

DISABILITY CAFÉ

Graduate Recruiter's Disability Café

Wednesday 16th March, 2016

CAFÉS • SEMINARS • FORUMS

for open discussion

Introduction & Context

Reed Smith hosted the 17th Disability Café for Graduate Recruiter's at their offices on the 16th March 2016. The focus of the Café was on attracting disabled students to your organisation.

Helen Cooke, Director of My Plus Consulting & Founder of the Graduate Recruiter's Disability Café Club, welcomed the delegates.

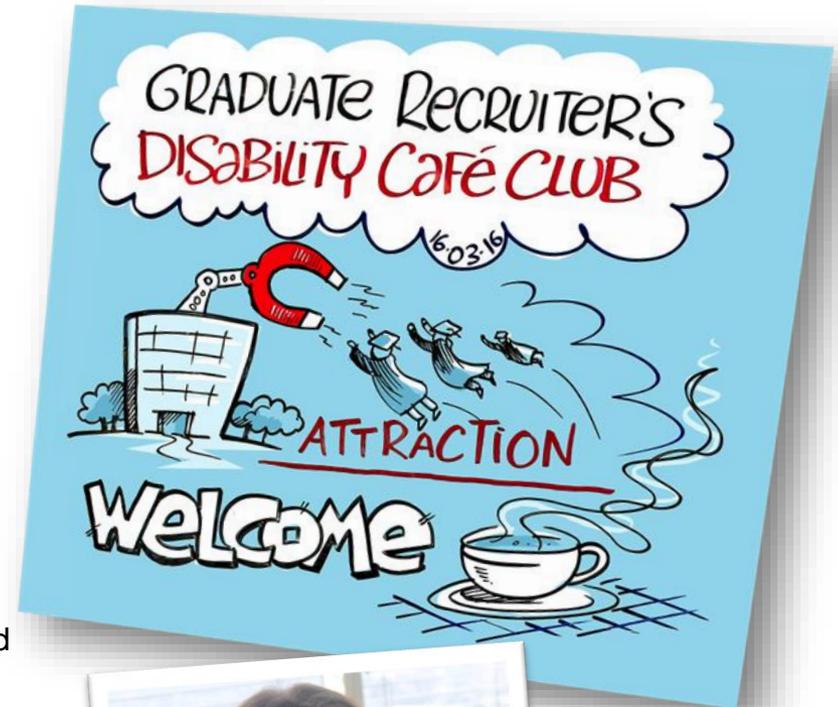
Helen began by acknowledging common obstacles which prevent organisations from attracting disabled students; including a lack of clarity in what they want to achieve and fear of getting it wrong.

Helen stressed the importance of having a well thought-out strategy in order to make real, sustainable progress achievable.

By the end of the Café the delegates would come away with:

- An understanding of the key messages that need to be communicated in order to attract disabled students.
- Practical steps for ensuring that these messages are communicated effectively and consistently.

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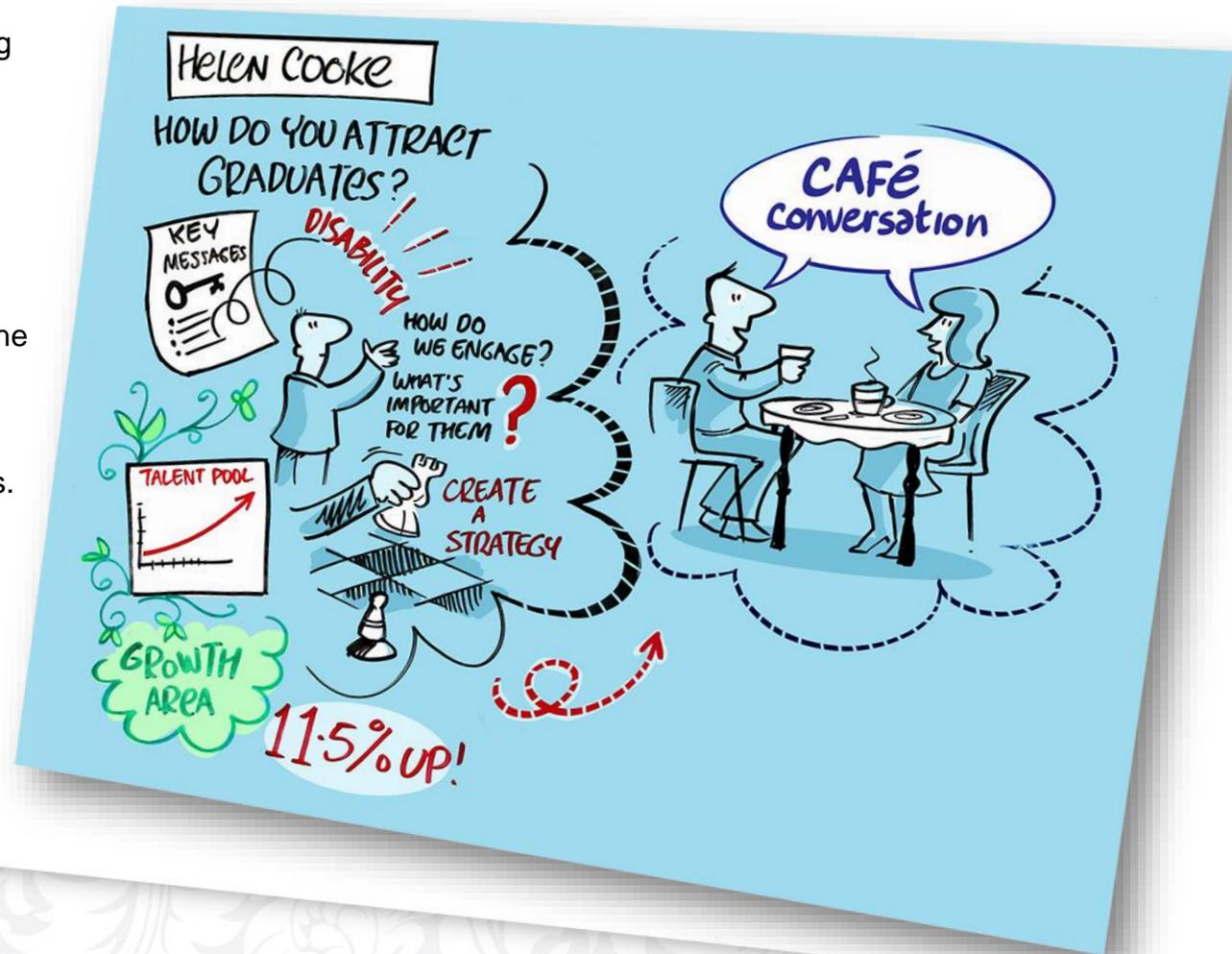
Getting started...

Helen started the delegates thinking about the afternoon's subject by asking them to discuss what they hope to get out of the event.

Comments included:

- Identifying priorities for recruiter's attraction strategy.
- Understanding what needed to be done on a longer-term basis.
- Finding out what other organisations were doing to attract disabled students.

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Discussion...

Following Helen's presentation the delegates were asked to consider the following question:

Having heard what you have just heard, **what** are the key messages that you are going to communicate to the growing talent pool of disabled students?

In small groups, delegates thought about and discussed what they really needed to be focusing on if they were to make real progress in these areas.

As the delegates spoke they captured their conversations by drawing and writing on their table cloths. The delegates also moved between the tables in order to hear different perspectives and insights.

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Discussion...

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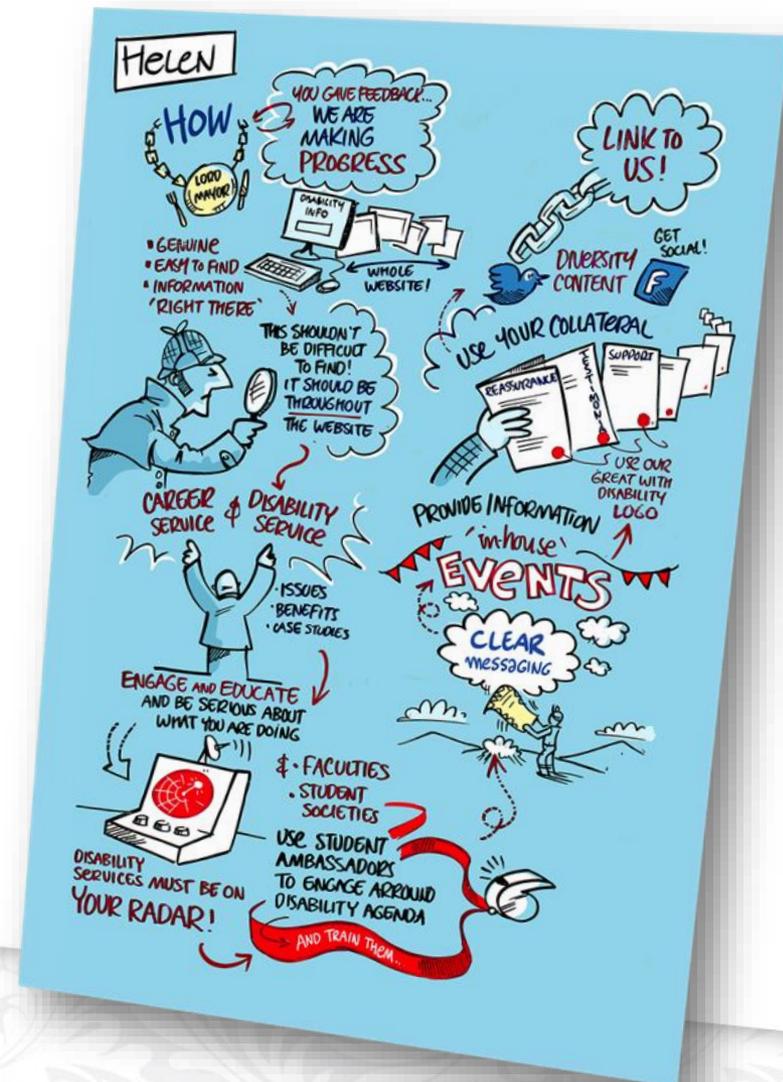
Our expert...

After a short break, Helen turned the focus to how to communicate the messages discussed in the first session to the 11.5% of students who have a disability.

Helen identified the following key methods of engagement:

1. Your organisation's own website
2. Engagement with University Services
3. On campus Student Ambassadors
4. Events
5. Collateral
6. Use of social media
7. Optimising your profile on Great with Disability

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Discussion...

Following Helen's presentation the delegates were again asked to consider the following question:

Having heard what you have just heard, **how** are you going to get your key messages across to disabled students?

In small groups, delegates again thought about and discussed what they really needed to be focusing on if they were to make real progress in these areas.

As the delegates spoke they captured their conversations by drawing and writing on their table cloths. The delegates were again invited to move between tables in order to hear different perspectives and insights.

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During the final part of the Café, Helen took the participants through the graphic recording of the afternoon so far reminding them of what they had heard, the key questions they had been asked, and the conversations that had taken place.

As they listened, the delegates were asked to think about what had really stood out for them during the discussions that had taken place and what they would be looking to action in their organisations.



News....

The next event is a Breakfast Seminar; this is taking place on the 28th April and will look at how to attracting disabled graduates to apply to your organisation.

The next Disability Café is taking place on 15th June. This Café will look at implementing adjustments and providing support.

For those wishing to join the Graduate Recruiter's Disability Café Club you are invited to offset the cost of this Café against membership should you wish to do so. Please contact Helen Cooke for more information.

Helen@myplusconsulting.com.

This offer is open until 15th April.

And if you are not yet listed on www.greatwithdisability.com, which brings together recruiters with disabled students, then please get in contact to find out about the opportunities to be included.

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Contact Details

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