

COMPLETE

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**Establishment of the centers of competence
and employability development (CCED)**

**SWOT ANALYSES FOR CCED IMPLEMENTATION
AT DON STATE TECHNICAL UNIVERSITY (DSTU)**





STRENGTHS

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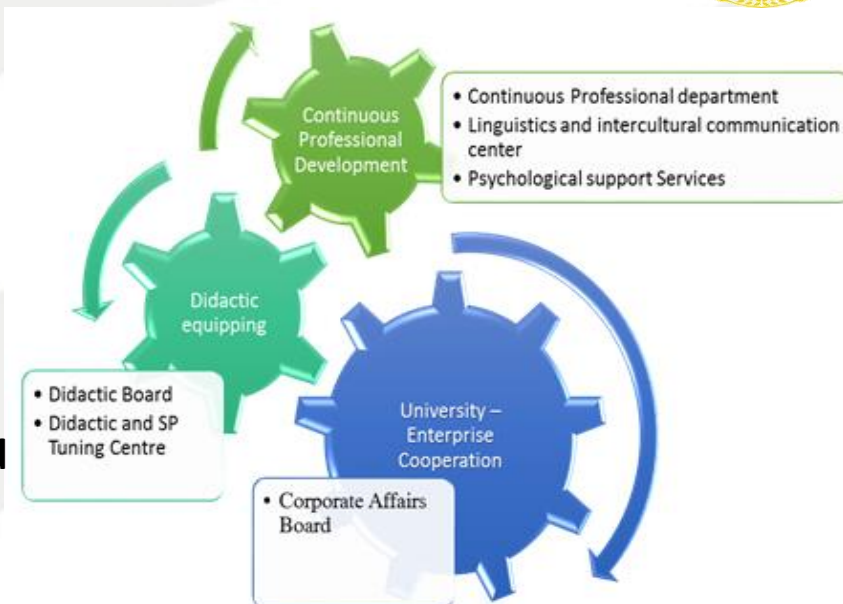
DSTU internal strength for successful CCED establishment

Employability cluster system

University-Enterprise Cooperation cluster:

- ✓ Corporate affairs board
- ✓ Employment office

Statistics: DSTU provides human resources for the regional priority clusters - app. 62% of labour market demand





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DSTU external strengths for successful CCED establishment

Contribution of regional enterprises and organizations:

- ✓ Corporate (business-oriented) departments;
- ✓ Employers' participation to SP development;
- ✓ Employers' placements, grants, projects;
- ✓ **Co-working center and RDI labs**



**Cooperation with more than 200
regional enterprises and organisations**





WEAKNESSES

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DSTU **weaknesses?** preventing CCED establishment

Internal:

- ✓ career service staff rigidity;
- ✓ unbalanced system of employability monitoring;
- ✓ lack of human resource to ensure effective training for staff.

External:

- ✓ shortcomings of existing system of monitoring graduates' employment;
- ✓ unbalanced number of graduates and labour market requirements for certain qualifications;
- ✓ SP state standards requirements – strict limits for SP development.





OPPORTUNITIES

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DSTU opportunities for CCED establishment.

External:

- ✓ focus on the needs of the labour market – *strong cooperation with industries and enterprises – regional cluster priorities;*
- ✓ local and regional authorities support.

Internal:

- ✓ career services development – strong cooperation with HR departments and agencies;
- ✓ methodological support for staff including those responsible for SP development;
- ✓ focus on self-employment.





THREATS

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DSTU external threats for CCED establishment



- ✓ globalization of the educational services market, leading to increasing competition and development of alternative forms of education (e.g. open education)
- ✓ financial and economic crisis which causes difficulties in the employment of graduates in the real economy
- ✓ increasing requirements to the teaching staff in accordance with the latest needs of the educational sector
- ✓ increasing demand for quality workforce and to the level of its training





DSTU roadmap - solving employability challenges



DSTU road map (programme of university development up to 2020) highlights the following steps concerning employability:

- ✓ *providing labour market forecast,*
- ✓ *involving employers into SP development,*
- ✓ *providing incentives to develop soft competencies,*
- ✓ *improving career guidance services,*
- ✓ *monitoring performance with established feedback mechanisms.*



Thank you!

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