



UNIVERSITY OF  
LINCOLN

# Engaging Younger Workers

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1<sup>st</sup> October 2019

# University of Lincoln



# The Workforce of Tomorrow

## WHAT DO GRADUATES WANT? | 2018

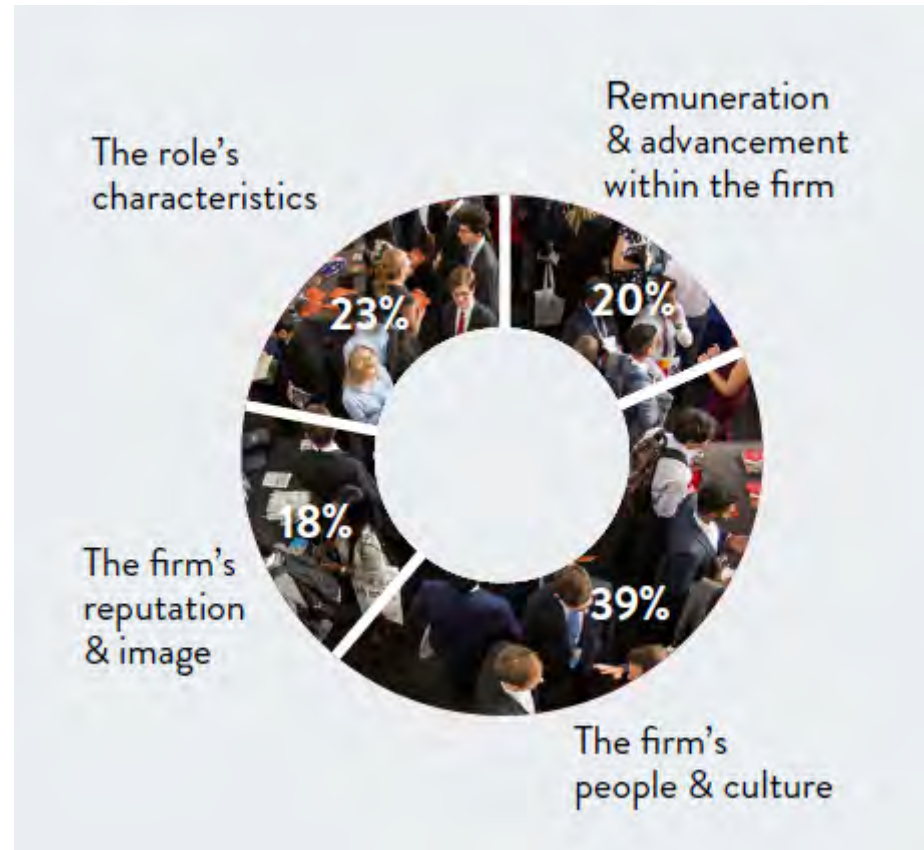
A look at what 3,000+ Bright Network members want from their career and future employers



**BRIGHT**  
NETWORK

# What do Graduates want?

Graduate Insights report : What is most important to you when choosing a graduate role?

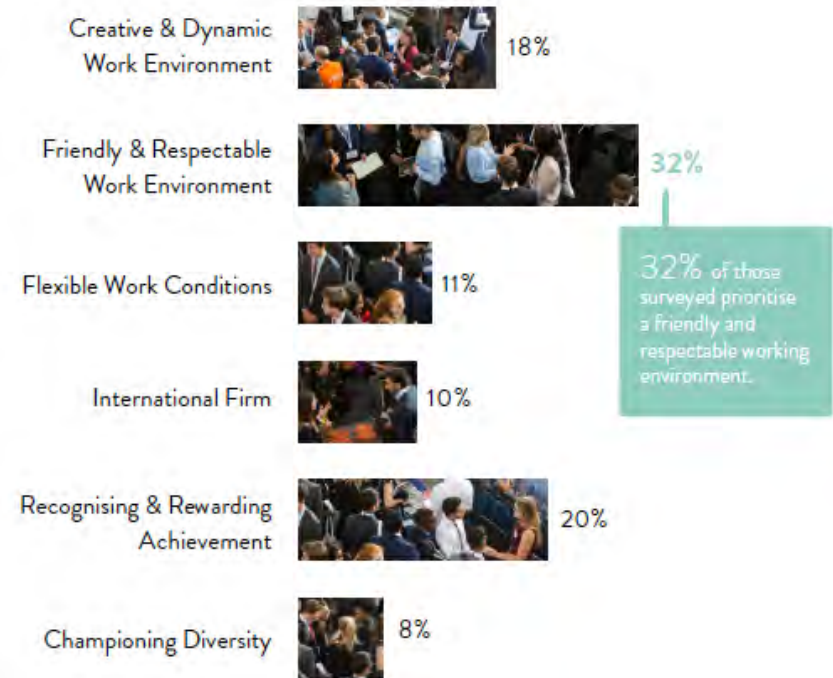


# The Workforce of Tomorrow

## 3. When it comes to a graduate employer's reputation & image, what's most important?

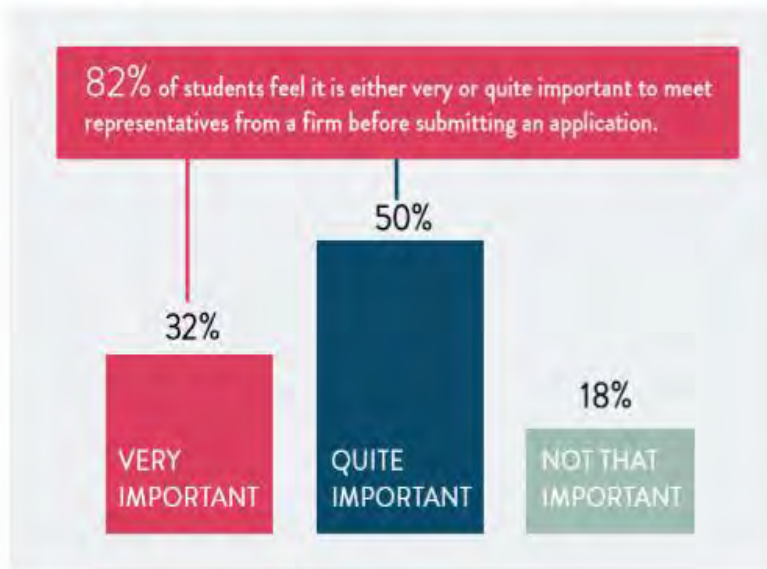


## 4. When it comes to a graduate employer's people & culture, what's most important?



# The Workforce of Tomorrow

8. How important is it to meet a firm's representatives before applying for a role with them?



Our research shows that the majority of students feel it is important to meet employers face-to-face before submitting an application.

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5. When it comes to graduate job characteristics, what's most important?

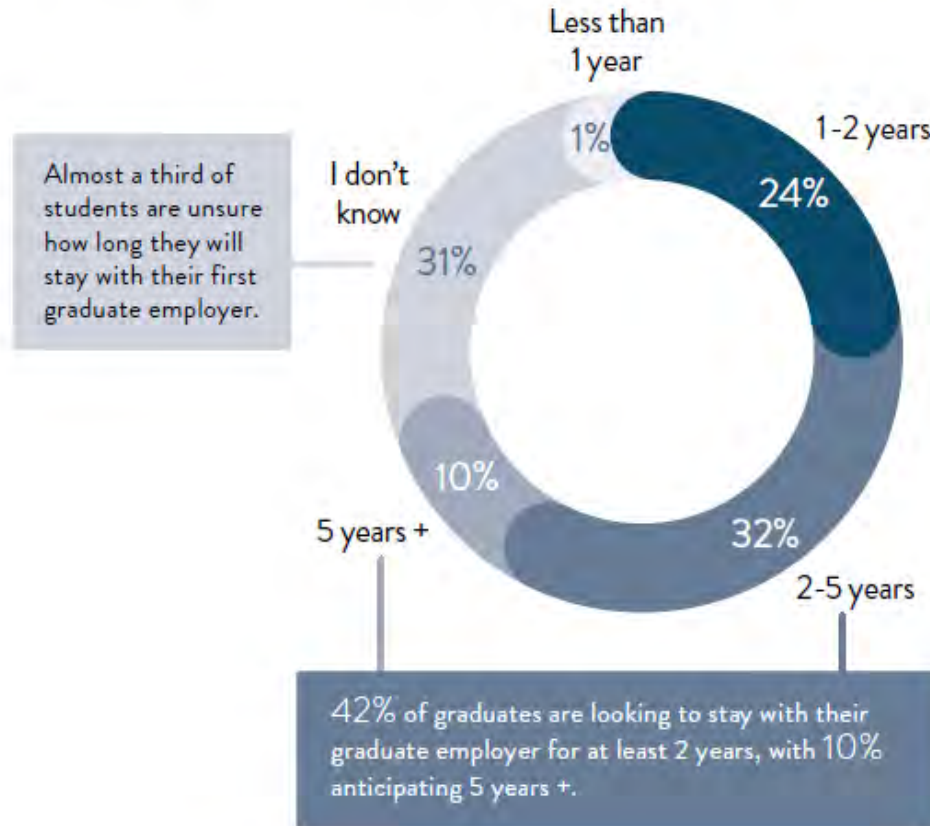


7. What is most likely to put you off applying to a firm?



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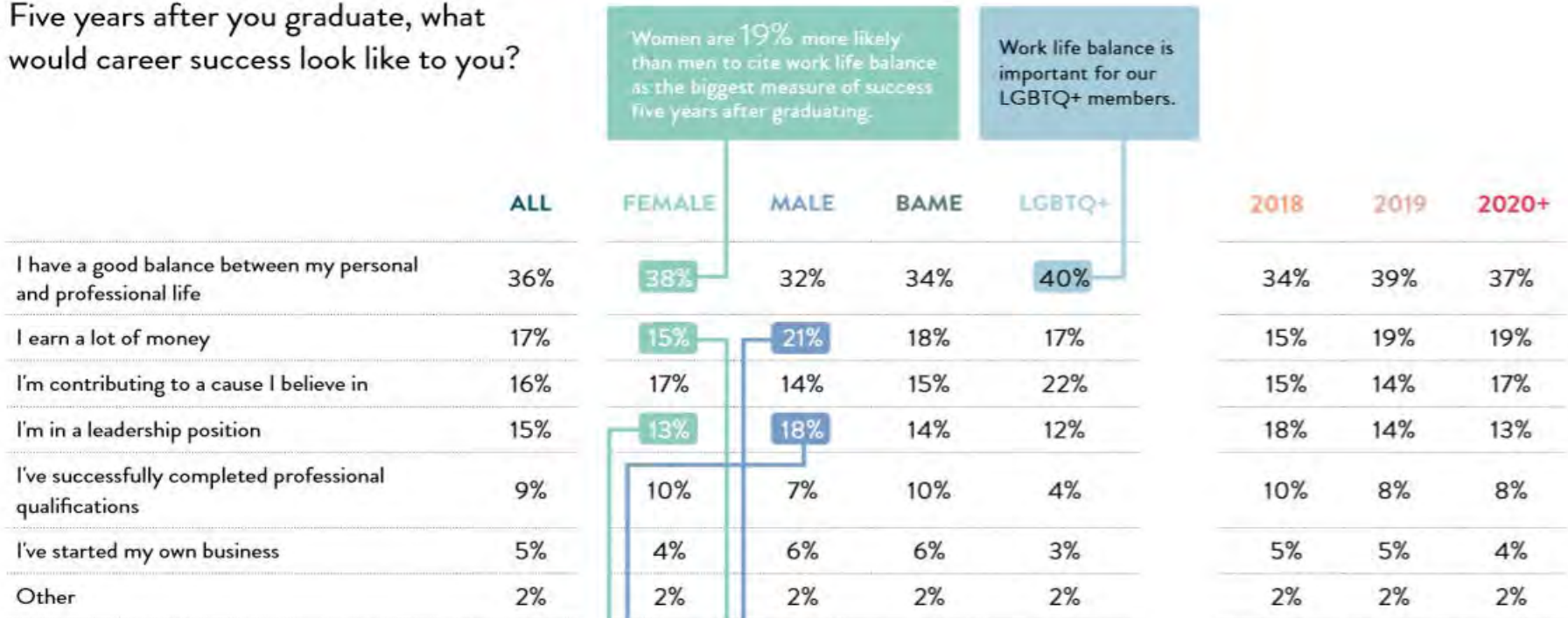
1. How long do you plan to stay with your first/graduate employer?





# The Workforce of Tomorrow

2. Five years after you graduate, what would career success look like to you?



Women are 19% more likely than men to cite work life balance as the biggest measure of success five years after graduating.

Work life balance is important for our LGBTQ+ members.

Men are 38% more likely than women to see being in a leadership position as a sign of success.

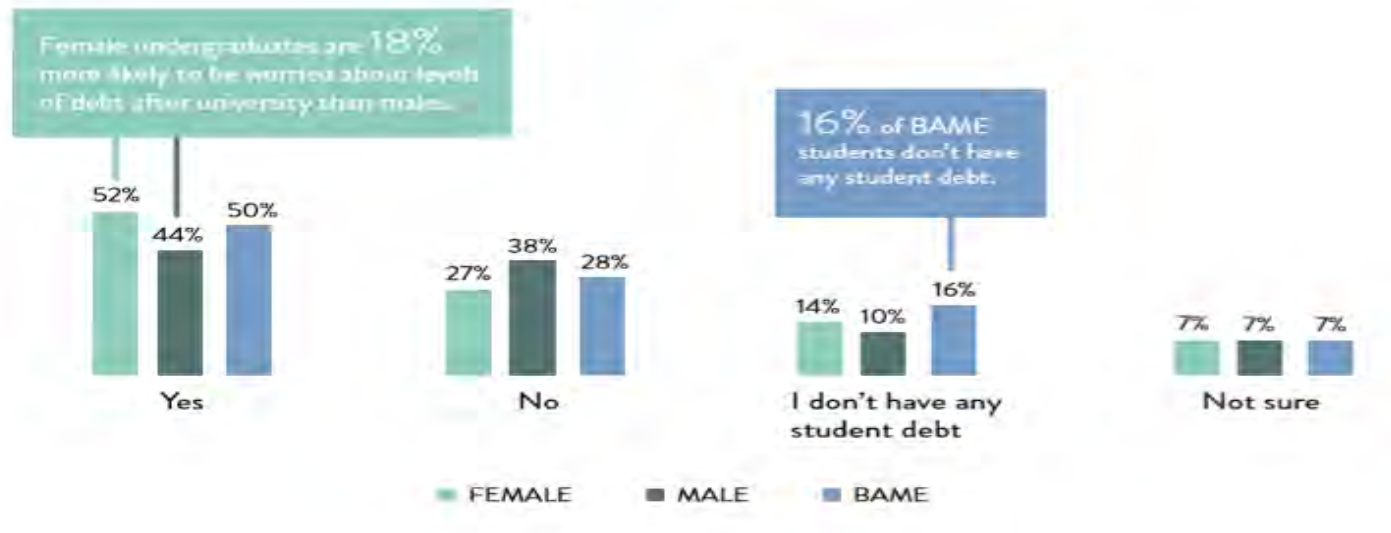
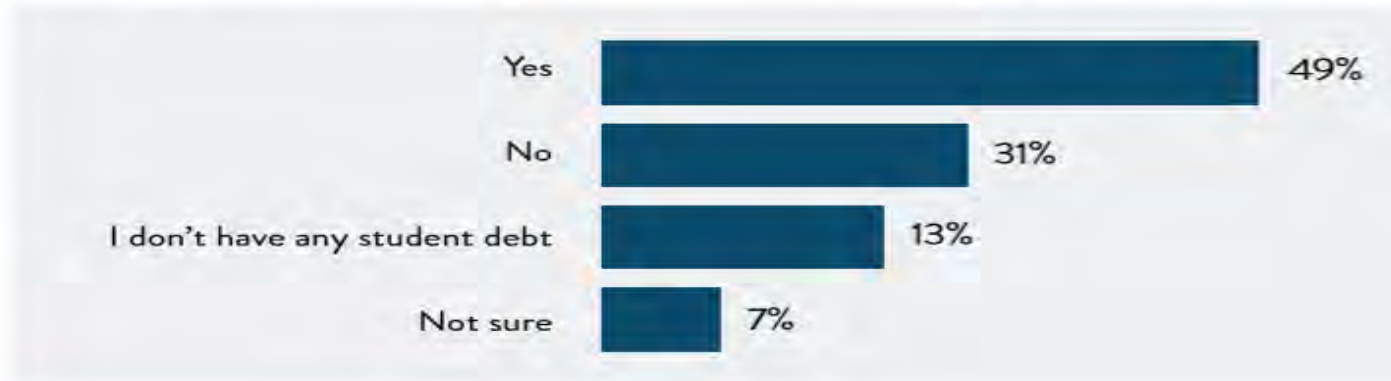
Men are 40% more likely than their female peers to cite earning a lot of money as the biggest measure of success five years after graduating.



2. Respondents were asked to select one option.

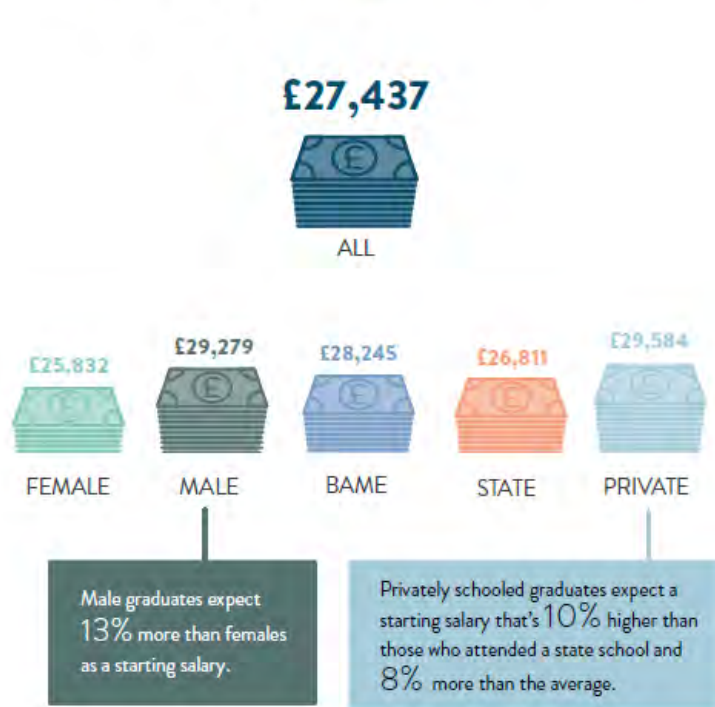
# The Workforce of Tomorrow

3. Are you concerned by your level of debt when you graduate?

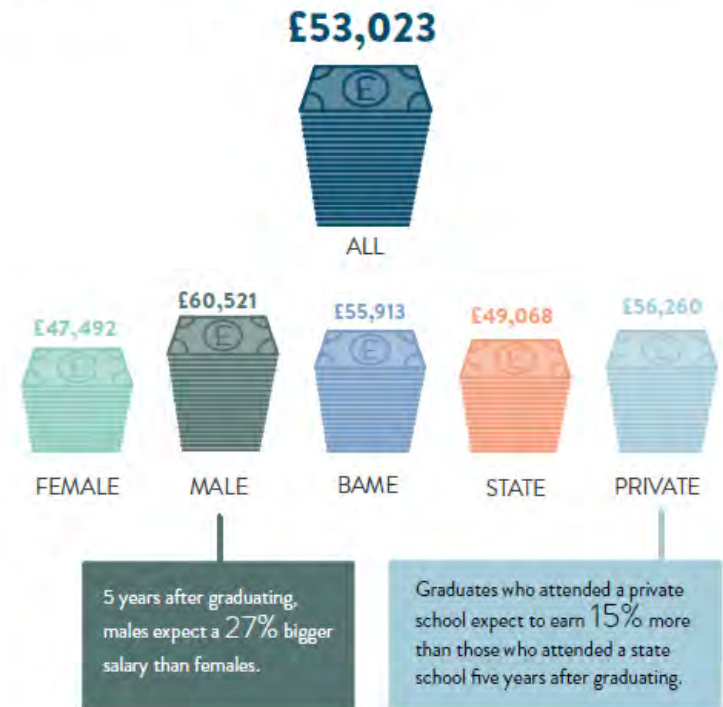


# The Workforce of Tomorrow

1. What is your expected basic annual salary in your first job after graduating?



2. What is your expected basic annual salary in five years after graduating?



# Strategic Reward Thinking

- No jobs for life
- Links between motivation and performance matter
- Drive towards linking performance and pay
- Greater expectation on employers to support lifestyle
- Spill over between home and working life needs to be addressed
- Organisational culture and people matter

# Adapting Engagement

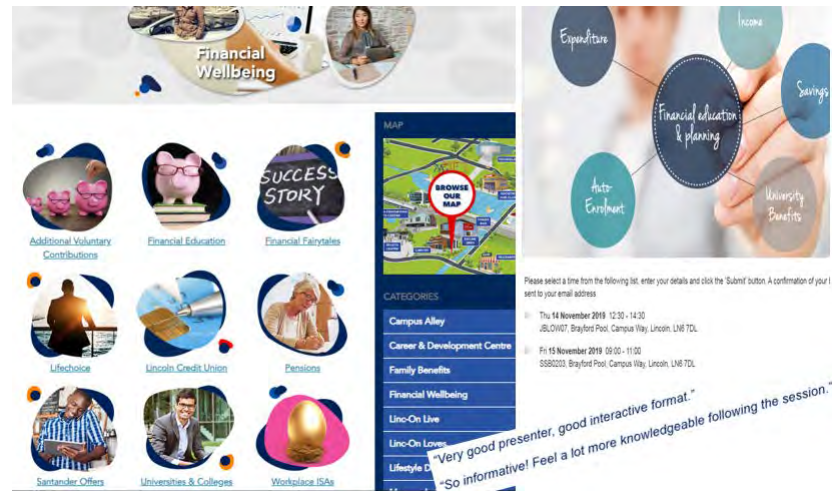
- Expectation of short term rewards to drive motivation
- Gamified Learning
- Instant manager and peer recognition
- Layered learning of life skills
- Relevant savings vehicles
- Self ownership

# Adaption in action

## Example 1 – Linc-On Reward Platform



## Example 2 – Money Matters Financial Wellbeing



# Reward

The screenshot displays the Linc-On website interface. At the top, the Linc-On logo is on the left, and navigation links for Map, My Profile, Manager's Area, Catalogue, and Log Out are on the right. Below this is a dark blue banner with navigation items: Linc-On Lifestyle, Spree Cashback Card, Easter Roadshow 17th & 18th April, University News, and Linc-On Lifestyle. The main content is a colorful, 3D-rendered virtual map of the University of Lincoln campus. The map features various buildings and areas, each labeled with a blue box containing text. Labels include: Linc-On Live, Linc-On Loves, Family Benefits, Technology, Wellness Centre, Volunteer Centre, Lincoln Cathedral, Financial Wellbeing, Relocation, Salary+, Travel, Recognition, Uni Imps, Career Development, Lifestyle Discounts, Tower Bar, Engine Shed, Sports Centre, Library, University Information Hub, Lincoln Performing Arts Centre, and Community Centre. A hot air balloon is visible in the sky. At the bottom of the page, there is a dark blue footer. On the left is the University of Lincoln logo. In the center, it says 'FOLLOW US' with icons for Twitter, Instagram, Google+, and YouTube. On the right, there is a social media widget for 'Uni Lincoln HR' with the handle '@UniLincolnHR' and a text box stating: 'Uni Imps tickets are on sale now for this weekends game #community'. A search bar is located at the bottom center of the footer.

# Financial Wellbeing



[Additional Voluntary Contributions](#)



[Financial Education](#)



[Financial Fairytales](#)



[Lifechoice](#)



[Lincoln Credit Union](#)



[Pensions](#)



[Santander Offers](#)



[Universities & Colleges](#)



[Workplace ISAs](#)

Please select a time from the following list, enter your details and click the 'Submit' button. A confirmation of your I sent to your email address.

- Thu 14 November 2019 12:30 - 14:30  
JBLOW07, Brayford Pool, Campus Way, Lincoln, LN6 7DL
- Fri 15 November 2019 09:00 - 11:00  
SSB0203, Brayford Pool, Campus Way, Lincoln, LN6 7DL

*"Very good presenter, good interactive format."  
"So informative! Feel a lot more knowledgeable following the session."*



# Money Matters

## HELLO!

Welcome to the Money Matters workshop. Your Students' Union and The University of Lincoln has partnered with financial education specialists "WEALTH at work" to offer a unique opportunity to attend financial education workshops created specifically for students. There are sessions running three times a year, with one taking place each term. For dates and times, visit

[www.lincolnsu.com/moneymatters](http://www.lincolnsu.com/moneymatters)

### WHY ARE THESE SESSIONS IMPORTANT?

Managing money whilst at University has become increasingly challenging for students across the UK. The impact of making mistakes will not only impact your student life, but could stay with you when you start your career. Graduating from University is likely to be your focus; however avoiding financial problems and finding your dream job when you graduate are likely to be equally important.

### This session counts towards you Lincoln Award.

The Lincoln Award is open to all students currently studying at the University of Lincoln. You can start the award at any point and must complete it before graduation. It is highly advisable to start the award as soon as possible to ensure you secure a place at the compulsory session required.

Each of the Money Matters workshops you attend, counts toward one of your Lincoln Award Chosen Activities.

★  
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AWARD



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# Questions