

red &
yellow

CREATIVE SCHOOL OF BUSINESS

HONORIS UNITED UNIVERSITIES

EMPLOYABILITY REPORT 2020



@redandyellowed

redandyellow.co.za

OUR MISSION

To teach the great creators, inventors, leaders and entrepreneurs for the 21st Century.

OUR VISION

That our alumni will use creative thinking to change the world.



WHAT IS EMPLOYABILITY AND WHY IS IT IMPORTANT?

At Red & Yellow we agree that employability is “a set of achievements – skills, understandings and personal attributes – that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.”

Yorke, M. (2004), *Employability in higher education: what it is – what it is not*, The Higher Education Academy/ESECT

To us at R&Y this not only means being a valuable employee from the very first day on the new job, but also that you have attributes that will help you be a successful freelancer, start your own business, or be able to gain entry into further study - whatever the next step in your chosen career will be.



88%
of our on campus graduate students passed their programme requirements and graduated. in December 2020,



HOW DOES R&Y EFFECT EMPLOYABILITY?

1. The **practical application** of theory in all of our modules.
2. An **active and involved industry advisory panel** who influence our curricula.
3. Constant exposure to industry players by working on **carefully selected industry briefs** and attending regular **masterclasses** from industry professionals.
4. A **Work Placement Learning module** in all of our programmes. Otherwise known as an unpaid internship, this comprises a two or three week dedicated period (depending on the programme) for which students are coached by faculty to obtain their own work placement and industry mentor. The industry mentor gives guided feedback to the mentee and the school.
5. **Creating and curating their own body of work** (creative or strategic) to display online and at an annual showcase of their work to which industry representatives are invited.
6. Coaching and team work to **develop uniquely human skills**, such as empathy, adaptability, stress management, deadline fitness and conflict resolution.
7. A dedicated **Alumni Talent team** who receive requests for assistance with recruitment from companies on a daily basis and who then connects with alumni, lecturers and final year students to help match them to roles. *(The top roles requested via our Alumni Talent team are for Content & Creative, Digital Marketing, Social Media expertise and Copywriting)*
8. An **extensive industry network**, including business owners and leaders, hiring managers and HR practitioners, which is constantly developed and nurtured through our Corporate and Marketing teams and which provides a critical feedback loop in ensuring businesses are connected with our programmes and students, and that we are able to provide them with the skills and talent that they need.

OUR GRADUATES



WHERE ARE OUR 2020 GRADUATES WORKING?

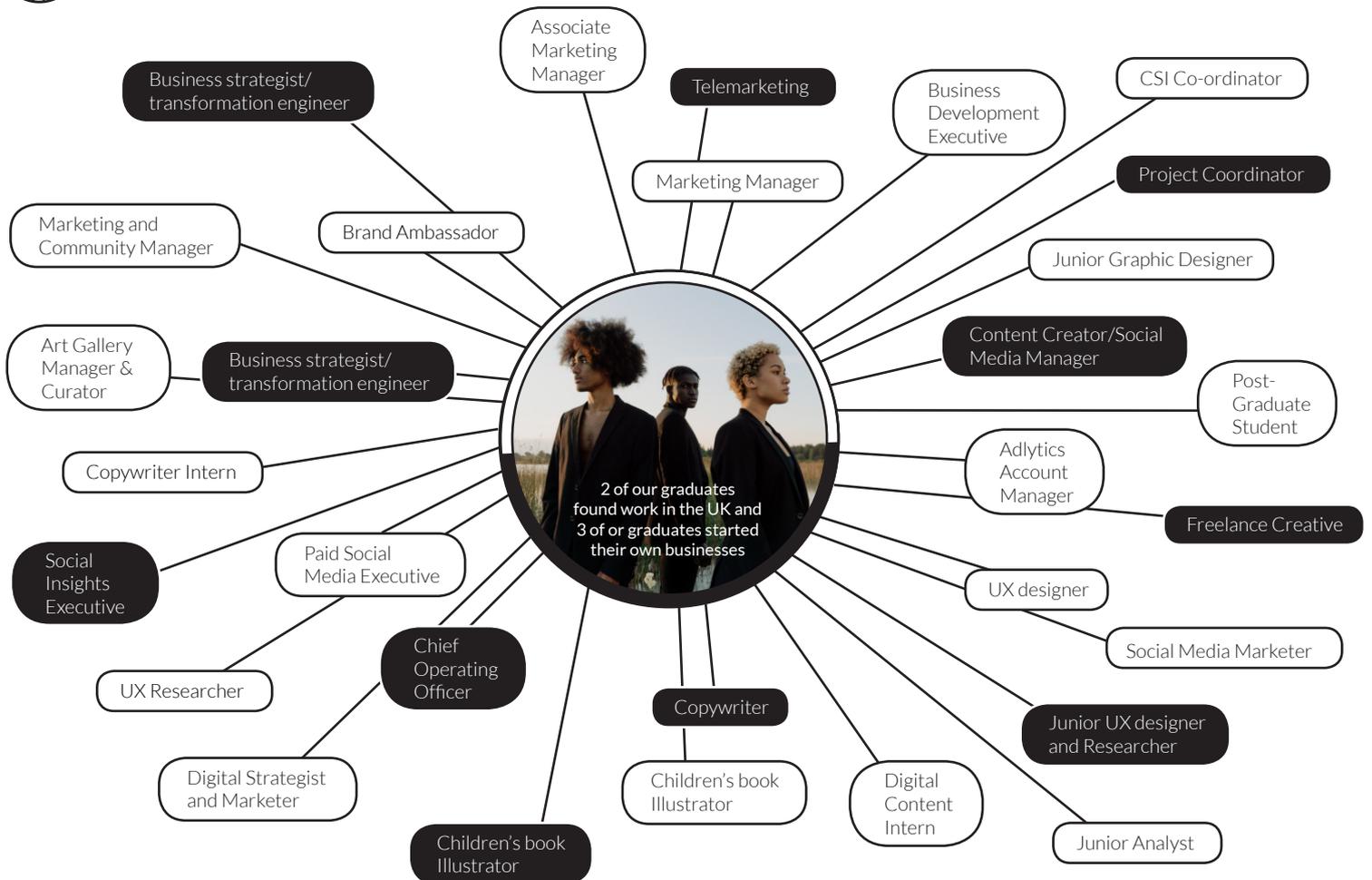
Sleuth. **Webhelp** **MakeReign.** **dYdX** **isoflow** **TFG** **BRAVO EVERYTIME**
M&CSAATCHI ABEL **SHIFTONE** **UNIVERSITY OF CAPE TOWN** **ENGAGE VIDEO GROUP** **KINGJAMES GROUP** **CANDIDE**
/// **MEDIA HOST** **MOUSEXM**
PEP **CITY OF CAPE TOWN** **ACUITY CONSULTANTS** **LiSa Linnow GALLERY**
Hollywood **sissy boy** **TRUMAN & ORANGE**

They were enrolled on:

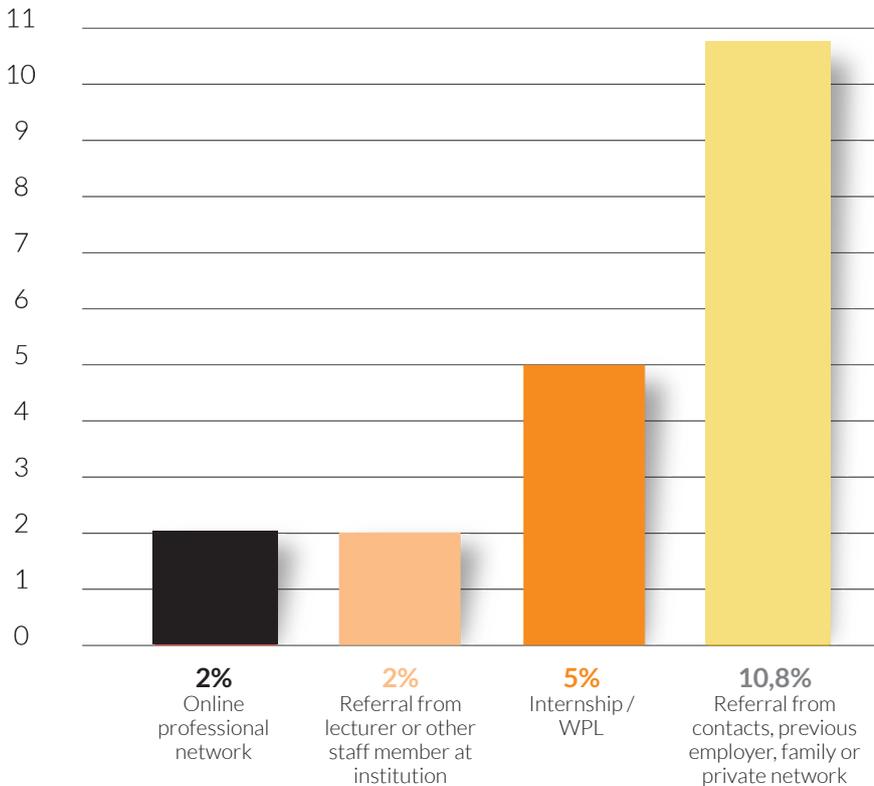
- BA in Visual Communications
- Advanced Diploma in Marketing and Advertising
- The Higher Certificate in Graphic Design
- Advanced Diploma in User Centered Design
- The Higher Certificate in Creating Digital Content
- Advanced Diploma in Copywriting



WHAT ARE OUR 2020 GRADUATES DOING 6 MONTHS ON?

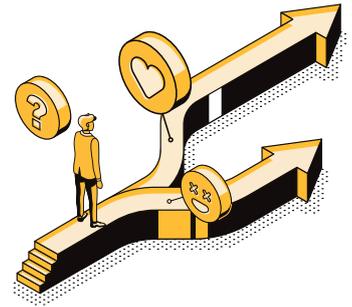


4 TOP WAYS IN WHICH OUR GRADUATES FOUND THEIR CURRENT JOBS



100%

of our graduates cited their R&Y qualification as a contributing factor to a promotion after graduating, and 80% of graduates cited their R&Y qualification as a contributing factor to a change of career to a different industry.



87%

of our graduates were employed at the time of the survey, June 2021.



THE TOP 5 REASONS WHY OUR GRADUATES CHOSE TO STUDY AT R&Y



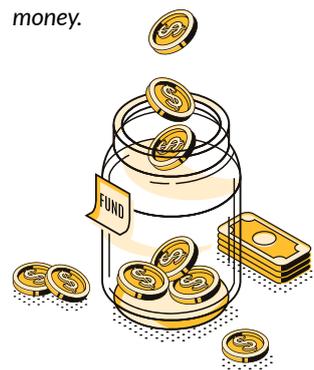
1. The overall **reputation** of the institution.
2. The opportunity to **improve yourself personally**.
3. The **credentials** they desired.
4. Meeting the challenges of the job market with a **competitive edge**.
5. **Curricular content** of the programme.



Our Net Promoter Score is **+44**, an excellent score as Survey Monkey reports that according to the benchmark data, which accounts for the NPS of more than 150,000 organizations, the average score is +32. (www.surveymonkey.com)

92%

of our graduates cited their programme as being great value for money.

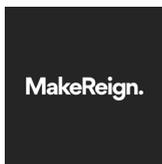
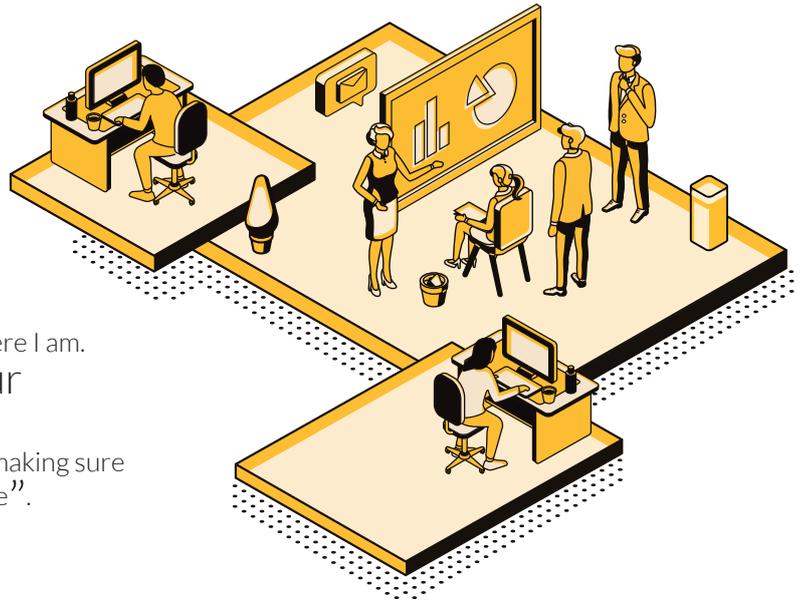




TESTIMONIALS

“Today was my first time as a project management intern I got to manage the team without my managers guidance. I thought back to how last year around this time I told you I wanted to be a boss lady like you. Now look at where I am. I will be forever grateful for your guidance and mentorship. Thank you for all the effort and time you put into making sure we all left MAC as the incredible individuals we are”.

Gift Sikaswe // AD MAC 2020 graduate



“I was particularly impressed by how R&Y interns were to take feedback, embrace it and act on it.

They were all very enthusiastic and asked lots of questions. They communicated well with both each other and their mentors and also worked very well with one another, as well as with MakeReign’s UX team. They were professional and hardworking over the course of their workplace integrated learnerships with us”.

Kate van Niekerk // Head of UX



CONTACT US FOR...

Contact **Maxine Merckel**, Marketing Manager, to be invited to our annual showcase events
maxine.merckel@redandyellow.co.za

Contact **Tisankhe Kapwata** Manager: On-campus Education, for signing up as a WPL mentor
tisa.kapwata@redandyellow.co.za

Contact **Carmen Schaefer**, Head of Academics, to schedule a masterclass at the school or to submit a brief to the curriculum committee.
carmen.schaefer@redandyellow.co.za

Contact talent@redandyellow.co.za with your R&Y alumni recruitment needs, from graduates to C-Suite, and we’ll connect you with almost 3 decades’ worth of talent.

Get in touch

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