

Digitalization report

- How to push forward digitalization
- Best practices

Data & Research

Bespoke research

- **Developing a bespoke research plan with us allows you to customize intelligence to your specific requirements, whether related to your governance framework or highly circumstantial, tailored to specific questions, sectors, organization areas or management levels.**

- **Our dedicated teams of analysts can rely on the expertise we have built over many years and on a high-level partner network. They source, collect and process exactly the data you need to drive your organization forwards.**

Our experts are members of recognized professional market research associations.

We follow international market research guidelines in:

- o Survey planning and design
- o Survey response rates and sampling
- o Notifications to potential respondents and confidentiality
- o Data collecting and processing
- o Data analysis
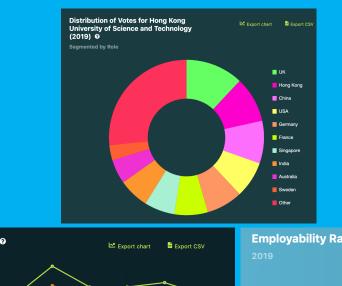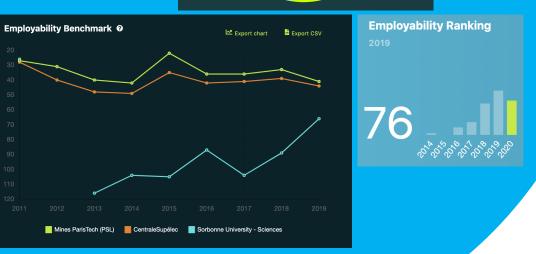- o Review and quality management procedures
- o Documentation

HEEP Dashboard

Actionable insights

02

- **Analyze and benchmark your position in the global Higher Education market**

- **Identify drivers of employability performance and good practices**

- **Analyze your strengths and weaknesses**

- **Discover effective levers of performance for your organization**

- **Spot trends and anticipate upcoming market requirements**

- **Monitor and improve your employability performance**

HEEP Dashboard

Key facts

40M+	1M	80.000
Data points	University Evaluations	Recruiters

Understand
your employability performance

The *HEEP* benchmark provides leaders with a detailed picture of their institution's performance compared to peers. With over **1 Million university** reviews by employers across years, geographies and industries, it offers a global standard to measure and manage employability performance.

Align
your organization

Sustained performance requires different functions, teams, geographies, and tenure levels to share a common set of goals and priorities. *HEEP* helps leaders find the disconnects and get everyone on the same page.

Drive
employability performance

The *HEEP* survey and benchmarking insights explain most employability performance variations. This helps leaders analyze the impact of organisations practices and culture on performance and create an implementation roadmap to improve it.

HEEP Dashboard

Why HEEP?

Scientific, data-driven approach

Our database of **40+ Million** survey responses enables us to benchmark employability performance and tie it directly to concrete action plan. Combined with industry and regional insights from **32 Countries**, HEEP helps universities pinpoint opportunities to improve employability of their graduates and drive their employability performance.

Pioneers in employability

Emerging invented the concept of employability performance analysis. Ten years ago, we challenged ourselves to go beyond traditional components, like **salaries** and **time-to-market**, and measure the "hard" elements that drive employability.

Implementation expertise

We bring a deep understanding of higher education markets and challenges. Our experts work side-by-side with senior leaders from the world's top organizations to turn analysis into lasting academic impact.

HEEP Dashboard

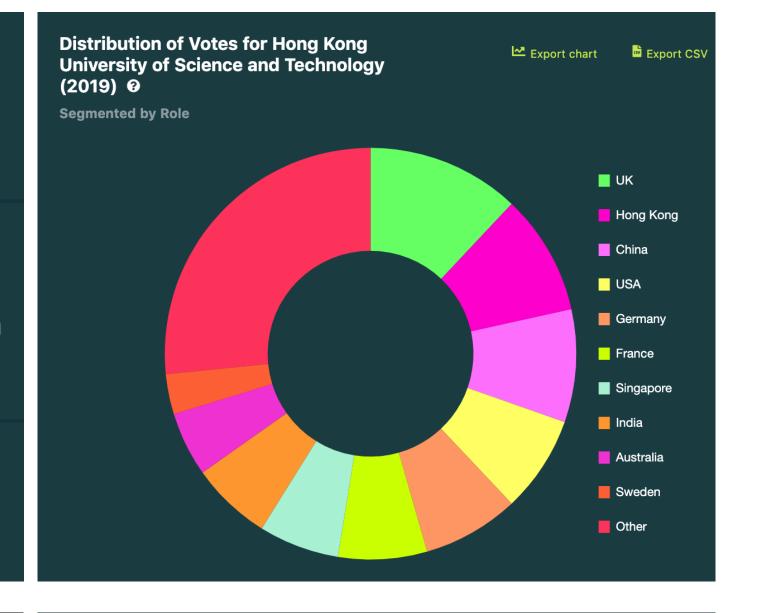# How it works

Determine your Employability Score (ES)

The ES is a leading indicator of sustained performance in graduate employability. It measures the performance of your institution in key drivers of employability.
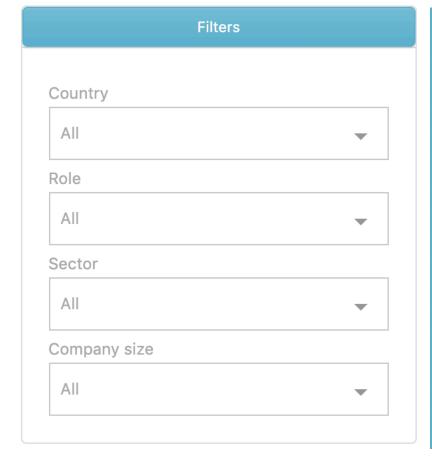
Identify your key drivers for success

Our 10+ years of research show that the most successful institutions align strongly with key drivers for success, which are rooted in deep expertise in industry-university relations and employability skill development.
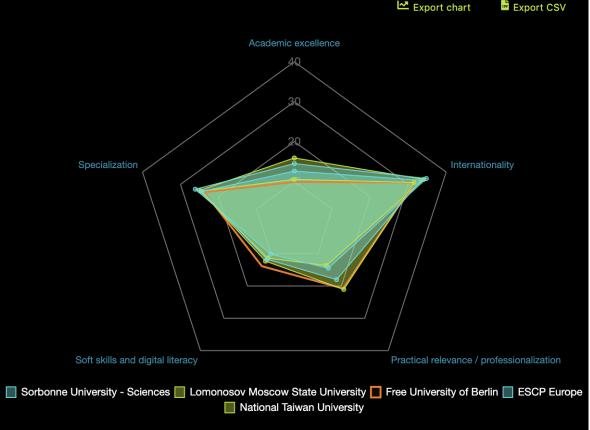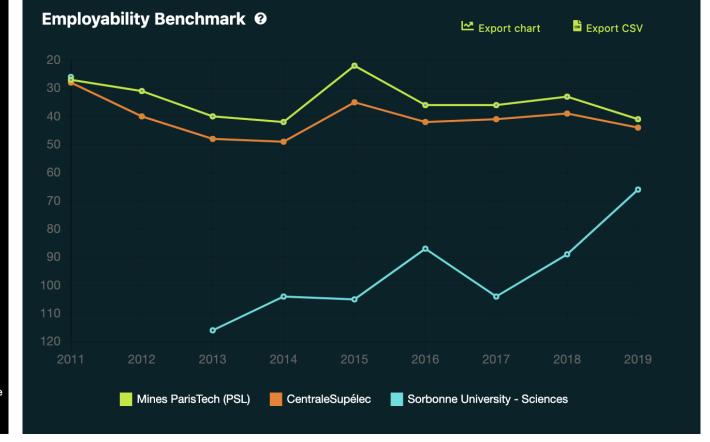
Plan and execute your employability roadmap

We process key insights like your employability score into an action plan that leads to sustainable results.

Distribution of Votes for Hong Kong University of Science and Technology (2019) ?
Segmented by Role

Export chart   Export CSV

- UK
- Hong Kong
- China
- USA
- Germany
- France
- Singapore
- India
- Australia
- Sweden
- Other

Filters

Country
All

Role
All

Sector
All

Company size
All

Employability Ranking

2019

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2014 2015 2016 2017 2018 2019 2020

Export chart   Export CSV

Academic excellence

Internationality

Specialization

Practical relevance / professionalization

Soft skills and digital literacy

- Sorbonne University - Sciences
- Lomonosov Moscow State University
- Free University of Berlin
- ESCP Europe
- National Taiwan University

Employability Benchmark ?

Export chart   Export CSV

20 30 40 50 60 70 80 90 100 110 120

2011 2012 2013 2014 2015 2016 2017 2018 2019

- Mines ParisTech (PSL)
- CentraleSupélec
- Sorbonne University - Sciences

Workshops and action plans

Action Support

Data-based action plans
- Marketing and communication strategy
- Skills and curriculum
- Industry engagement and cooperation
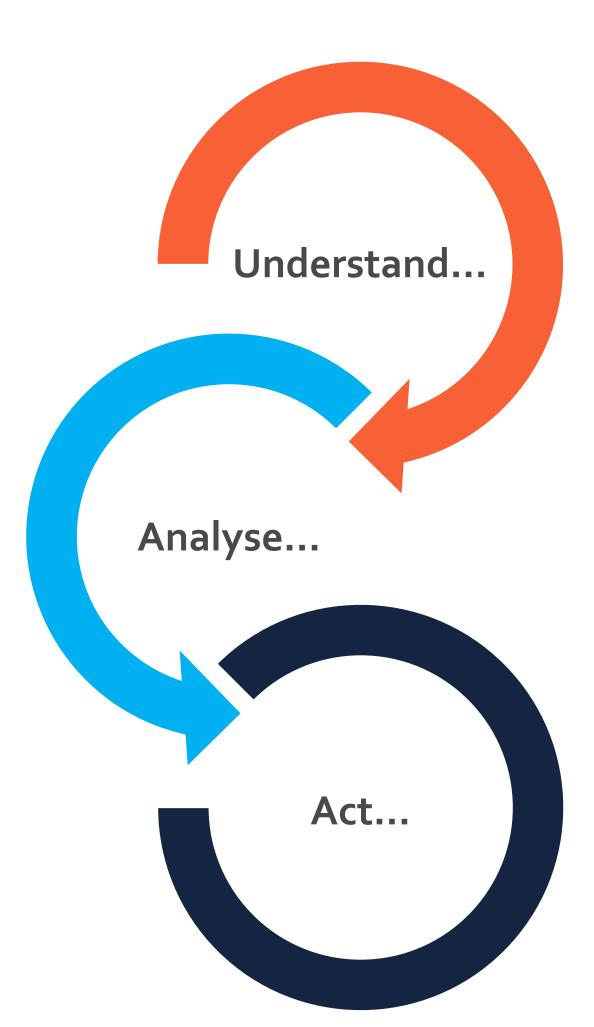- Digitalization
- Internationalization

03

Actionable insights workshops
- University KPIs
- Marketing, brand and communication
- Employability best practices
- Ranking strategy

Our approach

Understand · Analyze · Act

Understand…

… what employers need from graduates
… what drives employability ranking performance
… who votes for which university and why
… what you can learn from competitors

Prepare your local and global employability strategy

Analyse…

… your employability profile and potential
… what drives your employability performance
… market requirements
… performance in your key markets

Specify your employability strategy for different markets

Act…

… on the levers of employability performance
… on your digitalization and specialization concept
… on your industry-cooperation concept
… on your graduate skills development concept

Get your very own employability performance roadmap

Our approach

Yearly plans

	UNDERSTAND	ANALYZE	ACT
Global employability report	✓	✓	✓
Country report(s)	1	2	4
Performance report	–	✓	✓
Profile report	–	✓	✓
Skills report	–	–	✓
Industry cooperation report	–	–	✓
Digitalization report	–	–	✓
Software licence(s)	1	5	10
Beta "360 Employability Index"	✓	✓	✓
New feature releases	–	–	✓
Action plan	–	–	✓
Expert suppport	1 workshop	2 workshops	4 workshops

All services can be purchased one-by-one. We also design and execute your tailored research project.

Contact us for an individual offer!

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