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L.N. Gumilyov Eurasian National University <i>Kazakhstan</i>	 EURASIAN NATIONAL UNIVERSITY
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1. The vision, mission, and values of the HEIs in promoting graduate employability

Explanation: A vision statement is a clear picture of what the institution aspires to become in the future. A mission statement is a statement that describes how the organization is going to operate in the present and towards fulfilment of the vision Graduate Employability Enhancement. Incorporating guiding principles that represent the intrinsic values and behaviors of your organization defines HOW you will act as a group.

Please describe also the university's policy and strategy to improve graduate employability. What existing institutional or national policy documents are aimed at strengthening policies to promote the employment of graduates.

Maximum: 2 pages

Mission of the University is formation of the intellectual capital of the Atyrau region in the field of research and education, capable of taking a leading position in the country in terms of creating best practices for innovative education, environmental culture. So, it is dedicated to enhancing graduates' employability, ensuring they are ready to conquer the professional world.

Vision of the HEI is the recognized in the scientific and educational space as a platform for the implementation of innovative ideas of students, teaching staff, business partners that contribute to the sustainable development of the Kazakhstan economy of the Western region.

Khalel Dosmukhamedov Atyrau University has highly qualified teaching staff: Doctors of Sciences and candidates of Ph.D. masters, academics, members of the Union of Journalists of Kazakhstan, as well as members of the Union of artists of Kazakhstan, Union of designers of RK, laureate of the Grand Prix of the International festival of creative youth "Shabyt", the master of sports.

The University develops according to the Strategy Development Plan, approved for 2020-2025 years, which consists of three main directions. The Strategy Development Plan can be found by the link <https://asu.edu.kz/en/university/dev-strategy/>

Among the Plan's directions the ones which are aimed in promoting the employment of graduates are:

- a. Modernization of education, internationalization
- b. Formation of an entrepreneurial-oriented learning environment based on modern IT technologies
- c. Student service and feedback

These directions are outlined as they are directed to develop entrepreneurial mind, in particular, and in promoting graduates' employability, in general.

The University's policies and strategies are closely linked to national employment policies and strategies. The interaction between these levels ensures the effective implementation of educational programs taking into account the needs of the labor market.

The development of the economy of the Republic of Kazakhstan is currently underway, primarily as the development of a free enterprise economy. The Government of the Republic of Kazakhstan pays great attention to its development. So, the special business trainings, startup contests are held by the governmental agencies and departments. The State Chamber of Entrepreneurs "Atameken" pays special attention to the financial literacy of youth and youth entrepreneurship development. So, there are free consultations are held for the young entrepreneurs who have business initiatives, helping in their realization. The University cooperates closely with the Chamber.

2. The University's goals and objectives to promote the employability of graduates

Explanation: Please set up the goals and objectives to promote the employment of graduates at your HEI. The goals and objectives have to be derived from HEI goals and objectives but targeted only to graduate employability promotion.

Maximum: 1 page

According to the Strategy development plan of the University the HEI goal is to train personnel with higher and postgraduate education, capable of generating and implementing innovative ideas for the development of the economy, education and science of the Atyrau region.

Thus, the University has such main goals as

- 1) increasing innovation in educational programs and research;
- 2) development of the university ecosystem: modernization of the organizational, personnel, academic management of the university;
- 3) increasing the attractiveness of the university for internal and external stakeholders.

All these goals of the HEI are directly or indirectly related with the graduate employability promotion. The University having innovative educational programs and research, modernization of its management system, certainly prepares professional specialists who will be employed after the graduation.

The University's educational programs contain a mandatory module "Economic, Legal and Environmental Knowledge", which includes such disciplines as "Business planning", "Basics of Entrepreneurship and Startup Mentor", etc. Through innovative educational programs, the university is modernizing its management system and preparing professional specialists who will be employed after graduation. At the same time, the university annually holds competitions for scientific projects and startup projects, financed from the university budget.

To facilitate the employment of graduates, the University has an Office of Internship and Career and each department has a teacher responsible for internship. The university's educational programs allow students to annually undergo professional internship at various organizations and enterprises in the region.

Attracting the stakeholders to the University creates the area for networking and promotes employability for graduates. The university, collaborating with enterprises and organizations acting as employers for graduates, holds organizational events (job fair, exhibition of educational institutions, presentations of enterprises and employer organizations, guest lectures, master classes, etc.)

Employability is a key concept in higher education. Graduate employment rate is often used to assess the quality of university provision. That's why Atyrau University pay great attention to the graduates' employability promotion.

3. Identification of stakeholders

Explanation: Please describe the major stakeholders of your university that will support improving graduate employability and/or are targeted by Scheme. How universities will connect and collaborate with main stakeholders to increase graduate employability.

Maximum: 1 pages

Atyrau University has internal and external stakeholders. Internal stakeholders include the Office of Career and Internships, department chairs, and faculty responsible for the internship. The Career and Practice Office organizes effective work on employment and career development. Under the leadership of the head of the department, work is being done to promote the employment of graduates: the labor market is being studied, vacancies are being searched, and cooperation is being organized with representatives of enterprises and organizations. In order to provide assistance in finding employment, Job Fairs for graduates are held annually, where students have the opportunity to talk with employers, receive advice from specialists in various industries about current youth employment programs, and use the provided electronic database of vacancies in the region and the Republic.

The Office of Career and Internship is a structural unit of the Khalel Dosmukhamedov Atyrau University, which assists students and graduates of the University in organizing professional practice, planning and career development. The main goals of the Office are:

- Cooperation with industrial enterprises and organizations on issues of professional internship with the possibility of subsequent employment and establishing feedback with employing companies and graduates
- Coordination of the work of responsible persons at the faculties and departments of the University for professional practice and employment
- Establishing and developing long-term partnerships with enterprises, organizations and institutions on the basis of concluding agreements for professional internships for University students and facilitating further employment;
- Informing graduates about the needs of enterprises, organizations and institutions for specialists
- Provide feedback to employing companies and graduates in order to monitor their employment
- Involving potential employers in conducting trainings, guest lectures, master classes for students to develop practical skills.

The external stakeholders include local authorities, potential students and parents, business partners and the community, employers' council, Alumni Association and NGOs.

Members of the Council of Employers take part in the formation and adjustment of the content of educational programs in accordance with market requirements.

The University makes every effort to provide graduates with employment, maintain contact with alumni and create a community of alumni for individual EP programs. The University has created and operates an Alumni Association. The objectives of the Alumni Association are:

- Development and strengthening of the University alumni support system;
- Development and strengthening of connections between the university and graduates and enterprises and organizations where they work;
- Promoting the University's entry into the global educational system.

4. The results (outputs, outcomes) and milestones

Explanation: Please outline the measurable indicators that will help you to monitor the achievement of the goals and objectives to enhance the graduates' employability outlined before. Please describe the outcomes that must be attained and specify the steps that must be taken to get those outcomes.

Maximum: 2 pages

The Development Strategy of Khalel Dosmukhamedov Atyrau University for 2020-2025 has the concrete Plan for implementation. So it has strategic directions, goals, objectives, targeted indicator, activities results indicators.

These indicators are known by the University staff and they are included to the personnel plan for a year.

For the objective "Training of personnel with higher and postgraduate education for sectors of the regional economy, including projects for industrial and innovative development of the country" there are such indicators as

- "Share of educational programs accredited by national and/or international accreditation agencies,
- "Share of employers and business structures involved in the educational process"
- "Share of graduates employed in the first year after graduation from a university
- "Share of graduates who created jobs within three years after completing their studies"
- "Number of disciplines for which online courses have been developed",
- "Share of educational programs aimed at developing entrepreneurial thinking"
- "Share of implemented educational programs developed on the basis of professional standards"
- "Share of educational programs with a sustainable development component from the total number of programs", etc

Besides, there Activities to achieve direct results indicators are given in the Plan, such as

- creation of practice-oriented educational programs taking into account the requirements of enterprises,

- agreements and memorandums with enterprises and business structures on the joint development of the content of educational programs and on the formation of bases for pre-diploma and industrial internships
- agreements with employers, social partners and their allocation of grants and scholarships for personnel training
- organization of job fairs with invitations to large employer enterprises to employ graduates in priority sectors of the economy
- Conducting sociological research to determine the degree of satisfaction of employers with the quality of professional training
- Expanding opportunities for youth entrepreneurship in environmental management/sustainability
-

These Plan is developed with the Ministry of Science and Higher Education and monitors within the year and the report is submitted at the end of the year. These indicators are connected with the KPI targets for the staff which is described below.

5. List of actions (prioritize them based on importance, feasibility etc)

Explanation: Please identify the actions that need to perform to achieve key results and rank them in order of importance (for example: increase the employment of graduates up to 90% in 2024 - by involving employers in the development of curricula, developing mentoring programs and events with employers)

Maximum: 2 pages

The actions that need to perform to achieve key results of the University are as follows:

- - Annual increase in the number of startup projects implemented by university students from 3 in 2020 to 12 in 2025.
- -Annual increase in the number of scientific projects with the participation of students, financed by the university from 5 in 2020 to 10 in 2025.
- -Annual increase in the number of students involved in the process of implementing projects at the university research institute from 1 in 2020 to 20 in 2025.
- -Annual increase in the share of funds in the endowment fund from the total income of the university from 1 in 2021 to 5 in 2025.
- increase the employment of graduates up to 90% by 2025 – by developing cooperation with the employers, improving programs of HEI directed to the promoting graduates’ employment
- increase the number of active employers as the Members of the HEI Council of Employers and to involve them more for the solution of the graduates’ employment issues.
- increase the acting entrepreneurs having lectures to 10% by 2025
- expand the cooperation with the Universities and companies within the Kazakhstan and abroad for enlarging the employment opportunities for the graduates.
- increase the participation of the students at the Republican and International events, competitions, seminars for empowering them and expansion of the employment opportunities.
- increase the number of students participating in academic mobility in national and international scholarship programs

6. The timeline and responsibilities

Explanation: Please indicate the beginning and ending dates of each activity, as well as the person(s) responsible.

Maximum: 2 pages

Action	Period	Responsible
To increase the employment of graduates	Sept 2023 – Dec 2025	Office of Career and internship Deans
To increase the number of active employers as the Members of the HEI Council of Employers	Aug 2023 – Sept 2025	Office of Career and internship Strategic development office
To increase the acting entrepreneurs having lectures	Aug 2023 – June 2025	Deans Academic Department
To expand the cooperation with the Universities and companies within the Kazakhstan and abroad	Sept 2023 – Dec 2025	Deans International Cooperation Department Strategic development office
To increase the participation of the students at the Republican and International events, competitions, seminars	Sept 2023 - Dec 2024	Deans, Department heads I-Space Department of Youth Policy
To increase the number of students participating in academic mobility in national and international scholarship programs	Sept 2023 – Dec 2025	International Cooperation Department Deans

7. The required resources, infrastructure, and environment

Explanation: Please specify the internal and external resources, such as human and financial resources and facilities (digital tools and platforms) are required to implement careers, employability, and enterprise services in the HEI's.

Maximum: 2 pages

The University with more than 70 years history has sufficient internal and external resources for achieving the goal and objectives. Khalel Dosmukhamedov Atyrau University is a modern educational technology with active use of a computer base, language laboratories, Internet-connected classrooms and offices, lecture halls with audio-visual and multimedia equipment, eight academic buildings that meet modern requirements, a fundamental library, and a printing house with modern printing equipment, two student dormitories, five canteens, a medical center, a sports complex, and a stadium.

The University has a highly qualified experienced teaching staff: Doctor of Sciences and candidates of Ph.D. masters, academics of international and public academies, acting entrepreneurs.

The relevant departments work on implementation of careers, employability, and enterprise services at the University. There are the Office of Career and Internship and the Office of retraining and advanced training of personnel.

It is required to work in co-operation with the Employment Centers of Atyrau region. As for the

Financial sources: * national funding

*

8. Evaluation and monitoring methods to measure progress

Explanation: Please outline the tools for assessing the progress to ensuring of achieving the expected results

Maximum: 1 page

The University uses KPI surveys and methods for data collection. The indicators below are determined through annual surveys that are administered and analyzed by HEI.

- Student satisfaction and engagement survey

The University students are surveyed in class to determine their satisfaction with college programs and services.

- Employer satisfaction survey

Employers are asked to rate how well the University prepared the graduate.

- Graduate employment rate

The graduate employment rate calculates the percentage of the graduates who found employment within six months of graduation.

- Graduate rate

The graduation rate is calculated by tracking students from when they started at the University on a full-time basis to their graduation from it.

These measures are used to estimate the achievement of the goal and objectives of the University. Considering the results of surveys, the University can analyze the HEI main processes and determine the further actions.

9. The services for graduates employability support: for staff, students and other stakeholders

Explanation: Please specify which services offered by your University to provide support services for staff and students, and also other stakeholders (e.g. businesses) such as career development counselling, job opportunities, mentorship programs, etc. Describe the content of each service, who offers specific service, to whom is service addressed to.

Maximum: 3 pages

The university provides students with the concept of career guidance and counseling to effectively support them in their studies. This concept covers several key aspects.

1. Skill Development:

The university provides training and resources to develop key skills such as communication, leadership, and adaptation to change.

2. Preparation for Employment:

Students receive assistance in creating resumes, preparing for interviews, and developing the skills needed for successful employment. The HR agencies and HR Departments of partner organizations-employers conducts the trainings and master classes for this.

3. Mentoring and Consulting:

The university provides mentoring support and advice so that students can discuss their career issues and receive advice from experienced professionals.

4. Network Interaction:

Students have access to a network of peers, university alumni and members of the business community to create useful professional connections. For this the University has Alumni Association, Council of Employers, various clubs of interests.

The Office of Career and Internship works on all these aspects. The purpose of the Office is to assist students and graduates of the University in organizing professional internship, planning and career development.

The main goals of the Office are:

- Cooperation with industrial enterprises, organizations on issues of professional internship with the possibility of subsequent employment and establishing feedback with employing companies and graduates;
- Coordination of the work of responsible persons at the faculties and departments of the University for professional internship and employment;
- Control over the timely development of professional internship programs;

- Establishment and development of long-term partnerships with enterprises, organizations and institutions on the basis of concluding agreements for professional internship for University students and facilitating further employment;
- Informing graduates about the needs of enterprises, organizations and institutions for specialists;
- Provide feedback to employing companies and graduates in order to monitor their employment;
- Conducting a survey of employers, analyzing the results of the survey, identifying the strengths and weaknesses of university graduates;
- Involving potential employers in conducting trainings, guest lectures, master classes for students to develop practical skills;
- Organizing meetings of graduates with potential employers;
- Interaction with local entertainment centers (public organizations) for employment and entertainment for youth.

The overall benefits for students include better preparation for the job market, increased competitiveness, confidence in choosing a career path and effectively meeting professional challenges.

The University is student-oriented with various services provided to you. Here is the link to the Roadmap by which you can find all the necessary information about the HEI

<https://asu.edu.kz/university/rebranding/11660/>

Besides, there are following types of services provided to students:

- **by International cooperation Department, as follows:**

- International programs, trainings, conferences;
- Invitation of a foreign scientist;
- Double diploma program;
- Academic mobility

- **by Department of Youth Policy**

The Department organizes public, socio-cultural events of the university and works closely with students. There are different Student clubs by the students' interests at the University.

- **by Sports Department**

Formation of a healthy lifestyle of students is implemented according to the general state program. The university pays great attention to physical training and various sports events, and all conditions are created. Sections of junior football, volleyball, basketball, table tennis, chess, and racquetball work in the cultural and sports complex of the university. The annual traditional Rector's cup competitions are held among teachers and students in different kinds of sports. At present, Atyrau University has Stadium, Table tennis, Football field with artificial grass, Basketball court, Gym, Swimming pool, Boxing hall;

- **by Business incubator and co-working center “ISpace”**

The aim of the Center is forming the entrepreneurial culture and skills of students, helping to launch startups, promoting the growth of new companies at an early stage of development.

The university offers services to employers: training of personnel for a specific enterprise on the basis of a contract (training on request); provision of paid services for scientific research; implementation of joint scientific research; joint work on the modernization of educational programs; joint activities; leasing of classrooms, buildings, sports complexes, etc.

Improving the educational process and its quality contributes to the survey of employers. As the results of the survey show, employers highly evaluate the level of theoretical and professional training of students, their erudition, the ability to use the acquired professional skills in solving a particular industrial or scientific problem. According to the results of the survey, 88% of the surveyed employers are satisfied with the quality of training.

The University realizes that the staff is its main resource and provides a variety of services to support it. The university provides a wide range of learning services both online and offline. This includes International and Republican courses, webinars, master classes, trainings. In 2022, the fully equipped video studio for recording online courses and webinars” started to be used.

The goal of the International cooperation Department is Integration into the international educational space in order to improve the educational process and improve the quality of teachers and students using international experience. The services for the HEI staff among the Departments responsibilities are participation of the teachers at the international programs, trainings, conferences; experience change with the foreign scientists via invitation them; academic mobility by Orhun, Mevlana, Erasmus+ programs; courses of English and Turkish languages for the staff

KPI systems conducts at the University. This is needed not only to monitor and evaluate the University performance, but also to motivate staff. It helps to unite the team, achieve high results, improve the quality of work and increase employee productivity. KPI is conducted annually from September to June. As the result the staff have the certain bonuses. The process is coordinated by the Strategic development Department.

10. Communication plan

Explanation: Please describe the activities (courses, trainings, conferences, exhibitions, workshops, master classes and other events) that your university will hold to involve current stakeholders and attract new ones with the goal of enhancing graduate employability

Maximum: 2 pages

11. The visualisation of Roadmap

Explanation: Please use infographics, diagrams, drawings, maps to visualize information that will help you see the relationship between the main elements of the roadmap

Maximum: 2 pages