

## **Ultimate Frisbee, fencing and yoga increases the chances of job after university**

### **Non-academic achievements will significantly improve students' opportunities within today's job market**

On 25th June 2015 the Higher Education Academy (HEA) launches their new campaign with the world's largest online student community, The Student Room to convince students to get involved with more extra-curricular activities at university. As well as enhancing their experience of university, extra-curricular activities can significantly improve students' chances in the job market through their HEAR 'student CV'.

The Higher Education Achievement Report (HEAR) is a detailed picture of student achievement throughout a students' time at university, including academic work, extra-curricular activities, prizes and employability awards, voluntary work and offices held in student union clubs and societies that have been verified by the institution. Over 90 institutions have implemented the HEAR and over 400,000 reports have already been issued to students.

The campaign will focus on promoting a range of reasons for students to take on more extra-curricular activities, including:

- Signing up to societies enables students to meet likeminded people, broaden their own horizons, and challenge themselves and their views.
- The range of activities universities now have to offer students is astonishing, so student's biggest issue is what they choose.
- In the end what students put in to their university experience will shape the person they will become just as much as the degree they undertake.
- All of the extra-curricular activities will benefit students through the rest of their lives as they improve their employability and give them a head start in the job market. This is where the HEAR will play a crucial role.

Jack Wallington, Community Director at The Student Room says: "What students do between lectures and studying can make all the difference when comes to showcasing their skills to employers. It is a key part of their wider personal development at university - which goes beyond just academic achievements. That's why we've partnered with The Higher Education Academy - to give students the best possible start in their career.

Chris Hoyle, Academic Development Officer at The Higher Education Academy says "Employers are increasingly looking for 'rounded' graduates with diverse skill sets. They want to see pro-active graduates with passion, commitment and people skills. These can only be demonstrated by taking part in the range of opportunities that are available at university. The HEAR encourages students to be involved in wider experiences and recognises their time and effort in a credible document. Our partnership with The Student Room gives us a unique platform to engage students in thinking about these opportunities. It allows us to offer advice to ensure students are able to gain the maximum possible benefit."

Students can now visit The Student Room to find lots of information about getting a HEAR and talk to our HEA official reps to ask everything they need to know about how extra-curricular activities can boost their experience at university and set them up for the future, making them #HEARoes.

[Watch "what's your origin story" here](#)

## **ABOUT THE STUDENT ROOM**

[www.thestudentroom.com](http://www.thestudentroom.com)

*Founded in 2001, The Student Room is the world's largest online student community and the UK's no.1 education website according to ComScore data. The Student Room has over 3 million registered members, primarily aged between 14-24 and attracts over 8 million visitors a month. It provides student-to-student advice on studying, educational career choice and lifestyle issues. The Student Room works directly with most UK universities as well as a wide range of leading brands and companies.*

## **ABOUT THE HIGHER EDUCATION ACADEMY**

[www.hear.ac.uk](http://www.hear.ac.uk)

*The HEA is the national body for learning and teaching in higher education. It works with universities and other higher education providers to bring about change in learning and teaching. Its activities focus on rewarding and recognising excellence in teaching, bringing together people and resources to research and share best practice. Helping to influence, shape and implement policy - locally, nationally, and internationally.*

*The HEA provides national support for the implementation and maintenance of the HEAR. A HEAR gives students an easy way of providing evidence of the valuable skills and knowledge they have gained while at university beyond the limitations of their degree classification and certificate.*

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