What makes our students employable?

https://www.youtube.com/watch?v=tPD3mKx3OFU&t=4s

Understanding Complexities

?

Art and design is not one subject

Narrow conceptualisation of skills agenda

Understanding Complexities

**Deficit model
of skills in a
crowded curriculum**

**Students don't
always know what
they offer
as practitioners**

Creative
Attributes
Framework

What would employability look like from and art & design perspective?

ual:

3 things we know about our graduates' futures…

ual:

"**Almost half the recruiters who took part in the research repeated their warnings from previous years – that graduates who have had <u>no previous work experience</u> at all are unlikely to be successful during the selection process and have little or no chance of receiving a job offer for their organisations' graduate programmes.**"

"**Recruiters have confirmed that 32% of this year's entry-level positions are expected to be filled by graduates who have already worked for their organisations, either through paid internships, industrial placements or vacation work.**"

High Fliers 2016

ual:

We will support our students to practice and apply their learning in a variety of situations in the University, workplace and community. These experiences will enable our students to develop the following attributes:

Pr

Proactivity

The initiative, hard work and passion required to make things happen in society, in the community, and in the workplace.

En

Enterprise

The mindset that takes measured risks and perceives and creates opportunities, as well as the resourcefulness to pursue these opportunities in an ethical and sustainable way.

Ag

Agility

The ability to embrace rapid change and retain an open mind.

"48 per cent of graduates in work were engaged in multiple activities or portfolio working at the time of the survey, typically combining paid employment with self employment, working voluntarily, or developing their creative practice; 30 per cent combined two work activities; 13 per cent had three; and five per cent of graduates combined four different types of work activity."

Creative Graduates Creative Futures 2009

"29% of UAL graduates self employed or starting a business within 6 months of graduating"

DLHE 2015

ual:

We will enable students to communicate about themselves and their ideas, as well as develop their own narratives. They will be open to receiving feedback and adapt to different situations, demonstrating the following attributes:

Cm

Communication

The skills needed to present themselves, their work and their ideas, to inspire others and respond to feedback.

Cn

Connectivity

The ability to collaborate with others, create networks and develop and contribute to communities of practice.

St

Storytelling

The ability to demonstrate their unique talents, abilities and experiences to others in an engaging manner.

ual:

Self-confidence and self-management were considered to be the most important to careers, yet they were felt to be less well-developed than core creative skills. Creative graduates have strategies for coping with unstable employment conditions and this is significant as we see graduates in all subjects coming into a more uncertain employment market.

Creative Graduates Creative Futures 2009

Barnett (2010:123) writes that universities should aim to help students live with uncertainty but it is also the job of the university to 'assuage that uncertainty' and enable students to 'live through uncertainty'.

ual:

We will equip our students to thrive in uncertain futures and navigate change by developing the following attributes:

Cu

Curiosity
The enthusiasm to seek out new perspectives, to create and build on existing knowledge.

S-E

Self-efficacy
Confidence in their abilities, and the ability to respond positively in various situations.

Re

Resilience
The willingness to adapt and remain motivated, overcome obstacles, and deal with ambiguity, uncertainty, and rejection.
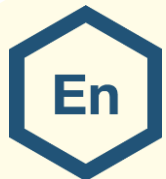
Introducing the Framework

1 Making things happen

Pr **Proactivity** – the initiative, hard work and passion required to make things happen in society, in the community, and in the workplace.

En **Enterprise** – the mindset that takes measured risks and that perceives and creates opportunities, and the resourcefulness to pursue these opportunities in an ethical and sustainable way.

Ag **Agility** – the ability to embrace rapid change and retain an open mind.

2 Showcasing abilities and accomplishments with others

Cm **Communication** – the skills needed to present themselves, their work and their ideas, to inspire others and respond to feedback.

Cn **Connectivity** – the ability to collaborate with others, create networks and develop and contribute to communities of practice.

St **Storytelling** – the ability to demonstrate their unique talents, abilities and experiences to others in an engaging manner.

3 Navigating change

Cu **Curiosity** – the enthusiasm to seek out new perspectives, to create and build on existing knowledge.
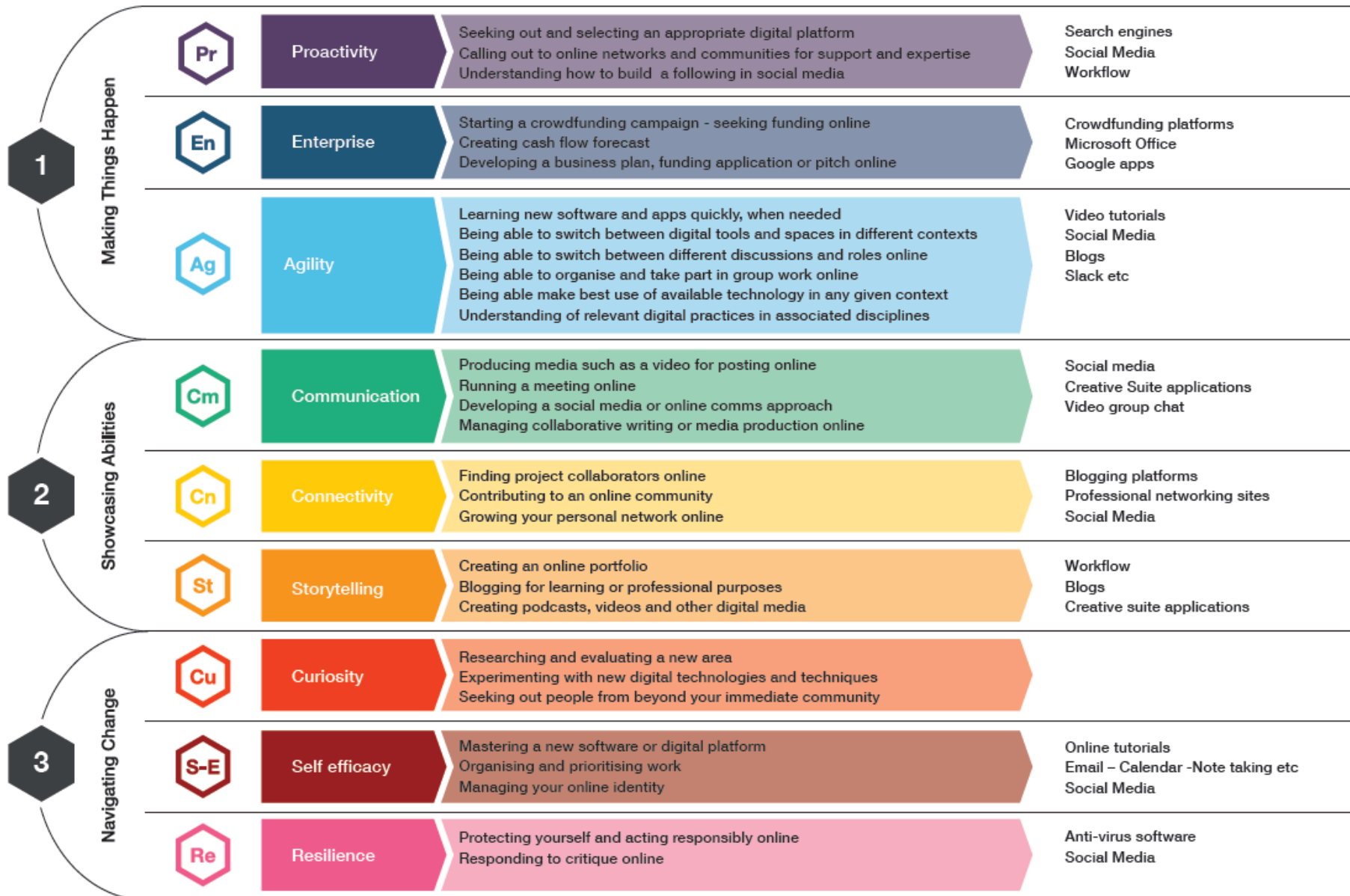
S-E **Self-efficacy** – confidence in their abilities, and the ability to respond positively in various situations.

Re **Resilience** – the willingness to adapt and remain motivated, overcome obstacles, and deal with ambiguity, uncertainty, and rejection.

Creative Attributes Framework: Digital Lens

1 — Making Things Happen

Pr — Proactivity
- Seeking out and selecting an appropriate digital platform
- Calling out to online networks and communities for support and expertise
- Understanding how to build a following in social media

Search engines
Social Media
Workflow

En — Enterprise
- Starting a crowdfunding campaign - seeking funding online
- Creating cash flow forecast
- Developing a business plan, funding application or pitch online

Crowdfunding platforms
Microsoft Office
Google apps

Ag — Agility
- Learning new software and apps quickly, when needed
- Being able to switch between digital tools and spaces in different contexts
- Being able to switch between different discussions and roles online
- Being able to organise and take part in group work online
- Being able make best use of available technology in any given context
- Understanding of relevant digital practices in associated disciplines

Video tutorials
Social Media
Blogs
Slack etc

2 — Showcasing Abilities

Cm — Communication
- Producing media such as a video for posting online
- Running a meeting online
- Developing a social media or online comms approach
- Managing collaborative writing or media production online

Social media
Creative Suite applications
Video group chat

Cn — Connectivity
- Finding project collaborators online
- Contributing to an online community
- Growing your personal network online

Blogging platforms
Professional networking sites
Social Media

St — Storytelling
- Creating an online portfolio
- Blogging for learning or professional purposes
- Creating podcasts, videos and other digital media

Workflow
Blogs
Creative suite applications

3 — Navigating Change

Cu — Curiosity
- Researching and evaluating a new area
- Experimenting with new digital technologies and techniques
- Seeking out people from beyond your immediate community

S-E — Self efficacy
- Mastering a new software or digital platform
- Organising and prioritising work
- Managing your online identity

Online tutorials
Email – Calendar -Note taking etc
Social Media

Re — Resilience
- Protecting yourself and acting responsibly online
- Responding to critique online

Anti-virus software
Social Media

Case studies

http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework/

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