



# University of HUDDERSFIELD

## University of Huddersfield Repository

Power, Jess

Developing employability skills through interdisciplinary industry challenges

### Original Citation

Power, Jess (2017) Developing employability skills through interdisciplinary industry challenges. In: HEA Annual Conference 2017 Generation TEF: Teaching in the spotlight, 4th-6th July, Manchester, UK. (Unpublished)

This version is available at <http://eprints.hud.ac.uk/id/eprint/32372/>

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: [E.mailbox@hud.ac.uk](mailto:E.mailbox@hud.ac.uk).

<http://eprints.hud.ac.uk/>

Developing  
employability skills  
through

interdisciplinary  
industry challenges

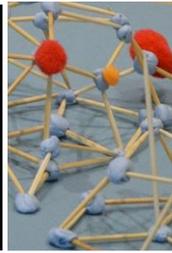
[#hudhoneypotice](https://www.hud.ac.uk/tali/)  
<http://www.hud.ac.uk/tali/>



Dr. Jess Power Dir T&L ADA  
[e.power@hud.ac.uk](mailto:e.power@hud.ac.uk)

Honeypot | ICE

# Exploration



INNOVATION  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HULL

- **Best practice models – interdisciplinary collaborations in HE**
- **Key challenges, levers/mechanisms and intutional barriers**
- **A blueprint – ICE**
- **Value to learning, employability and professional development**

**Bridging discipline gaps through the creation of a network  
of exchange to develop a legacy of learning**

# Collaboration

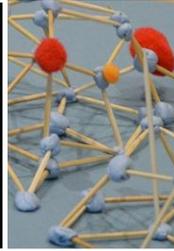


## What do we mean by “collaboration”?

- **Cross disciplinary: viewing one discipline from another**
- **Multidisciplinary: same problem independent perspectives**
- **Interdisciplinary: integration of disciplines**
- **Transdisciplinary: problem specific integration**  
**joint problem solving, science & society**

**Interdisciplinarity: Involves the combining of two or more academic disciplines into one activity. It is creating something new by crossing boundaries, and thinking between them.**

# Interdisciplinary



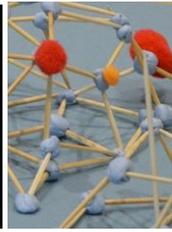
INNOVATION  
AND  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HULL

2015

# Why ?

# Interdisciplinary



INNOVATION  
CREATIVE  
EXCHANGE

- **Global Wicked challenges reach beyond one discipline**
- **New ways of working (prepare for real world)**
- **New knowledge / experiences – IMPACT**
- **Sense of belonging (developing network)**
- **Encourages – engagement /stimulus to learning**
- **Critical empowered learner – co-create / ownership / value**
- **Employable graduates (commercially/socially ready)**
- **Develops essential skills of:**
  - problem solving**
  - team working**
  - negotiation / conflict management**
  - Self awareness**

**Evidence : UKRC, RAE, DC, AM**

# Rationale: skills



INNOVATION  
AND  
CREATIVE  
EXCHANGE

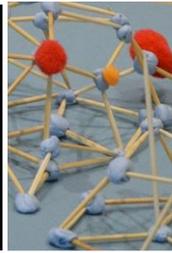
University of  
Hull  
HULL  
UNIVERSITY

71% of employers tailor their recruitment to find candidates with commercial awareness, but only 15% hire graduate intakes which have this skill and 79% of employers train graduates in this skill once they are on the job.

**(AGR 2016 Supplier Survey)**

Critically is a key skill and the ability to work with people  
Problem solving / Team working and commercial awareness

# Benefits



INNOVATION  
AND  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HULL

- Solving global wicked challenges
- New ways of working
- New knowledge / experiences
- Sense of belonging
- Encourages – engagement
- Critical empowered learner
- Employable graduates
- Develops essential skills of:
  - problem solving
  - team working
  - negotiation
  - conflict management
  - Self awareness

# What about the challenges?

# Challenges



INNOVATION  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HULL

- Solving global wicked challenges
- New ways of working
- New knowledge / experiences
- Sense of belonging
- Encourages – engagement
- Critical empowered learner
- Employable graduates
- Develops essential skills of:

problem solving

team working

negotiation

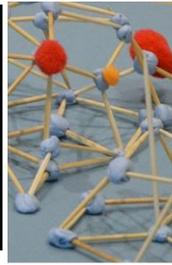
conflict management

Self awareness

- **Discipline silos**
- **Understanding epistemological perspectives**
- **Commercial sector (trust)**
- **Cross-fertilization across discipline boundaries**
- **Interdisciplinarity is largely a new concept in UK HE**
- **Skill set in HE underdeveloped**
- **Balance differentiation**
- **Establishing ground rules**
- **Institution barriers**

# HIM

HE Interdisciplinary Model of Best-practice



INNOVATION  
CREATIVE  
EXCHANGE

University of  
Hull

2016

## Consider.....

- **Positioning**
- **People**
- **Environment**
- **Reward**
- **Factors for conduct**
- **Communication**

MBA unpublished thesis (Power, 2016)

Paper under consideration : Studies in Higher Education

# “ICE”



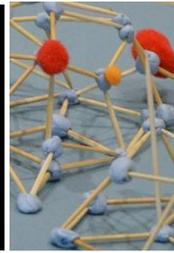
INNOVATION  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HEALTHFIELD

- **VPI – Jonathan Sand OBE (Chairman of Elmwood)**
- **Embedding Enterprise Education**
  - through interdisciplinary industry challenge-led collaborations
- **Dynamic and unique environment**
  - outside the traditional curriculum
  - UG (second years) engage in industry-led challenges
  - challenges cross discipline boundaries (newness)
- **Disruptive parameters to impact on learning**
  - time controlled environments
  - challenging students both creatively and technically (competitive)
  - developing entrepreneurial skills

**Bridging discipline gaps through the creation of a network  
of exchange to develop a legacy of learning**

How.....



INNOVATION  
AND  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HELMSHOLD

100

>>>>INSPIRE>>>>INNOVATE>>>>IMPACT>>>>

**Design  
Challenges**

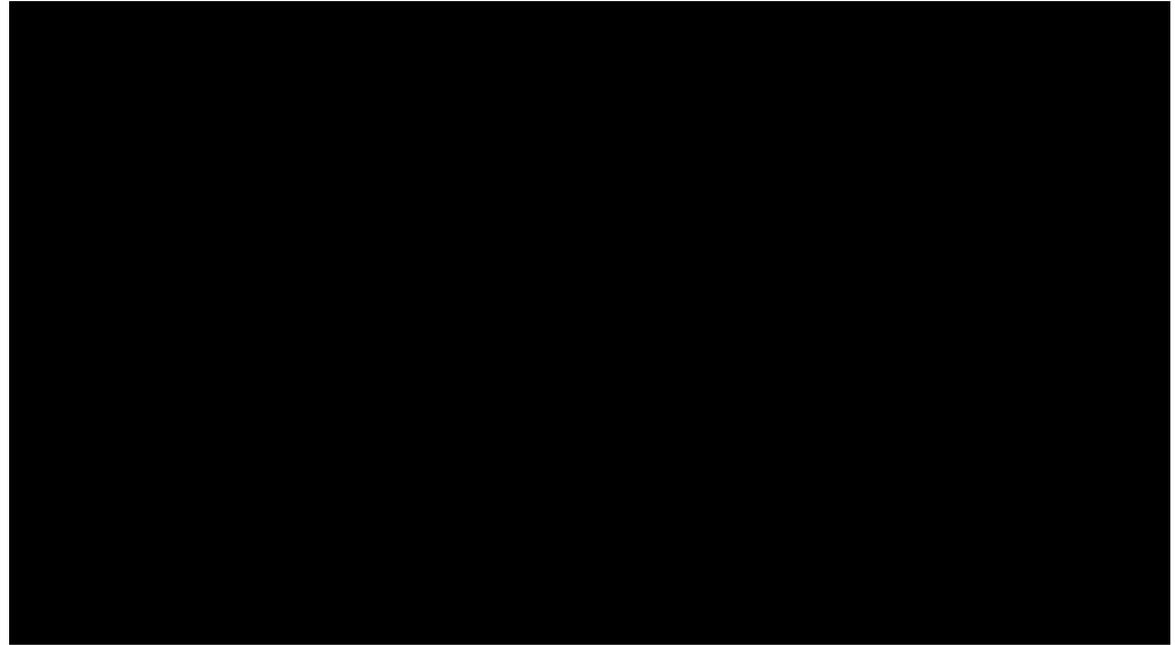
**Industry  
Challenges**

# 7 hour Industry Challenges



INNOVATION  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HULL  
SCHOOL OF  
DESIGN



*"It's a fun and creative event. I really enjoyed it. Very useful event, we should have more interdisciplinary activities to encourage the type of idea generation that has happened today."*

# 24-hour Design Challenges



INNOVATION  
AND  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HUDDERSFIELD

2015



*“judging the 24-hour design challenge was a pleasure and revealed an impressive arsenal of talent the University of Huddersfield has amongst the students. .... When placed under pressure, right brain instinct coupled with pragmatic decision making, causes inventive and exciting concepts and solutions. Events like the 24hr Design Challenge are a great example of where you'll see this in action.”*



# Creating Learning Communities (co-creation)



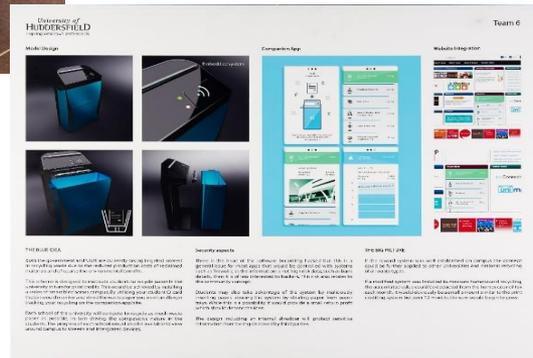
Art Design Architecture Huddersfield

## Interdisciplinary design led challenges

**“ The ICE project for me has been such a beneficial experience. I’ve learnt skills which I would never have gained through my degree and I’m still being offered brilliant opportunities and meeting new people due to taking part in this project.” student 2017**



...To my surprise the value of the ICE challenge has been not only in the high pressure work itself, but in the experience & highlighted importance of cross discipline student collaboration. Personally as a designer, Project Blue has demonstrated an ability to not only craft and develop an idea into strong brand identity but then weave that brand into a styled companion digital role out & animation, all of which have become highly transferable skills when working in industry. Student 2017



**“It has been an unbelievable experience that has offered me the chance to not only meet new people ...but learn things in industries that I have no knowledge of at all. I would recommend it to anyone not only as a confidence building experience but also the chance to pursue an idea or concept that you wouldn’t otherwise get the opportunity to even look at.” Student 2017**

### BLUE BIN

- Interior Design – Heather Ward
- Graphic/Animation – James Betts
- Electrical Engineering – Philippa Hazell
- Product Design – Alex Li

# Value to learning



INNOVATION  
CREATIVE  
EXCHANGE

University of  
Hull

2015

I liked the techniques and one thing I really did enjoy was a good experience working in a team because I am used to working alone just based on my own ideas and experiencing other people's ideas and focusing on them and trying to fuse them together was just a wonderful experience."

It has shown me what some of my lecture have been trying to tell us which is that collaboration and working with people from different specialisms is when design can really take off and become exciting".

...today was thoroughly interesting and very relevant to my studies...I feel informed and [it] will leave me with a lot to think about, and a fresh boost of creativity

"A good way of learning how to work well and effectively with students who are from different courses and think in different ways"

# Value to Professional Development



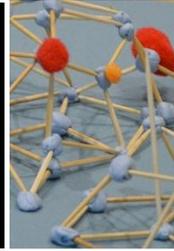
INNOVATION  
CREATIVE  
EXCHANGE

...I learned that everything is set up in stages and the advice given is something I feel can help me regarding my work. I really liked the mini tasks that were set, even if I did come into the room nervous (first time here) didn't know what to expect. Great lesson and talking with new people was fun to share their ideas with each other...

....as it has given me an insight on what to prepare for when working for clients ... and I shouldn't be scared, but be more confident in my work. Perfection does not exist, you can still do better. The activities were really exciting as not only am I working with different people, engaging different ideas, enjoyed the teamwork

The challenge has made me even more interested in working with people I don't know and also has inspired me to think about business ideas for my future career

# Value to Employability



INNOVATION  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
HULL  
2015

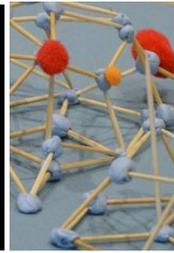
As a chemical engineer in industry I am required to work with product designers and people in marketing. Very awesome to work alongside people from different disciplines

Great to work in interdisciplinary teams. We were just told in a guest lecturer how speed is crucial so this is great in practice and an awesome piece to put in my portfolio”

**I will be applying for placements again after almost giving up!**

**Networking, problem solving, communication, re-engagement,  
team working, boost of creativity**

# Summary



INNOVATION  
AND  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
SHEFFIELD

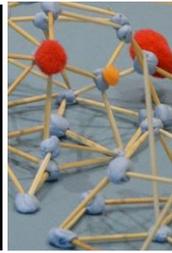
100  
YEARS

- **Best practice models – interdisciplinary collaborations in HE**
- **Key challenges, levers/mechanisms and intuitional barriers**
- **A blueprint – ICE**
- **Value to learning, employability and professional development**

**ANY  
QUESTIONS?**

**Thanks to Liz Towns-Andrews,  
Leigh Fleming and Abi Blower**

# Outputs



INNOVATION  
CREATIVE  
EXCHANGE

UNIVERSITY OF  
SOUTH WALES

Power, J. (April 2017) Beyond the boundaries of Art and Design. Exploring Territories: The Changing Landscape of Art and Design in Higher Education' GLAD Annual conference, Manchester. Thursday 6th April 2017.

Power, E., J. (2016) Honeypot -A creative exchange for enterprise and employability - Pecha Kucha. International Entrepreneurship Educators Conference IEE 7&9th Sep– Liverpool.

Power, J. and Fleming, L. (2016) Impacting on the UG experience through interdisciplinary industry collaborations - ICE – workshop. International Entrepreneurship Educators Conference 7&9 Sep – Liverpool.

Power, E. J. (2016) 24 hour interdisciplinary Challenge, Experiential Entrepreneurship Exercises Journal - Enabling More Active Entrepreneurial Classrooms Through Sharing, Learning & Doing ISSN: 2374-4200 (online) Volume 1, page 70-75. Issue SI-ETC (special issue is a collaboration with “ETCToolkit” [www.etctoolkit.org.uk](http://www.etctoolkit.org.uk)). <http://launchideas.org/wp-content/uploads/2016/05/EEEJ-Issue-ETC-Special-Issue.pdf>

Power, E.J. (2015) 24-hour interdisciplinary (Design) Challenge), Enhancing the Curriculum (ETC) University of South Wales: A Toolkit of Teaching Techniques Case Examples: <http://www.etctoolkit.org.uk/science-technology-engineering-and-maths/materials/>

Power, E.J., Fleming, L. and Smith, K. (2014) A Honeypot of rich ideas – Building online communities to promote knowledge exchange and collaboration between creative arts and engineering ALT Sep 2014

Power, E. J. (Dec 2014) The 24 hour challenge: creating a multidiscipline environment for, design and entrepreneurship in engineering and design. Enhancing Employability through Enterprise Education: example of Good Practice in Higher education HEA case study. P22, In Owens, J. and Tibby, M (2014) Enhancing employability through enterprise education: Examples of good practice in higher education. The Higher Education Academy UK