

A large, dark blue, stylized silhouette of a human figure, showing the head, shoulders, and torso, positioned on the left side of the page.

create a three-dimensional first impression

Higher Education Institutions (HEI) Information Brochure 2009

Helping to enhance **students' career prospects**

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Welcome to abintegro

This short introductory pack will help you to understand who we are and what we do. I sincerely hope that you find our perspective and approach inspiring, that it leaves you with some ideas for your own institution and that we make a positive first impression. I would really appreciate your feedback and the opportunity to discuss how we can help you and your organisation. You can contact me directly at tony@abintegro.com.

Kind Regards,

Tony Heard (Founder)

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Introduction to abintegro

abintegro is an online career-building tool set designed to improve graduate employability.

Working with HEI careers services, we enable students to build and maintain a complete picture of themselves, bring that picture to life and talk about their career and development goals effectively. We help students to articulate better the skills they have and understand how to market their CVs to potential employers.

Students maximise their chances of succeeding in the graduate selection process by using two innovative tools:

Our **3DCV**[®] - 'The career portfolio & CV-building tool'



Our **Grow Plan**[™] - 'The personal development planning tool'



abintegro believes that all students and graduates can benefit from these services throughout their time studying, as they prepare themselves for job hunting and as they develop their career over time.

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REGENT'S COLLEGE
LONDON

Regent's College London

Working together to prepare graduates for the competitive employment market

“Preparing graduates for the competitive employment market is at the heart of the careers service and Abintegro’s unique software provides an ideal solution for high quality CV production and PDPs. We chose Abintegro’s solution due to its contemporary interface, flexible set up and its ability to manage students with different levels of experience from undergraduate to MBA. Abintegro’s solution will assist communication between academics and the careers service and provide students with a central CV and PDP platform; this, we hope, will alleviate much of the frustration felt by students when different advice is given on the best way to produce a CV and build a PDP.”

Spencer Coles | February 2009

Director of Marketing & Student Recruitment



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Tools for Students and Graduates

Our **3DCV**[®] enables students to bring together everything they have done to build and maintain a complete picture of their career, bring their picture to life and talk about who they are and what they have done in a compelling way. There are 6 features to help students achieve this:



Our **3DCV template** guides students through traditional areas and business CV specific areas to record personal data and achievements to create a professional, relevant and complete CV.



The 3DCV is designed to help students describe their achievements and experience around a series of **dimensions (or competencies)**. These can be tailored to fit an institutions requirements.



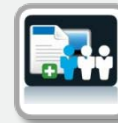
Student achievements, detailed within their 3DCV, can be **endorsed or validated** by the Careers Team, Employers or Academics. Validations are visible as part of the student's CV.



Students can showcase their personality, communication soft skills and aptitude for new technologies by uploading **video clips** to their CV, which can be viewed by prospective employers.



Once students have completed their 3DCV they can share it online with prospective employers, careers advisors, friends etc. by professionally publishing it to a personalised **web page**.



Students can **track** who has viewed their Web CV and when by setting up viewers with a unique PIN. They can add their personalised CV web link to job applications, cover letters, emails or student profiles.

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Tools for Students and Graduates

Our **Grow Plan™** enables students to build a personal development plan by capturing and tracking goals, such as: those they set themselves after discussing their aspirations with careers advisors or personal goals for example learning a language. There are 4 features to help students achieve this:



Students can build a **personal development plan**, in a consistent, easily accessible format. They can specify goals and objectives and track their progress. Their plan can be shared online or as a MS Word document.



Students can demonstrate to potential employers that they take their career development seriously by **making their goals visible** as part of their online 3DCV.



Using the Grow Plan structure, students can **break their goals down** into the things they need to do (milestones) to achieve their goal. Then they set the effort required and track their progress.



The Grow Plan can be **pre-populated with objectives or learning outcomes** by the Higher Education Institution, which can then be worked on by the students and their progress recorded.

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Tools for HEI Careers Services

Our **HEI Web-Portal** enables careers services to monitor and measure student CV and PDP progress to ensure that they are helping to equip their graduates with highly marketable, work-related skills during their higher education. There are 4 features to help careers services achieve this:



Careers services can **filter and analyse student information** against criteria, such as: school, faculty, year of graduation, course / programme, student ID number or name, CV and PDP completion status.



Careers services can assist students in **building an impressive CV and PDP** through raising their awareness of what employers seek and helping them to **articulate these skills** effectively.



Using the HEI Web-Portal careers services can ensure students on placement programmes **set learning objectives, reflect on their experiences** and **articulate** those learning lessons in their CV.



The HEI Web-Portal enables careers services to take advantage of the **most effective recruitment media** by quickly and effectively sharing student CVs and profiles with employers online.

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Student and HEI benefits

The most material value to those involved will be as follows:

Students



Their **career portfolio and plan is for life**. It can be used and maintained post graduation.



Work/Internship experience is captured and presented in a compelling and flexible way.



Achievements are captured and **validated**, providing a strong start to job hunting.



Sharing CV and career plan information is **made simple** through the online system & tools.



Students should be seen as **more employable**. Their skills will be better presented & marketed.



All students will have a consistent, **standardised CV and personal development plan**.



Maintaining contact with students will be easier & careers teams will have ***DLHE information**.



Additional value provided to students **post graduation** and to **alumni members**.

**DLHE – Destinations of Leavers from Higher Education*

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