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University of
HUDDERSFIELD

Placement Podcasts
The University of Huddersfield Experience

Lisa Ward and Jane Gaffikin

4th September, 2007

ASET Annual Conference, Cardiff

Placement Podcasts

Section One

Background and Research

Section Two

Making Podcasts

Section Three

Sample Films and Demonstrations

Section Four

Learning Points, Future Directions and
Questions

Section One

Background and Research

Huddersfield, Yorkshire



- Around 20,000 full and part-time students both home and overseas.
- ‘We offer high quality teaching with a strong vocational emphasis’.
- One of the UK’s top providers of sandwich courses.
- Pioneering UK University, no fees for sandwich placements for 2006 entrants.

University of Huddersfield is:



“Top for teaching quality among all the new universities in the North of England”

THES League Table, 2005

“Top new university in the UK for customer satisfaction among its students”

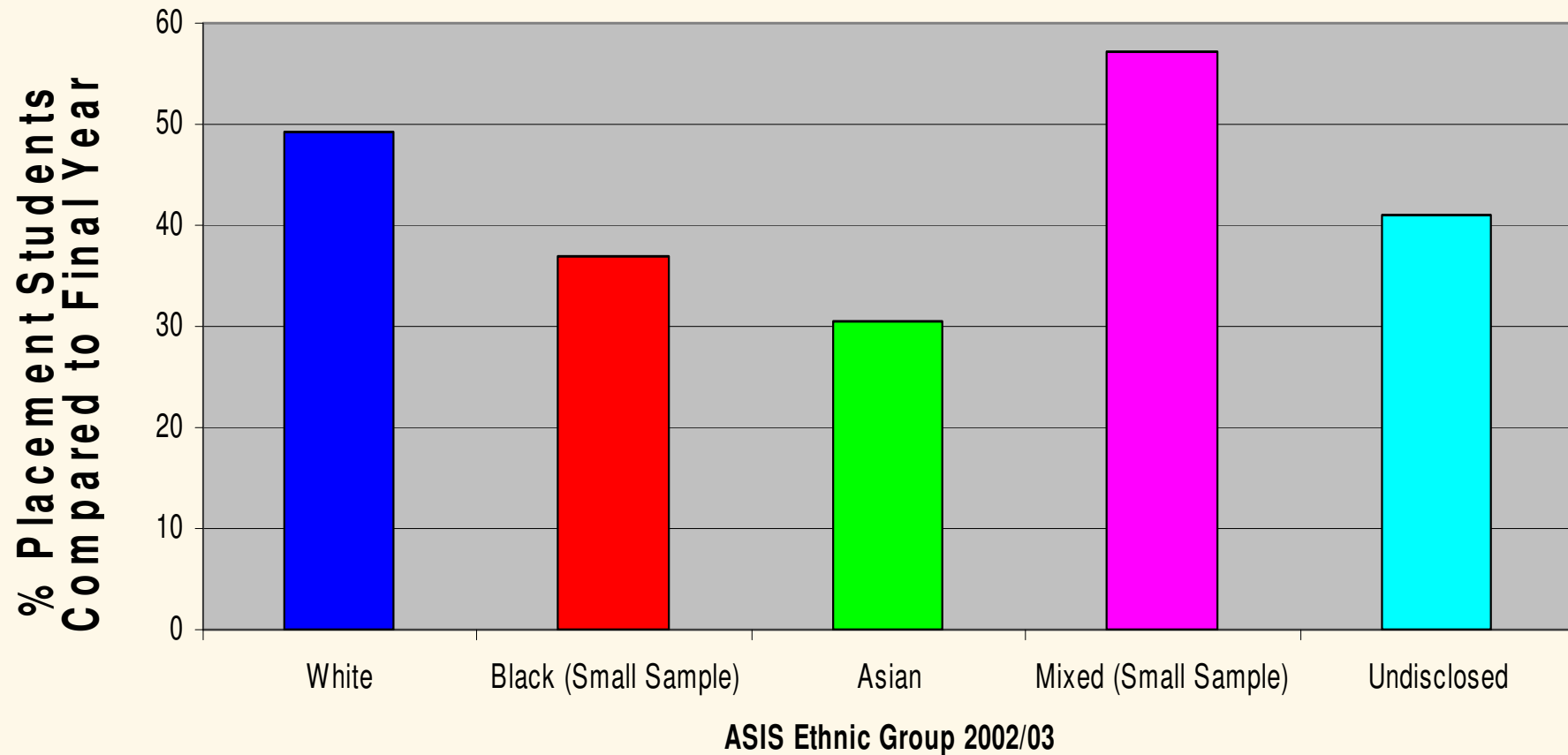
THES student satisfaction survey, 2006.



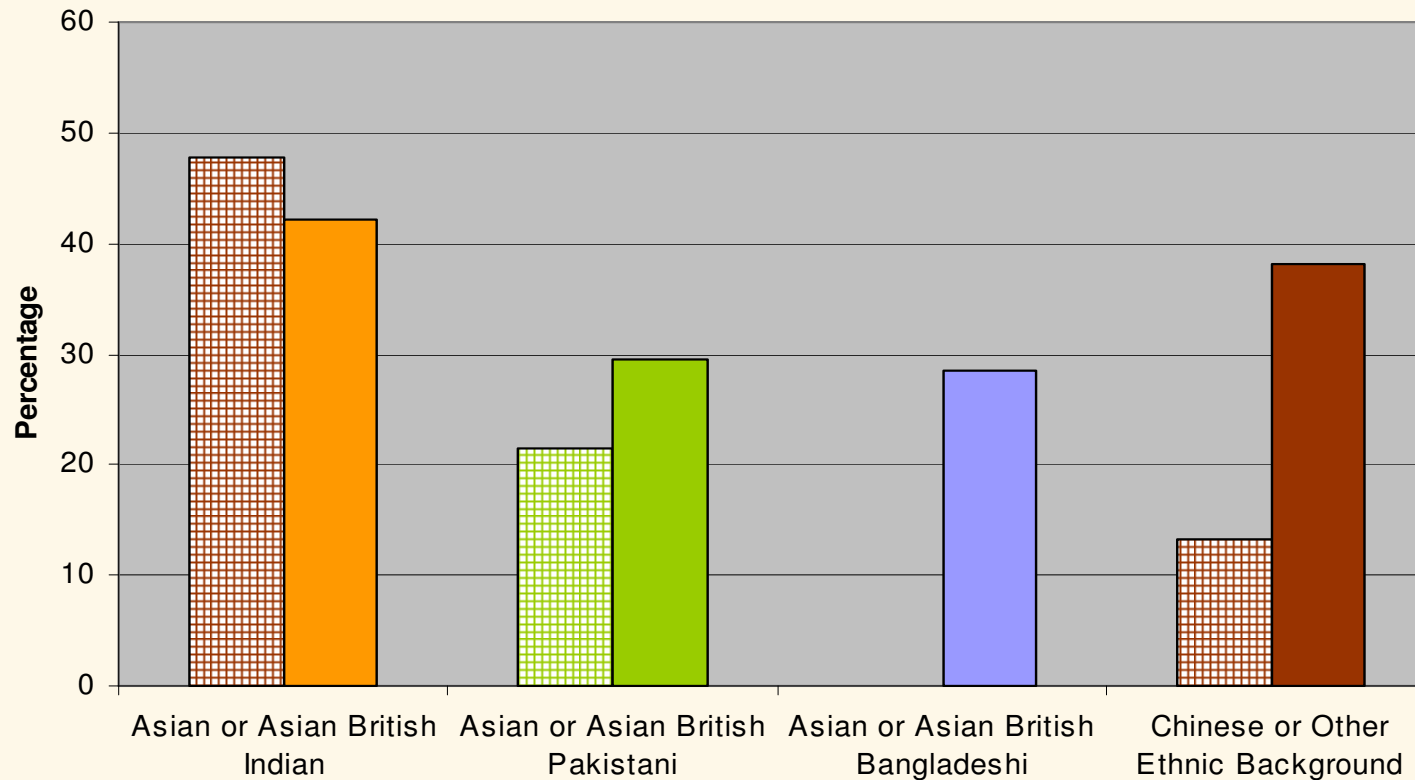
Placement Take Up Trends

- UK wide trend for decrease in sandwich placement take up, confirmed anecdotally by other universities
- Decrease since 1990s
- Why?
 - The research base is inconclusive – lots of competing factors
 - More students living at home?
 - Greater financial pressure?
 - Peer Pressure?

Placement Take Up by Ethnic Group



Asian or Asian British Students



Key: Females = Checks, Males = Solid
Note: No Bangladeshi Females went on placement

Initial Research (2006) - Highlights

**Do students who do sandwich degrees get better
Degrees?**

Jobs?

Salaries?

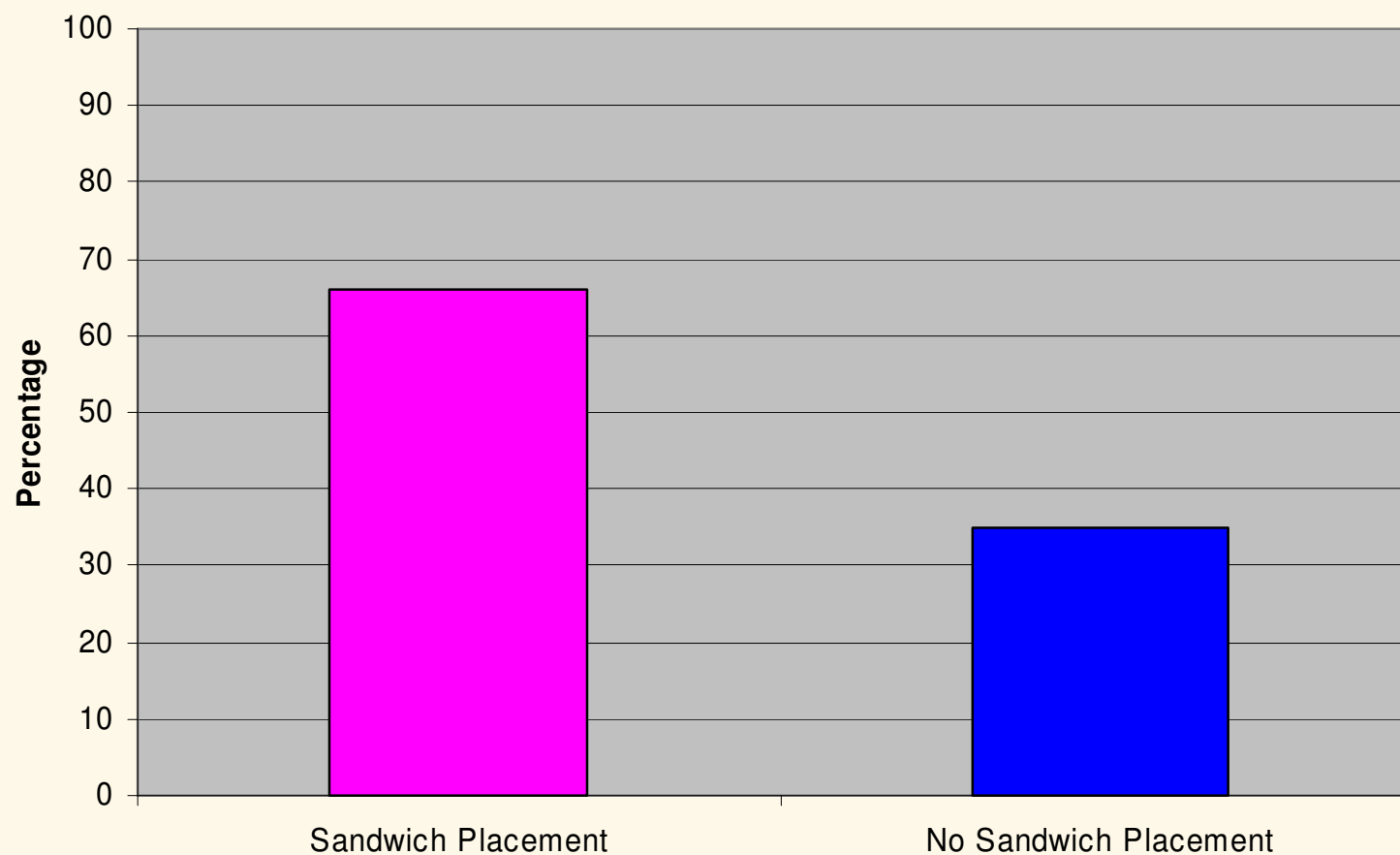
Students from University of Huddersfield who graduated in 2004, six months after graduation (DLHE).

Registered on a sandwich degree (approximately 2000 students).

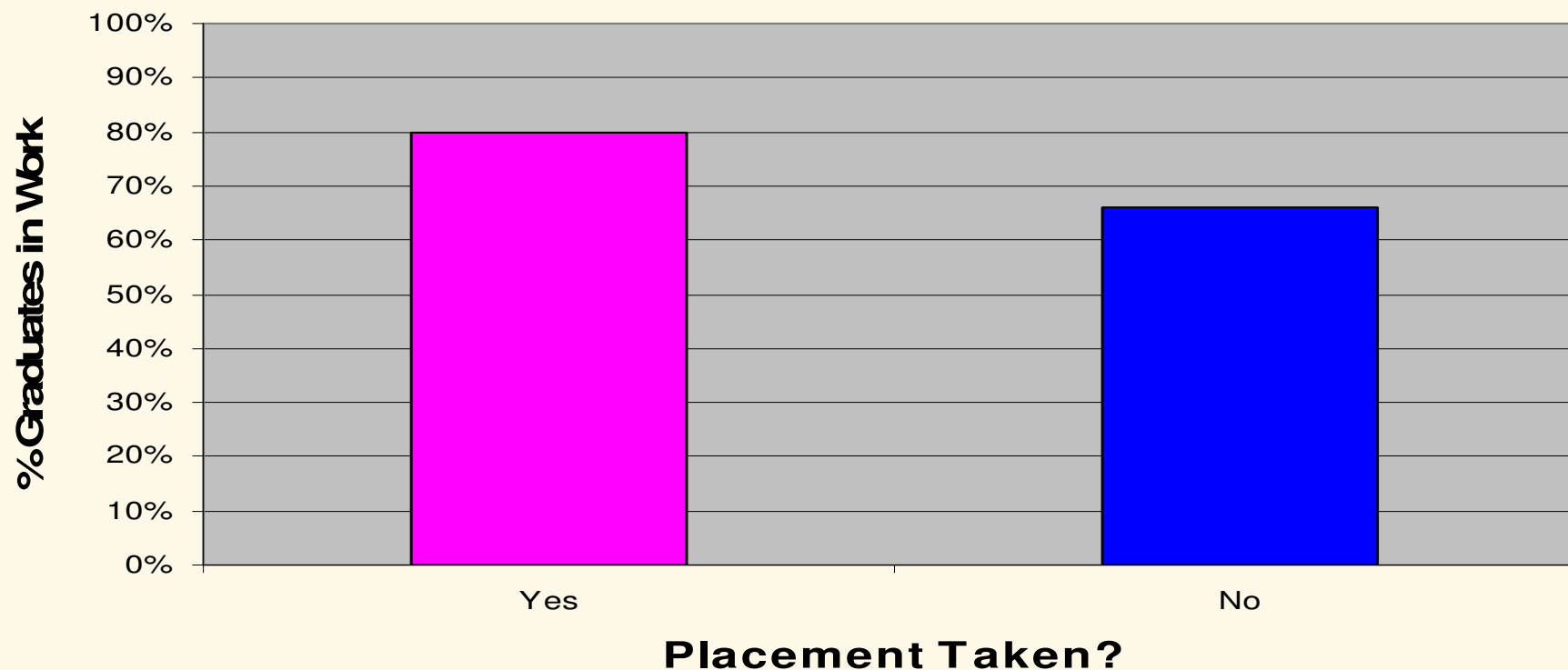
Comparison:

- Studied over four years with one year sandwich placement
- Studied full-time over three years

First Class and Upper Second Class Degrees



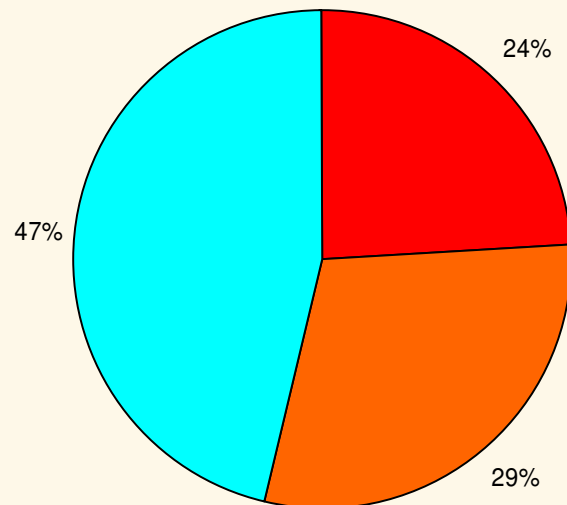
Six Months After Graduation – Employment Statistics



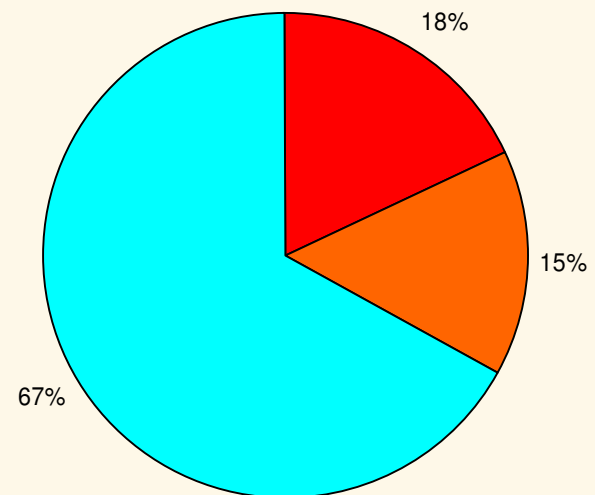
In our survey year 14% more graduates were in work who had done a sandwich placement.

Jobs Six Months After Graduation

Placement -Yes

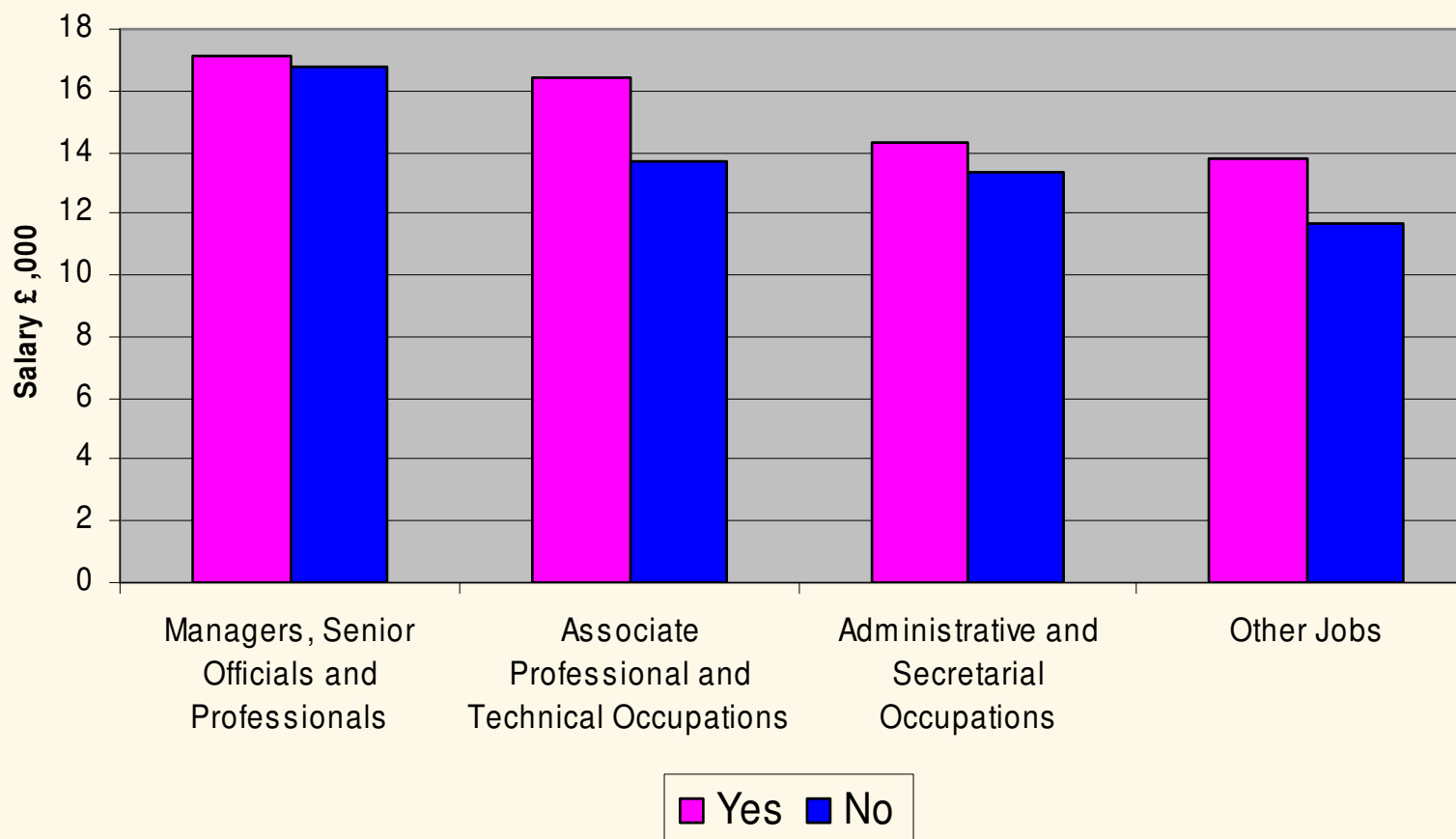


Placement - No



- Managers, Senior Officials and Professionals
- Associate Professional and Technical Occupations
- Other Job, Doing Something Else or Looking for Work

Graduate Salaries by Occupation Grouping Placement Taken (Yes or No)



Summary

In our survey students who did placements tended to get:

- Better degrees
- Better jobs
- Better salaries

BUT

We can not link this directly and say this is solely because of placements. However placement tutors often say that students come back:

- More mature
- Ready to learn
- Improved context for academic learning
- More determined to do well and get a good job

Section Two

Making Podcasts



Aims for Podcasts

- Persuade students to consider taking up a placement.
- Best ambassadors are other students
 - Course specific meetings, 3 students maximum
- Representative students
 - Mixture of students not only high flyers
 - Students from Black and Minority Ethnic Backgrounds
 - International Students
 - Mature
 - Mix of sandwich and other placement type
- Skilled staff
- Piloting

Who for?

Generic resource with university wide appeal.

To be used by:

- First and Second Year Students
- Placement Units
- Careers Service
- Academic and Placement Tutors
- Showings at Open Days and events for prospective students
- Core Film
- Individual Case Studies

- What is a Podcast?
 - Decided to make video casts with audio options
 - Personality came across better
 - Subtitles held interest, positive feedback
- Host on University Website
 - As downloadable files for mobile phones/iPods
 - As streamed video / audio
- DVD
 - Watch at home
 - University and Placement Unit events

Production Stages

- Selection of Students
 - Cross section
 - Job shop – students to talk about placements
 - Asked them to fill in simple application form
- Deciding on questions
- Filming
 - Good mix of positive students
 - Location of filming
 - Interviews were too rushed, students spoke for 10-15 minutes
 - Best comments were after camera switched off (not just stick to script). Should have asked for clarification at time.
 - Learning experience for project staff

Production Stages (Cont)

- **Editing Cycle**
 - Most time consuming part of the project
 - When do you stop?
 - Reflection time – not a continuous activity
 - Composite film, focused on four areas

- **Feedback and Evaluation**
 - Invited a cross section of target audience – staff and students
 - Staff only liked positive comments – PR angle
 - Staff wanted to select their own students for next phase

Section Three

Sample Films and Demonstrations

Placement Podcasts: Our Film



Placement Podcasts: Film for Mobile Device



Placement Podcasts: Website



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Placement student advice

Placement Units

Careers Advisory Service

Advice about fees



View our compilation film:
'Student Placements at the
University of Huddersfield'

The Value of Placement Experience

Student Pod Casts: Why go on Placement?

			
Alia Ashraf: Applied Sciences	Lee Isherwood: Art, Design & Architecture	Binod Acharya: Applied Sciences	Jennifer Boning: HUBS
			
Alex Jolly: Music, Humanites & Media	Nicola Geisler: Applied Sciences	Kate Jackson: Art Design & Architecture	Joan Brown: SEPD
			
Hannah Speed: Music, Humanites & Media	Maysoon Shafiq: HUBS	Helen Green: Human & Health Sciences	Anrew Pollard: Human & Health Sciences

Students share their thoughts on the value of their individual work placement experiences, including how they found the placement, what support was available, what they learnt and how it affected their future career paths.

Section Four

Learning Points, Future Directions and Questions

Learning Points

- Found technical and editing issues time consuming
- Stopped at 12 students
- Employers not included
 - Desire to be more professional
 - Equipment quality
 - Showcase to employers existing work, to present positive impression of University

Future Directions

- Funding in place
- Want to focus on sandwich degrees
- Interview students
 - Before
 - During
 - After
- Placement Tutors
- Employers

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