How to... promote the Big e

**What**
- The University’s student employability campaign
- A great way for students to find opportunities and gain experience
- A single access point for all extra-curricular activities

**Why**
- Helps students to recognise what makes them employable
- Provides opportunities to gain experience and skills
- Encourages students to reflect on and plan their futures

**How**
- Promote the Big e campaign to students and colleagues
- Encourage students to get involved in Big e activities
- Explore the Big e website and send us your thoughts and suggestions
How to... promote the Big E

What
The Big E is the University's employability campaign that helps students to make the most of their Essex experience. It provides a single online access point that lists all the extra-curricular opportunities they can engage with alongside their academic studies.

The Big E encompasses an enormous range of activities for students to gain valuable experience, develop crucial skills, and start exploring their future – ultimately making themselves more employable. Plus they can get University recognition through the Big E Awards.

Why
It's important because Essex graduates face one of the toughest job markets ever, and the Big E helps them to stand out from the crowd. Employers tell us that the graduates they value most highly have gained relevant experience while studying, and have proactively engaged with their personal development. The Big E helps them do that.

Our student body is diverse, and there are Big E opportunities to suit everyone: volunteering; joining one of the clubs or societies on campus; signing up for business and enterprise competitions; undertaking an internship; finding a part-time job; working as a Residents' Assistant; being a Student Ambassador; studying abroad for a year – the Big E is all these things and more!

How
Simple! Please help us to promote the Big E. As staff at the University, we have a shared responsibility to help to ensure our students are making the most of being here at Essex. By encouraging students to explore the Big E, and challenging them to find new opportunities and develop new skills, you will be having a direct impact on their employability and their future success.

Contact the Employability and Careers Centre (e-mail 'careers') for more information about the Big E and anything else relating to careers and employability.

big@essex.ac.uk
www.essex.ac.uk/bige

Tip: All the Big E opportunities can be found online at www.essex.ac.uk/bige, or for more information staff and students can email big@essex.ac.uk.

Tip: The Big E is managed by the Employability and Careers Centre on Square 2. Our door is always open! Encourage students to drop in any time.

Tip: Why not distribute this postcard as a PDF or in hardcopy, or add it as a PowerPoint slide to your class or presentation? All students need is the website address, www.essex.ac.uk/bige.