Longer term, we hope to develop a Physics Pathfinder digital tool to support students to better understand regional graduate labour markets by matching their career aspirations to potential job opportunities. This will help students build a more accurate picture of regional work opportunities that fits their academic interests and desired location of work.

**CAREER CONVERSATIONS**

Other digital toolkits will focus on a diverse range of themes, including ‘recruitability’ (such as interview skills) and creating a LinkedIn profile. WRIPA is also collaborating with the Institute of Physics to create a digital Wellbeing and Personal Resilience guide, which will outline strategies to help students build and maintain resilience in the face of change. WRIPA has started to develop inclusive online content and resources that will resonate with different student cohorts and can be embedded within the physics curriculum. We also plan to develop a podcast series based on career conversations with alumni, covering topics such as changing career paths and how to deal with failure. This content will highlight to students the non-linear career paths of physicists and how to view career progression as a developmental activity.

**TALENT POOL**

Increasingly, employers are delivering their student engagement events and content digitally in order to connect with a larger number of students across multiple universities. WRIPA’s website will link up a regional talent pool of physicists with technical employers. This will offer SMEs and lesser-known employers improved connectivity with an undergraduate physics audience. We also plan to curate sector or role-specific content in collaboration with employers or professional bodies, to sketch out career pathways and develop inclusive digital content.

WRIPA has been able to draw on a cross-university interdisciplinary team with expertise in marketing, web development, student careers support, business engagement and teaching and learning. Through the digital tools and resources that have been produced to date - and those that are planned for the future - we hope to empower and inspire physics students as they transition out of university and into the workplace, and continue to support their future career development.

With thanks to all staff who contribute to the central delivery of WRIPA.

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**ASPIRATIONS AND OPPORTUNITIES**

The tool will help to break down misconceived stereotypes of physics-related job roles by introducing students to a range of diverse role models.