

# How to build a relation with academia: Creating connections and synergies among local the local entrepreneurs with students, educators and the university



# Employment Observatory

**The University Employment Observatory as a strategic tool to bring academic training closer to labour market needs.**

The object of Employment Observatory is to collect and analyze information on

- graduates' employability
- employer demands
- labour market insertion process of university employment
- satisfaction with university training and internships

in order to improve students' transition to work.





## OBSERVATORIO DE EMPLEO

El Observatorio de Empleo es una unidad de recogida y análisis de información sobre aspectos relacionados con el empleo universitario.

Nuestra actividad permite obtener una amplia información sobre el proceso de inserción laboral de las personas tituladas, las demandas de los empleadores y hacer un seguimiento de los aspectos relacionados con el empleo universitario.

La información está dirigida a la comunidad universitaria en general, especialmente a los centros universitarios pero también a estudiantes, empresas, entidades y resto de personas interesadas.

Asimismo, se ofrece una [Consulta de indicadores de Inserción Laboral](#).



DATA QUERY

### UMU Reports



# La inserción laboral de los grados de la Universidad de Murcia

INFORME 2023  
PROMOCIONES 2019/20 - 2020/21

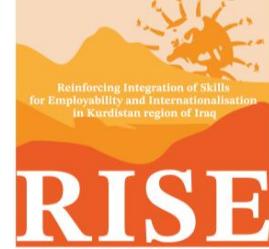
• *Labour Market  
insertion of degrees  
of the University of  
Murcia*



# La inserción laboral de los grados de la Universidad de Murcia

INFORME 2023  
PROMOCIONES 2019/20 - 2020/21

- Biennial study on two graduating classes 1
- University registration contact information
- Self-administered questionnaire via the UMU survey platform
  - First contact by email
  - Second contact by phone
- Studies for master's and doctoral degrees



# Labor market insertion survey

## Encuesta Inserción Laboral 2025

### Titulación \*

-Seleccione una opción-

### ¿En qué promoción acabaste el Grado? [☒ Quitar selección](#)

- Curso 21/22
- Curso 22/23

### Género \* [☒ Quitar selección](#)

- Masculino
- Femenino
- Prefiero no contestar

### Edad

### ELECCIÓN DE LA CARRERA Y SATISFACCIÓN CON LA FORMACIÓN

#### ¿Cuál fue el motivo principal por el que elegiste tu carrera universitaria? \* [☒ Quitar selección](#)

- Vocación / inquietud personal
- Expectativas profesionales
- Imposibilidad de cursar otra carrera de mayor preferencia
- Otros motivos, indica cuál:

Valora entre 1 y 5, siendo 1=nada y 5=totalmente, tu grado de satisfacción con los siguientes aspectos de tus estudios en la Universidad de Murcia.

1 2 3 4 5

La organización del plan de estudios para la adquisición del perfil de egreso

La información publicada en la web de la titulación

Las asignaturas de prácticas externas realizadas

### Self-administered questionnaire

- Choice of career and satisfaction with education
- Complementary training and languages
- Professional expectations
- Access to the labor market and employment status
- Internships as a method of labor market insertion
- Current employment
- Assessment of the knowledge and skills of university education and their usefulness for employment

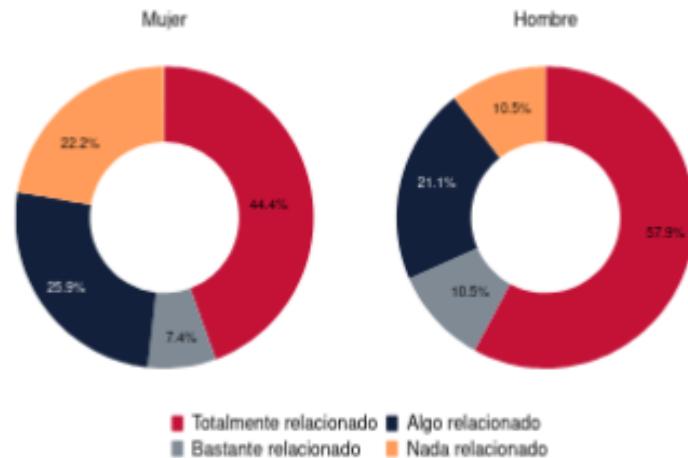


Figura 9: Relación del trabajo desempeñado con tus estudios. Género (%)

Tabla 42: Respecto a la categoría profesional de tu empleo actual

	Mujer		Hombre		Total	
	n	%	n	%	n	%
Adecuada a tu nivel de estudios	13	48.1	16	84.2	29	63.0
Algo inferior a tu nivel de estudios	9	33.3	2	10.5	11	23.9
Muy inferior a tu nivel de estudios	5	18.5	1	5.3	6	13.0
Total	27	100	19	100	46	100



Once we have finished collecting the data, we clean and analyse it using the R statistical package.



We analyse this data globally and by degree.

And we produce reports that we distribute among the university community.

Labor market insertion application



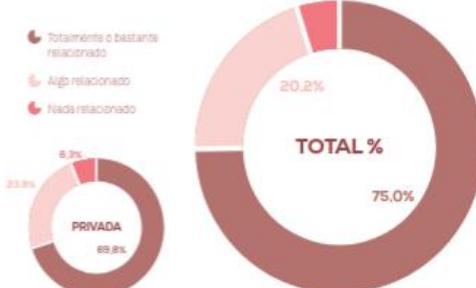
## Internship Impact application



» Ajuste entre formación universitaria y las funciones y condiciones del puesto de trabajo obtenido en la empresa/entidad de prácticas extracurriculares en la UMU.

El 75% de las personas que han contestado a la encuesta afirma que las funciones y condiciones de su empleo y su formación universitaria están totalmente o bastante relacionados, el 90.5% si nos fijamos solamente en aquellas prácticas realizadas en el sector público.

⌚ ¿Cómo valoras la relación entre las funciones y condiciones de este empleo y tu formación universitaria? (% por tipo de entidad)



## Internships as a method of labor market insertion

- Monitoring the impact of extracurricular internships on student labor market insertion
- Survey conducted one year after completing the internships.
- Main results during the 2023/2024 academic year
  - We monitored the impact of 636 internships (38,6% response rate)
  - 68.2% did their internships in companies or private entities
  - 31.5% have had the opportunity to work at their internship company

## Internship Impact application



» Ajuste entre formación universitaria y las funciones y condiciones del puesto de trabajo obtenido en la empresa/entidad de prácticas extracurriculares en la UMU.



## Internships as a method of labor market insertion

- Main results during the 2023/2024 academic year
  - Almost 80% who obtained a job at their internship company continue working there
  - 52.9% joined their internship company did so immediately.
  - 75% of the people say that the task and conditions of their job and university education are completely related

Additionally, we have other reports to analyze the development of external internship programs based on feedback from students, companies, and other entities.



Practical and useful guide for students in their final years and recent graduates who are starting in the workforce.

Information of companies and institutions from different sectors of activity

Companies answer questions related to their work and their personnel selection processes

Guidance resources to ensure the successful achievement of professional goals

Important aspects to consider for career development

working  
breakfast  
s



## Hablamos de capital humano

Alianza UMU - La Caixa

TALKING ABOUT  
HUMAN CAPITAL



COIE  
CENTRO DE INVESTIGACIÓN  
INFORMACIÓN DE EMPLEO

Obra Social "la Caixa"

Information on graduates' professional insertion and employer demands

To address social dynamics and challenges and bring the university closer to society.

Six working groups were established:

- University and Business: Employment Opportunities.
- Third Sector, Inclusion and Disability.
- Communication and Media.
- Society and Culture: Innovation in Humanities.
- Health and Well-being.
- Sustainability and Corporate Social Responsibility.

Project No.101179468



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- The generation of people born from 1997 to 2012
- Demographic group that follows millennials

Interests and expectations regarding the Generation Z professional future.

To identify the reasons why they would accept or reject a job or they would stay in or leave a company

To determine the main challenges faced in attracting young university graduates from Generation Z

How ensuring their retention within organizations



To analyze the alignment between the university education and the skills required by companies in the Region of Murcia

To propose strategies to improve the match between the expectations of young UMU graduates and the needs of companies in the Region of Murcia

To enhance their commitment and retention within the organizations they work for.

- The generation of people born from 1997 to 2012
- Demographic group that follows millennials

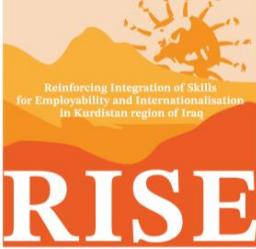


- The generation of people born from 1997 to 2012
- Demographic group that follows millennials

## DISCUSSION GROUPS WITH STUDENTS FROM THE UNIVERSITY OF MURCIA

## DISCUSSION GROUPS WITH GRADUATES OF THE UNIVERSITY OF MURCIA

## FOCUS GROUPS WITH COMPANIES/EMPLOYERS IN THE MURCIA REGION



# THANK YOU FOR YOUR ATTENTION.

*Elvira Ferre*