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Placement Podcasts - The University of Huddersfield Experience

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Placement Podcasts
The University of Huddersfield Experience

Lisa Ward BSc MSc

TQEF Work Placement and Project Manager

29th June, 2007

Placement Podcasts

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Section One

Background and Research

Section Two

Making Podcasts

Section Three

Sample Films and Demonstrations

Section Four

Learning Points, Future Directions and Questions

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Section One

Background and Research

Lisa Ward TQEF Project Manager (Student Employability and Good Practice in Placement Provision)

Lisa Ward

University of HUDDERSFIELD

- Generic manager with experience in manufacturing, customer service, IT, strategy, finance and public sector.

- Joined University of Huddersfield in 2005 to manage Higher Education Funding Council Project ‘Student Employability and Good Practice in Placement Provision’

Huddersfield, Yorkshire

University of HUDDERSFIELD

Lisa Ward TQEF Project Manager (Student Employability and Good Practice in Placement Provision)

University of Huddersfield

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

University of Huddersfield is:

University of HUDDERSFIELD

"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

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- UK wide trend for decrease in sandwich placement take up, confirmed 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

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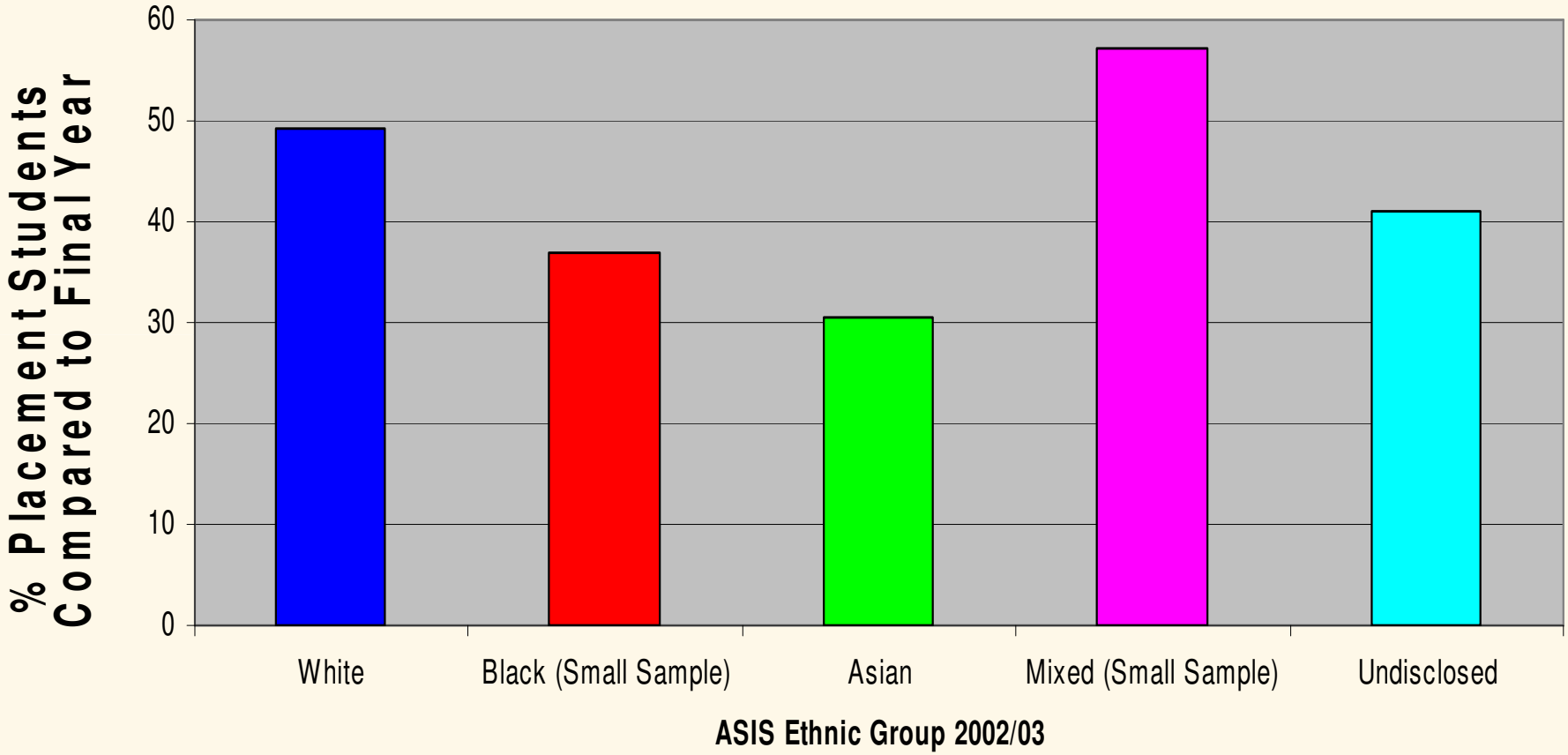
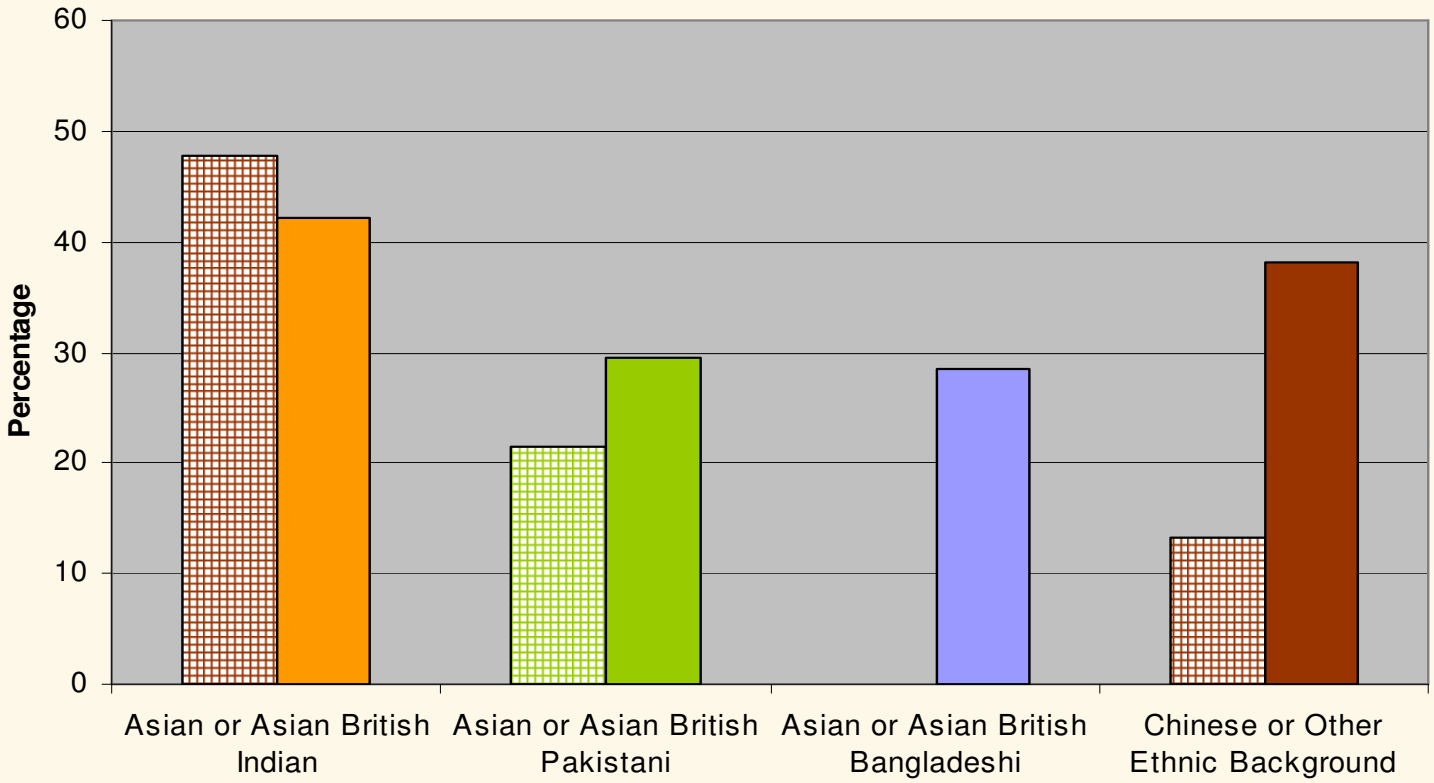


Lisa Ward TQEF Project Manager (Student Employability and Good Practice in Placement Provision)

Asian or Asian British Students



Key: Females = Checks, Males = Solid

Note: No Bangladeshi Females went on placement

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Do students who do sandwich degrees get better:

Degrees? Jobs? Salaries?

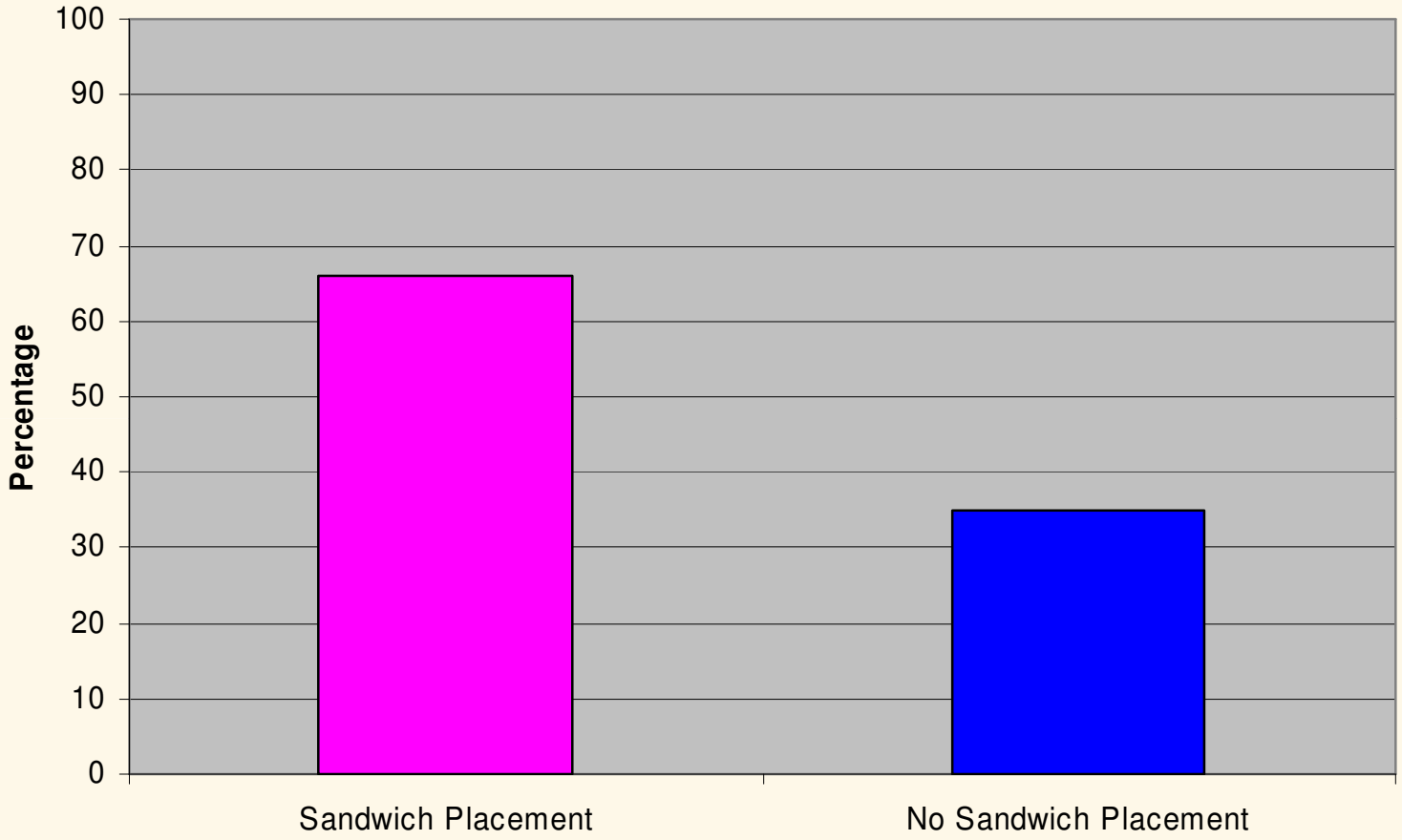
Students from University of Huddersfield who graduated in 2004, six months after graduation (DLHE).

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

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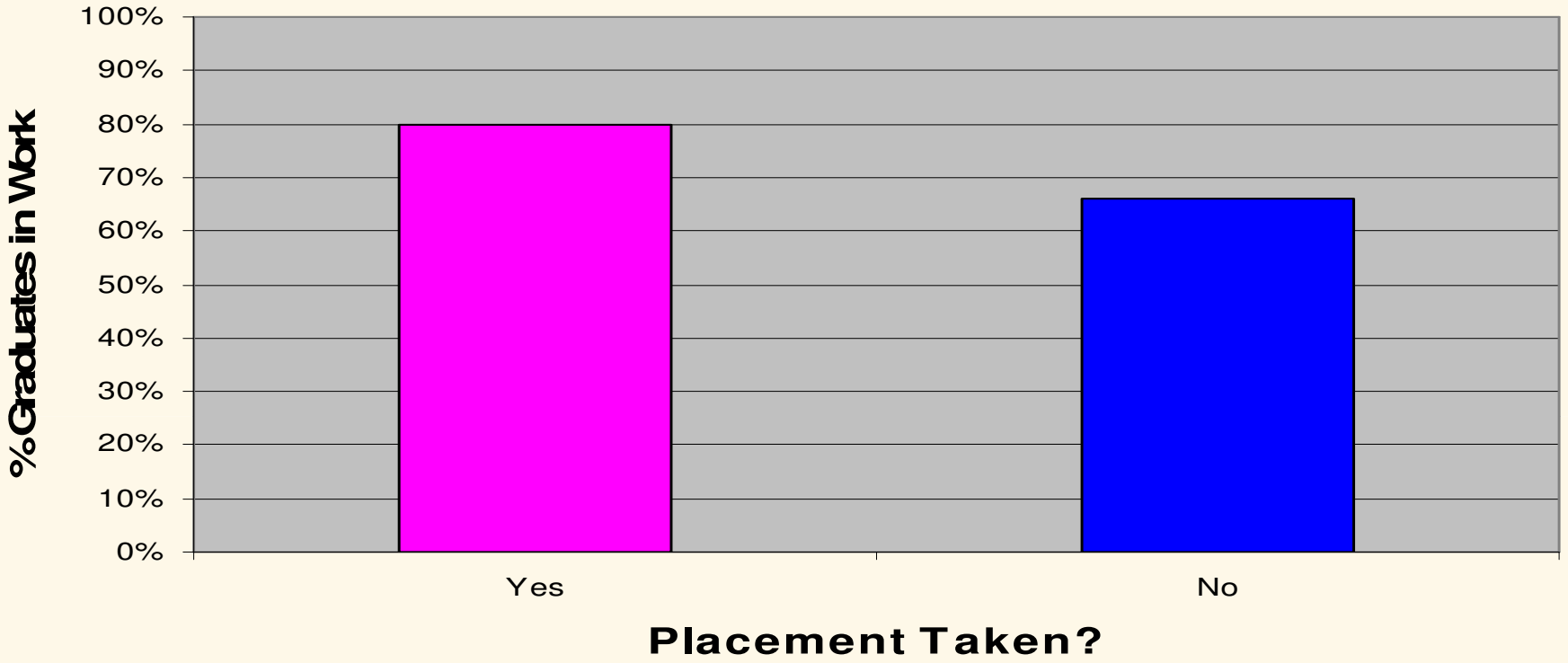

In our survey year 14% more graduates were in work who had done a sandwich placement.

Jobs Six months After Graduation

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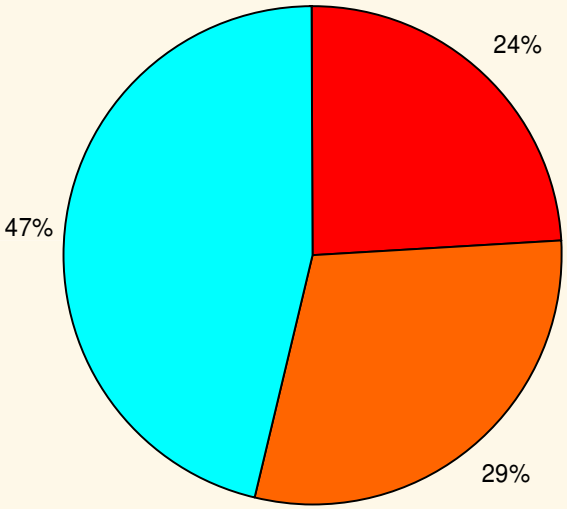
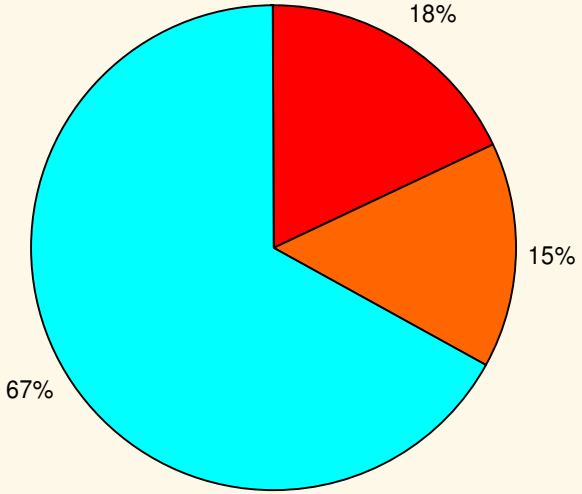
Placement -Yes



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)

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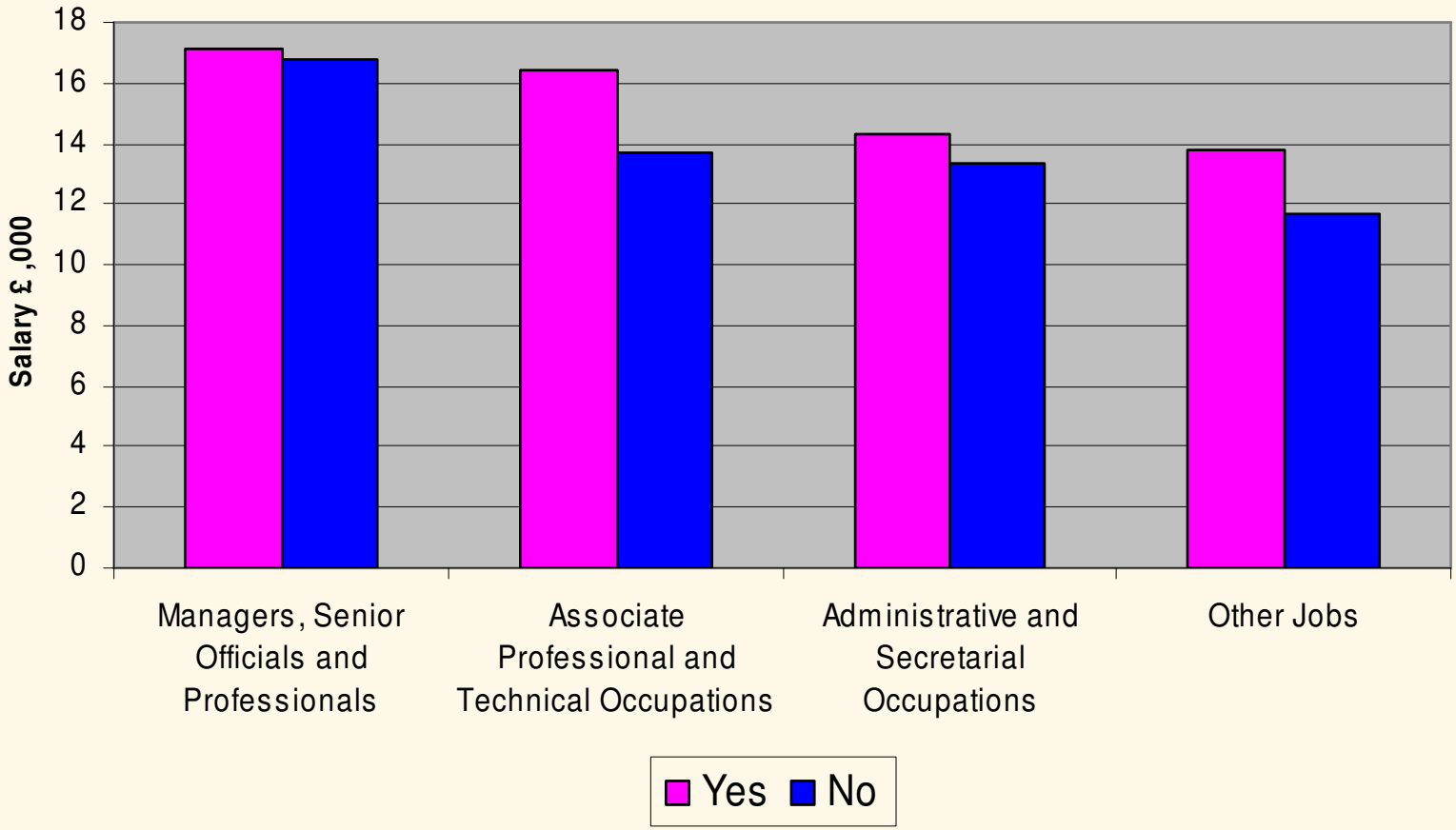

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Summary

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- In our survey students who did placements tended to get:
  - Better degrees
  - Better jobs
  - Better salaries

BUT

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

  - more mature
  - ready to learn
  - some context for academic learning
  - more determined to do well and get a good job

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Section Two

Making Podcasts

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Aims for Podcasts

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- 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 – Jane Gaffikin
- Piloting

Who for?

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- Generic Resource
- University Wide Appeal
- Used by:
  - First and Second Year Students
  - Placement Units
  - Careers Service
  - Academic and Placement Tutors
  - Open Days and events for prospective students
- Core Film
- Individual Case Studies

Formats

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- 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

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- 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)

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- 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 students, representative of all.

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Section Three

Sample Films and Demonstrations

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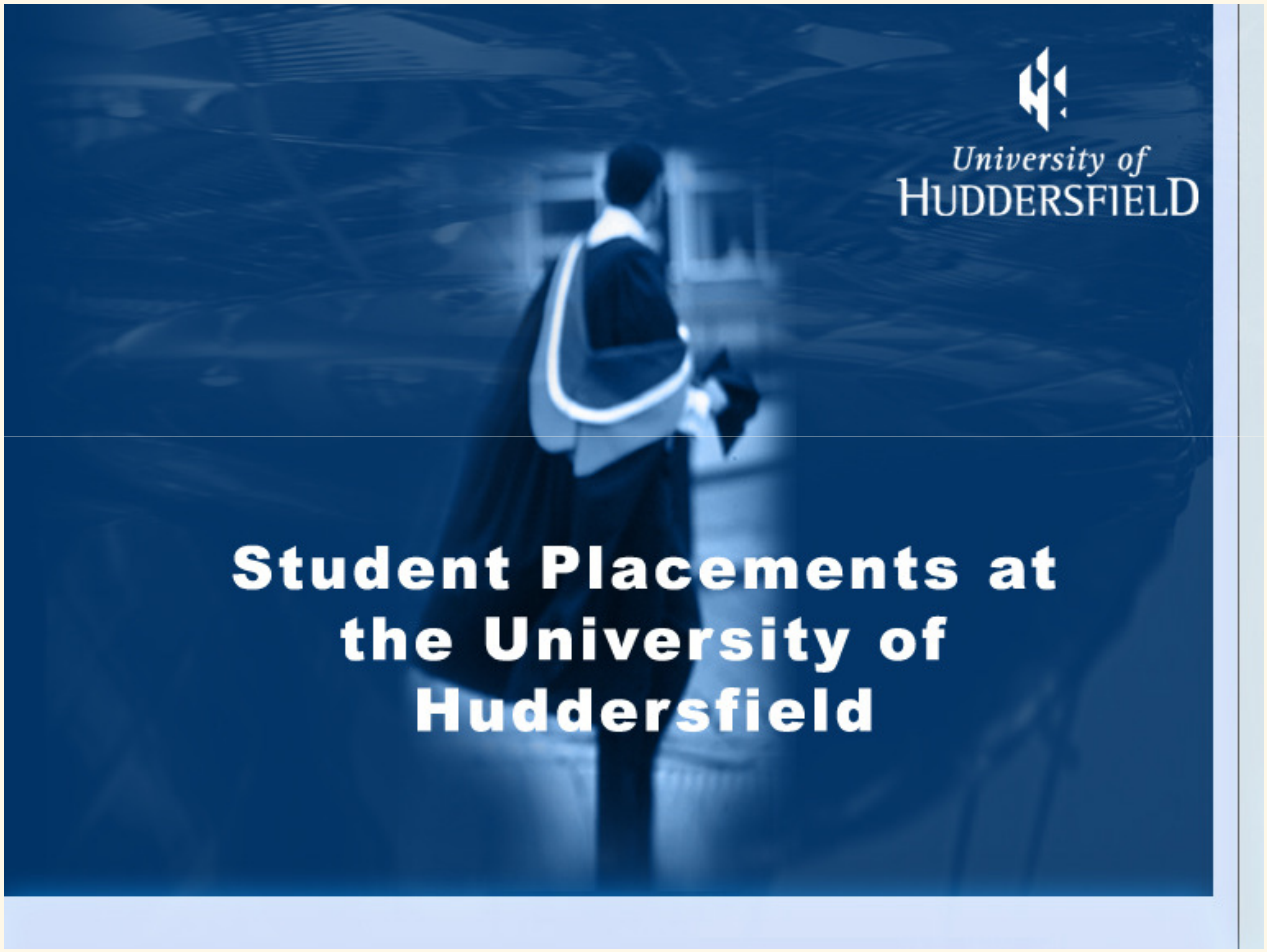
Placement Podcasts: Our Film



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Placement Podcasts: Film for Mobile Device

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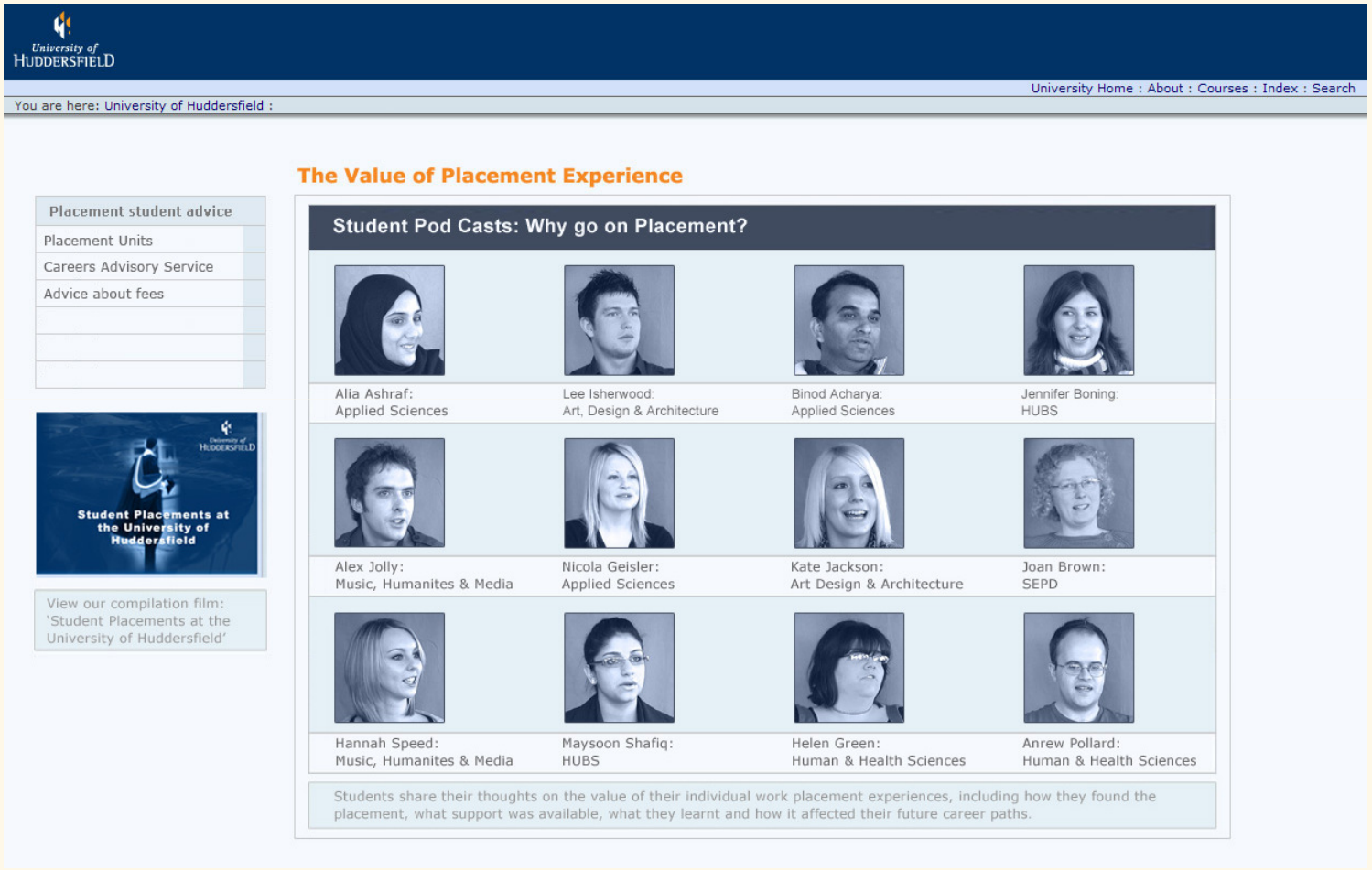
Placement Podcasts: Website



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Section Four

Learning Points, Future Directions and Questions

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Learning Points

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- 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

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

Contact Details

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Discussion

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Why and how have student expectations changed vis-à-vis sandwich placements, and how does technology like podcasts meet the new experiences?