



SPRINGBOARD
Building our future

WHERE IS SPRINGBOARD TAKING JOBSEEKERS?

TREND ANALYSIS PART 1

JUNE 2014



HEA | HIGHER EDUCATION AUTHORITY
AN CÚDARÁS um ARD-OIDEACHAS

ACKNOWLEDGEMENTS

We would like to thank the thousands of participants and graduates who gave their time to tell us about their experience of Springboard and helped us to continuously improve the initiative each year. Our thanks also to all of the higher education colleges and providers who have offered Springboard courses, worked with us over the past four years and provided a further significant proportion of the data for this trend analysis publication. Thanks to Ann Clarke and Anne Eustace of Eustace Patterson who are working with us as evaluators of Springboard. And a special thanks to Seán Mitchell of Mitchell Kane who, with his understanding of what Springboard aims to do, and his exceptional design expertise, brings the initiative alive on the page.

Mary-Liz Trant, Head of Skills and Enterprise Engagement, Higher Education Authority

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- > The Government-funded Springboard initiative for jobseekers has been continuously monitored since it was first launched three years ago. The initiative was designed to help reskill back into employment the hundreds of thousands of people who lost their jobs as a result of the recession. Springboard offers free higher education courses, leading to awards at certificate, degree and post-graduate level.
- > All courses are one-year or less in duration and the majority of courses are part-time. The aim is to reskill people in areas where there are job opportunities now and in the future – information and communications technology (ICT); high level manufacturing; international financial services; skills to trade internationally; entrepreneurship and business start up, and, introduced in 2014, new, niche skills in the construction industry.

16,429 JOBSEEKERS

HAVE PARTICIPATED IN A SPRINGBOARD COURSE SINCE 2011

- > 16,429 jobseekers have participated in a Springboard course since 2011, with forty-two higher education colleges and providers of higher education involved, offering 642 courses.
- > A further 6,100 places on 171 courses will be offered during 2014-2015.
- > Each year the outcomes of Springboard are reviewed in order to further improve the initiative for the following year. The extent to which Springboard is helping people back into sustainable employment is key, and has become the primary criterion of success and of ongoing funding.



42
COLLEGES

94%
OF SPRINGBOARD
PARTICIPANTS
RECOMMEND THE
EXPERIENCE TO
OTHER JOBSEEKERS

€54M
EXCHEQUER
FUNDING

A further
6,100
places on
171
courses

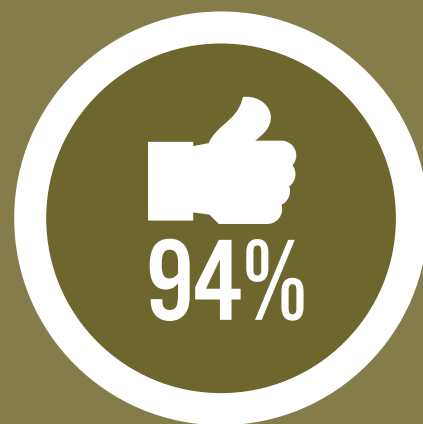
HEADLINE TRENDS

PARTICIPANTS ON A SPRINGBOARD COURSE...



- > are mostly men, but year-on-year there is an upward trend in women participants
- > are predominantly aged between 25-39 but there is a discernible trend towards an older age group
- > year-on-year, have higher levels of previous educational qualifications
- > are more likely to be long-term unemployed

GENERALLY GET ON WELL AFTER RETURNING TO COLLEGE



- > Six out of ten participants complete their Springboard course
- > Of those who withdraw early from their course, almost a third of these do so because they got employment
- > 94% of Springboard participants recommend the experience to other jobseekers

INCREASING NUMBERS HAVE RETURNED TO SUSTAINABLE EMPLOYMENT



- > Progression to employment or self-employment is trending upwards for Springboard graduates
- > Getting a job is hardest for those longest out of work, but this is also trending upwards
- > Springboard is supporting entrepreneurship and business start-ups
- > Salary scales of Springboard graduates span a broad range

INSIGHTS INTO BEING UNEMPLOYED IN IRELAND IN 2014



- > Springboard gives a unique insight into the pressures and stresses of being unemployed
- > Work placement is a vital 'springboard' component
- > Those who are currently unemployed in Ireland offer a large and dynamic talent pool to employers and to the economy

1

SECTION

PROFILE OF SPRINGBOARD PARTICIPANTS 2011-2014

THE MAJORITY OF SPRINGBOARD PARTICIPANTS ARE MEN,
BUT THERE IS AN UPWARD TREND IN WOMEN PARTICIPATING

- > The increases in female participants are highest at postgraduate level (National Framework of Qualifications Level 9) and in the skills areas of biopharma-pharmachem and cross-enterprise skills.



PARTICIPATION BY YEAR

SPRINGBOARD PARTICIPANTS ARE PREDOMINANTLY AGED BETWEEN 25-39 BUT THERE IS A TREND TOWARDS AN OLDER AGE GROUP

The data available for three years of Springboard enrolments show that the majority of Springboard participants are under 40. However in 2012-2013 and in 2013-2014 an increasing proportion of participants are over 45 years of age.

AGE	2011-2012	2012-2013	2013-2014
Under 25	6%	7%	7%
25 to 29	16%	16%	16%
30 to 34	20%	18%	18%
35 to 39	18%	18%	18%
40 to 44	16%	15%	15%
45 to 49	9%	11%	11%
50 to 54	5%	6%	7%
Over 55	3%	4%	5%
Null	6%	4%	3%

FROM YEAR-TO-YEAR, SPRINGBOARD PARTICIPANTS HAVE EVER HIGHER LEVELS OF PREVIOUS EDUCATIONAL QUALIFICATIONS

In the first year of Springboard, 68% of participants already had a higher education qualification. By 2013-4 this had increased to 87% of participants.

Previous education profile	2011-2012	2012-2013	2013-2014
Graduates (NFQ Level 6 or above)	3,284 68%	4,720 85%	5,077 87%
Non-graduates (Leaving Certificate or equivalent)	1,528 32%	849 15%	739 13%

LENGTH OF TIME SEEKING EMPLOYMENT



Length of time seeking employment	2011-2012 Numbers of participants	2012-2013 Numbers of participants	2013-2014 Numbers of participants
>12 months	2,901	3,021	3,230
6-12 months	1,103	989	982
0-6 months	961	1,635	1,605



THERE IS AN UPWARD TREND IN THE NUMBERS OF PARTICIPANTS WHO ARE LONG-TERM UNEMPLOYED

In the first year of Springboard, 2,901 participants had been out of work twelve months or more.

This number rose to 3,021 in 2012-2013 and to 3,250 in 2013-2014.

2

SECTION

EXPERIENCE OF RETURNING TO COLLEGE

06
10

SIX OUT OF TEN PARTICIPANTS COMPLETE THEIR SPRINGBOARD COURSE

The numbers and experience of those who enrol on a Springboard course is monitored each year. Information is available on the numbers who complete their course, those who withdraw early, and reasons for participants' choices.

Including those who are due to graduate, 65% of the first group of Springboard participants completed their studies and 64% of the second group completed. Figures for graduation of 2013-2014 participants will be published in Part 2 of this trend analysis later in the year.

Academic outcome	2011-2012	as % of 2011-2012	2012-2013	as % of 2012-2013
Graduated immediately on completion	2,739	59%	2,857	58%
Outcome pending – due to graduate	266	6%	303	6%
Total graduated	3,005	65%	3,160	64%
Withdrew early	1,647	35%	1,782	36%
Total	4,652	100%	4,942	100%



Graduation rates vary by qualification level and by skills area. The highest rates of graduation by qualification level are at honours degree and post-graduate levels (Levels 8 and 9 on the National Framework of Qualifications (NFQ). Graduation rates were lower among participants working towards a certificate-level award (NFQ Level 6).

Graduation by qualification level	2011-2012	as % of 2011-2012	2012-2013	as % of 2012-2013
Level 6	882	58%	702	56%
Level 7	783	69%	826	65%
Level 8	1,012	67%	1,246	67%
Level 9	328	68%	386	68%
Total	3,005	65%	3,160	64%

*The graduation rates in this table include those who are 'outcome pending' - due to graduate shortly



Participants studying biopharma-pharmachem have the highest rate of graduation to-date. The lowest rate of graduation was among participants on courses in the area of food and beverage manufacturing.

Skills area	2011 cohort who graduated	as % of 2011 cohort	2012 cohort who graduated	as % of 2012 cohort	2011 and 2012 combined
Biopharma-pharmachem	539	70%	688	70%	70%
Cross-enterprise Skills	850	68%	796	70%	69%
Food and beverage	9	36%	142	60%	57%
Green economy	343	67%	207	56%	62%
Information and Communications Technology	1,016	58%	1,057	59%	59%
International financial services	247	73%	269	62%	67%
Total	3,004	65%	3,159	64%	64%

*The graduation rates in this table include those who are 'outcome pending' - due to graduate shortly

OF THOSE WHO WITHDRAW EARLY FROM THEIR COURSE, ALMOST A THIRD OF THESE DO SO BECAUSE THEY SECURED EMPLOYMENT

> 28% of the 2011-2012 group withdrew because they got employment

> 30% of the 2012-2013 group withdrew because they got employment

"I do know that if I had not started [my Springboard course] I would not be doing what I am doing today...sitting here now, having just completed a quotation for a hosted PBX for a school here in Kilkenny and having got the go ahead for a 32-extension system in Kilkenny today with remote extensions in the UK, Denmark and Germany."

Donal Lyons, Springboard participant 2012-2013 who withdrew early from his course



94% SPRINGBOARD PARTICIPANTS RECOMMEND THE EXPERIENCE TO OTHER JOBSEEKERS

Surveys of all Springboard participants at the end of their course indicate a good level of satisfaction. They were asked the question:

"Would you recommend Springboard to an unemployed relative, friend or neighbour?"

> 93% of participants 2011-2012 said 'Yes I would' (Survey 1.2)

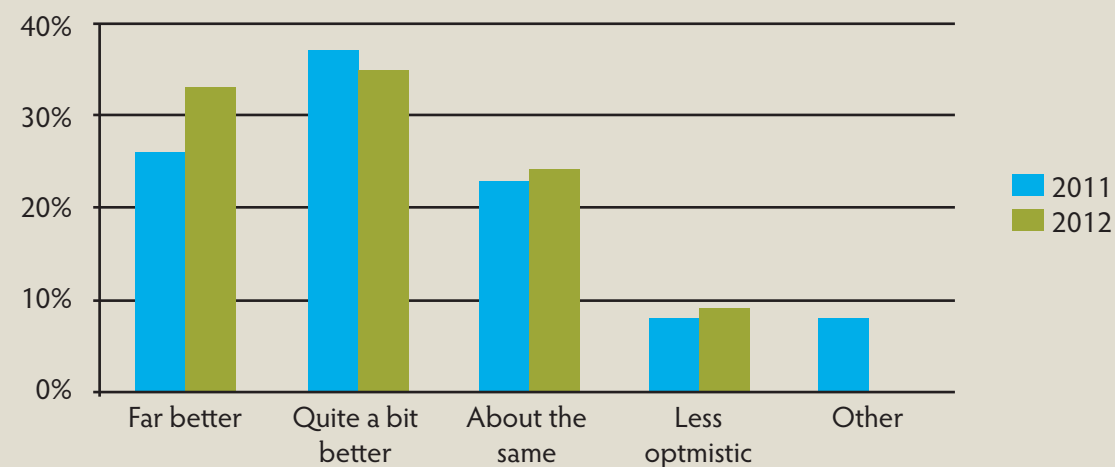
> 94% of participants 2012-2013 said 'Yes I would' (Survey 2.2)

The response to this question by 2013-2014 participants will be gathered and published in Part 2 of this trend analysis, later in 2014.

Springboard also seems to have had a positive impact on participants' outlook and optimism regarding their career prospects, with an upward trend between 2011-2013.

In a survey of participants six weeks after finishing their course 68% of respondents in 2011-2012 said their outlook was better; this rose to 71% among the 2012-2013 group. An average of 25% of both groups indicated that their outlook was about the same. 9% indicated they felt less optimistic. The optimism indicators show that a higher proportion of the 2012-2013 group felt 'far better' than did the 2011-2012 (33% compared to 28%).

Springboard participants' outlook and level of optimism about their career prospects



3 SECTION



40%

52%

90%



**INCREASING NUMBERS
HAVE RETURNED TO
SUSTAINABLE
EMPLOYMENT**

PROGRESSION TO EMPLOYMENT OR SELF-EMPLOYMENT IS TRENDING UPWARDS FOR SPRINGBOARD GRADUATES

30% of Springboard 2011-2012 graduates were reported to be in employment or self-employment within six weeks of finishing their course. This rose to 40% within six months.

40% of Springboard 2012-2013 graduates were in employment or self-employment within six weeks of finishing their course. This rose to 52% within six months. On some courses employment for graduates was as high as 90%.

GETTING A JOB IS HARDEST FOR THOSE SPRINGBOARD PARTICIPANTS LONGEST OUT OF WORK, BUT THIS IS ALSO TRENDING UPWARDS



Studies nationally and internationally have shown that people who are unemployed for more than a year (long-term unemployed) find it hardest to get employment. This is borne out among Springboard participants. However since 2011-2012 and 2012-2013 there has been a positive upward trend in employment outcomes among this particular group.

Progression to employment or self-employment by duration unemployed	2011		2012	
	Number	%	Number	%
All Participants	975	32%	1,269	36%
0-6 months	311	47%	507	48%
6-12 months	244	35%	239	39%
1-2 Years	245	30%	257	37%
2-5 Years	145	19%	245	27%
5+ Years	30	20%	56	21%

"After two years of being unable to find work I signed on to do a business degree in Dun Laoghaire Institute of Art, Design and Technology through the Springboard initiative...Within one month of finishing the course I was offered a brilliant job as a business development and marketing executive." Janet Hatton, Wicklow, graduate of Springboard in 2013

SPRINGBOARD IS SUPPORTING ENTREPRENEURSHIP AND BUSINESS START-UPS

"Central to our plans for jobs and growth is supporting more businesses to start-up. Two thirds of all new jobs are created by start-ups, so if we are to create the jobs we need we must support more entrepreneurs to start new businesses...We have excellent start-ups and entrepreneurs in Ireland – we just don't have enough of them" Minister for Jobs, Enterprise and Innovation, Richard Bruton TD, May 2014

Since 2011, Springboard has supported 1,657 students on 51 courses developing entrepreneurship and business start-up skills. A further 604 places on 16 courses will be offered in 2014. The aim of this investment is to foster innovative approaches to business and growing areas of industry in Ireland; to develop know-how for successful commercialisation of products, and to create the environment and opportunity for participants to become successful entrepreneurs.

Available data on employment outcomes for Springboard 2011-2012 participants showed that, within six months, 124 people had embarked on self-employment, and this figure rose to 211 people in the 2012-2013 cohort.

Progression to self-employment	2011	2012
Participants who reported being self-employed	124	211

"While I had a diploma in accounting before I started [my Springboard course], I had never studied the 'high level' business subjects like strategy, innovation and finance that make up much of this course. I am working on a business plan at the moment and hope to have a new venture up and running by September..." Gerard O'Brien, Class of 2013-2014, Postgraduate certificate in Innovation, Commercialisation and Entrepreneurship, University College Cork

"I'm Dominick Whealan, I'm on the Springboard course here at the UCD Innovation Academy. I'm setting up my venture and my business in adventure tourism. The company I've come up with is San Air.ie. We originally were 7 friends who got together and had a mad idea and we had 25,000 hits on our first video. That team has now grown to 19 people over the few weeks here at UCD." Dominick Whealan, Class of 2013-2014 Graduate Certificate in Innovation, Entrepreneurship and Enterprise

SALARY SCALES OF SPRINGBOARD GRADUATES SPAN A BROAD RANGE

The most recent survey of Springboard graduates in full-time employment indicates that salaries span a broad range, with some on quite low salaries for full-time employment and about 25% indicating that they were earning above the national salary average (€36,192 at the end of Quarter 2 2013, source Central Statistics Office). 59% of survey respondents indicated they were in full-time employment, compared to 15% part-time, 17% of respondents indicated they were self-employed, and 9% were on a work placement or internship.

Salary scales of Springboard graduates in full-time (permanent or temporary) employment

Salary (Full-Time)	
< €12,000 per annum	4%
€12,000 - €19,199 per annum	17%
€19,200 - €25,199 per annum	25%
€25,200 - €31,199 per annum	22%
€31,200 - €37,199 per annum	14%
€37,200 - €43,199 per annum	7%
€43,200+ per annum	11%
National average salary 2013 (CSO)	36,192

SECTION 4

INSIGHTS INTO BEING UNEMPLOYED IN IRELAND IN 2014

SPRINGBOARD GIVES A UNIQUE INSIGHT INTO THE PRESSURES AND STRESSES OF BEING UNEMPLOYED

'Falling off a cliff', 'into a black hole', 'a sense of utter devastation', 'my world falling apart', these are some of the ways in which people in Ireland have described the experience of losing their job. Surveys and interviews with jobseekers on Springboard courses over the past three years highlight the particular challenges participants face in order to complete their course and get their careers back on track; these are presented below.



"The Digital Marketing Springboard course with DBS has been a life changing experience for me. The recession created some challenging times and I had to close down my business. As a result I had lost some of my self confidence and needed a major boost. At the beginning of the course, I set out some clear objectives, most of which have been achieved and I'm on track to achieve the others. I found the course to be of an exceptional quality, easy to follow and beyond my expectations. The lecturers were friendly, approachable and extremely knowledgeable. They were always available to answer any questions.

The team based assignments were an excellent opportunity to work with a diverse group of individuals. The learning outcomes and friendships developed from this experience will never be forgotten. Now with a renewed appetite for learning and self confidence, I have started my own digital marketing business in two locations, Dublin and Clonmel. I would highly recommend a Springboard course with DBS to anyone looking to get their life back on track." *Thomas Crotty, Class of 2013-2014, Certificate in Digital Marketing, Dublin Business School*

WORK PLACEMENT IS A VITAL 'SPRINGBOARD' COMPONENT

WORK PLACEMENT AS PART OF A SPRINGBOARD

2011-2012	2012-2013	2013-2014
70%	85%	92%

Numerous national and international studies on effective supports for jobseekers underline work placement as a vital component of any reskilling initiative. During the first year of Springboard, 70% of courses offered a work placement to participants. This year, 92% of courses approved for 2014-2015 have an integrated work placement and those which do not either have employment guaranteed on successful completion or have a strong industry-based rationale for not offering a placement, for example, in the biopharma-pharmachem industries stringent clean room requirements rule out people who are not fully qualified. In these instances, the working environment is simulated in specialised training facilities.

SPRINGBOARD PARTICIPANTS AND EMPLOYERS HAVE CONFIRMED THE IMPORTANCE OF WORK PLACEMENT AS PART OF A SPRINGBOARD COURSE

"A while back I found myself in the unusual position of being out of work – I had been working for a well known pharmaceutical company for over eleven years and was now "finished". I was in my mid forties and thought what's next, what can I do to help myself get back on the ladder – then the first time I went to sign-on I saw a notice on the board there about Springboard courses, I looked it up online when I went home and applied that very day.

Following a few conversations and a video interview I was accepted on a biopharma course – this I believe changed my destiny, I had been getting some interviews up to then but with no success. The level of candidates had increased significantly since I last had been looking for employment – I hadn't stood still while working, I had completed a number of certificates but, now everyone was studying!

The course I am pursuing is very well delivered through DPS Education and Training in Cork – it is an online course delivered weekly and there is always someone there to help if needed either online or over the phone and most importantly you can do it at your own pace – trying to balance work, kids and homelife can be very challenging!

When I got interviews after that the companies were very interested in my course, I felt like I had gained an advantage again, and fortunately I am now employed by one of the biggest biopharmaceutical companies in the world. That is why I'd say continuing education can only be good for your career." *Denis Mehigan, Class of 2013-2014, e-(Bio)PharmaChem, GetReskilled Holdings (formerly DPS Education and Training Ltd)*

"After becoming unemployed in July 2013, I decided it was time to seek out new opportunities through upskilling and further education. After investigating the courses on offer through Springboard, I decided that the FSI Career Start was the course for me. It offered me two qualifications which were both relevant to my past experience and my future goals. The FSI CareerStart team were very helpful and supportive in providing all the information required to secure a place on the most appropriate course to take. The course content was extremely relevant, up to date and the lecturer's experts in their fields. I was successful in gaining an internship with Citi. The internship, together with the courses, and my own determination, has led to my success in securing a permanent contract with Citi, in their Alternative Investments division." - *David Cummins, Class of 2013-2014, FSI CareerStart, Financial Services Ireland*

THOSE WHO ARE CURRENTLY UNEMPLOYED IN IRELAND OFFER A LARGE AND DYNAMIC TALENT POOL TO EMPLOYERS AND TO THE ECONOMY

Year-on-year, there has been growing awareness of Springboard within the industry community in Ireland; increasing numbers of employers are seeking access to the pipeline of high-quality Springboard graduates. For employers, taking on a Springboard participant on work placement 'de-risks' the recruitment process; many offer a job before a placement - and sometimes before a course of study - is complete. Employers also value the previous employment experience of Springboard participants, many with five or more years in previous careers.

"At Citi we have supported the Springboard FSI CareerStart programme from its inception and over the last four years we have placed over 60 students on internships and have converted 50% of these internship into full time paid roles. The programme provides students with both the theoretical knowledge and practical experience which will increase their employability for a career in financial services. We are very proud of our involvement with this programme."

Aidan Brady Chief Country Officer – Citi

"From Qualcomm's perspective they [the Springboard students from Dublin Business School] have been very valuable in their contribution to Qualcomm's aggressive expansion programme. They have each contributed in a variety of ways to the sales and marketing process over the last few months. From the point of view of the interns they are gaining important experience which will stand to them whether they remain in Qualcomm or seek employment elsewhere at the end of their internship." *David Laird, Chief Operating Officer with Qualcomm*

"We've been taking students from Springboard for over two years now. [...] We have recently employed one graduate from Dublin Business School and we find his input and skillset very useful to develop our company." *Dave Plamer, CEO and co-founder Fenestrapro*

"We here at Manor West Hotel and in conjunction with the Institute of Technology, Tralee took Artsiom Haidukevich on the Springboard training programme. We mentored Artsiom giving him the necessary skills to deliver a premium product to our customers. We had a very positive experience with Artsiom and the Institute. We have given Artsiom full-time employment and sponsored him for a further qualification within IT Tralee. In the hotel and culinary sector, there is a skills shortage so we support training programmes like this in providing skilled workers for our industry. The Hotel, Culinary and Tourism Department at IT Tralee is commended for their constant innovations in this space. We have a great working relationship with the Institute and look forward to working with them in supporting and developing such initiatives going forward".

Bart O'Sullivan, Head Chef, Manor West Hotel

FUTURE SECURE

ALL THE EVIDENCE YOU
NEED TO RESKILL

METHODOLOGY

This Part 1 trend analysis for 2011-2014 draws on data gathered over four years from three sources: the online Springboard database which includes academic and employment-related outcomes for Springboard participants, six-monthly surveys of participants, and periodic scans of the Live Register of unemployed people held by the Department of Social Protection.

Part 2 of the analysis, which will be published before the end of 2014, will include data gathered from the 2013-2014 group of Springboard participants, as well as data on the incoming Springboard group 2014-2015.

"Having been fortunate enough to gain a place studying Digital Marketing as part of the Springboard initiative at DBS I found myself enjoying the course from the start. The attitude of lecturers and students was immediately positive and encouraging, while the course content itself was thorough and enjoyable. Gaining new skills and the general environment of encouragement certainly helped my own prospects and confidence with regard to future professional development."

Jim Jennings, DBS Certificate in Digital Marketing

"Overall, my experience at DBS was really enjoyable and very beneficial. Without Springboard I would not have had the option to return to college. The Springboard programme gave me that chance and thanks to Dublin Business School and the programme I am now currently employed as a Project Support Worker on a Community Drug Intervention Team."

Amy Blount, DBS Certificate in Advanced Project Management for the ICT Professional





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