

Embedding Alumni Fellows in the School of Arts and Humanities

AAH Core Employability Team



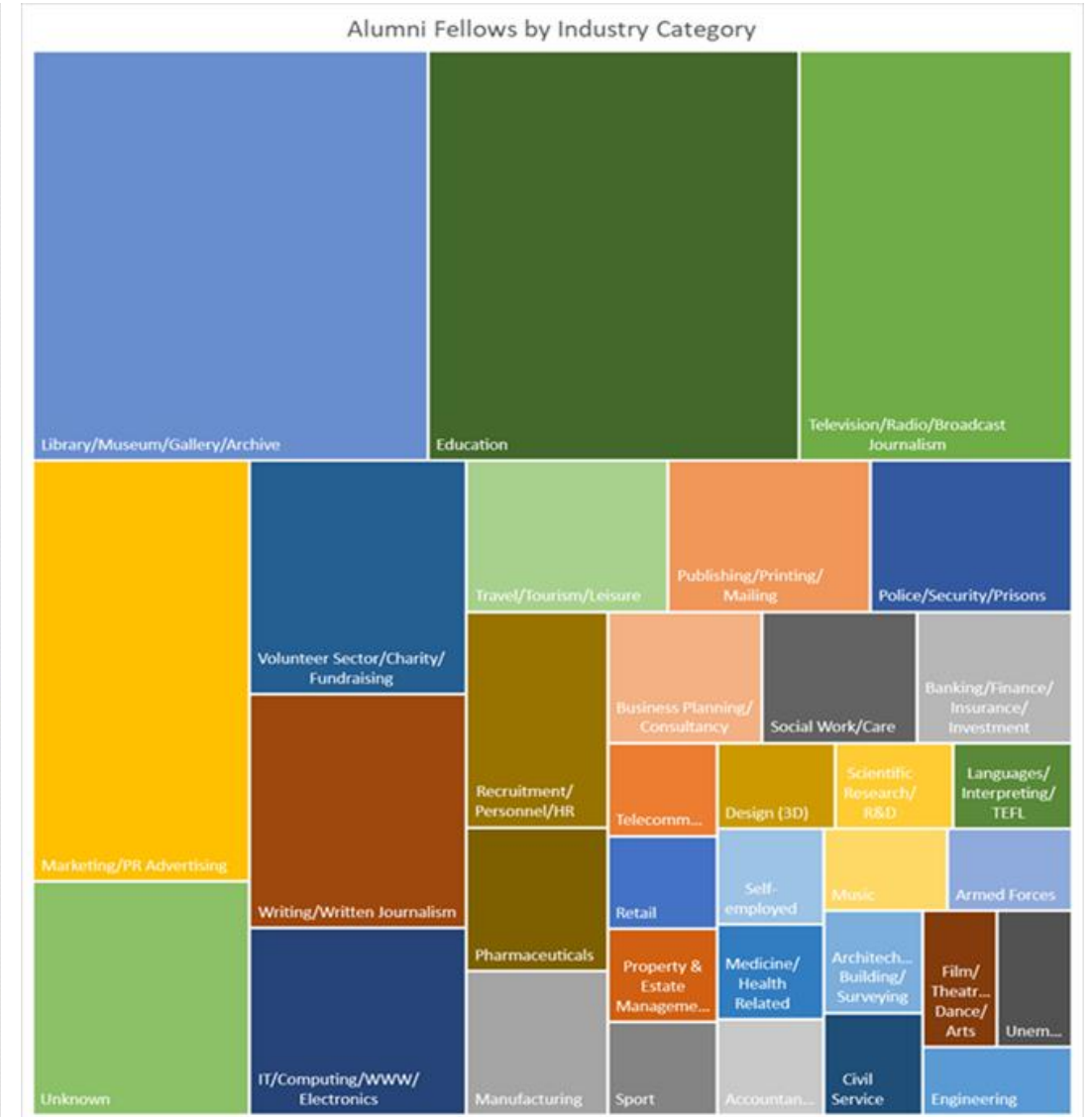
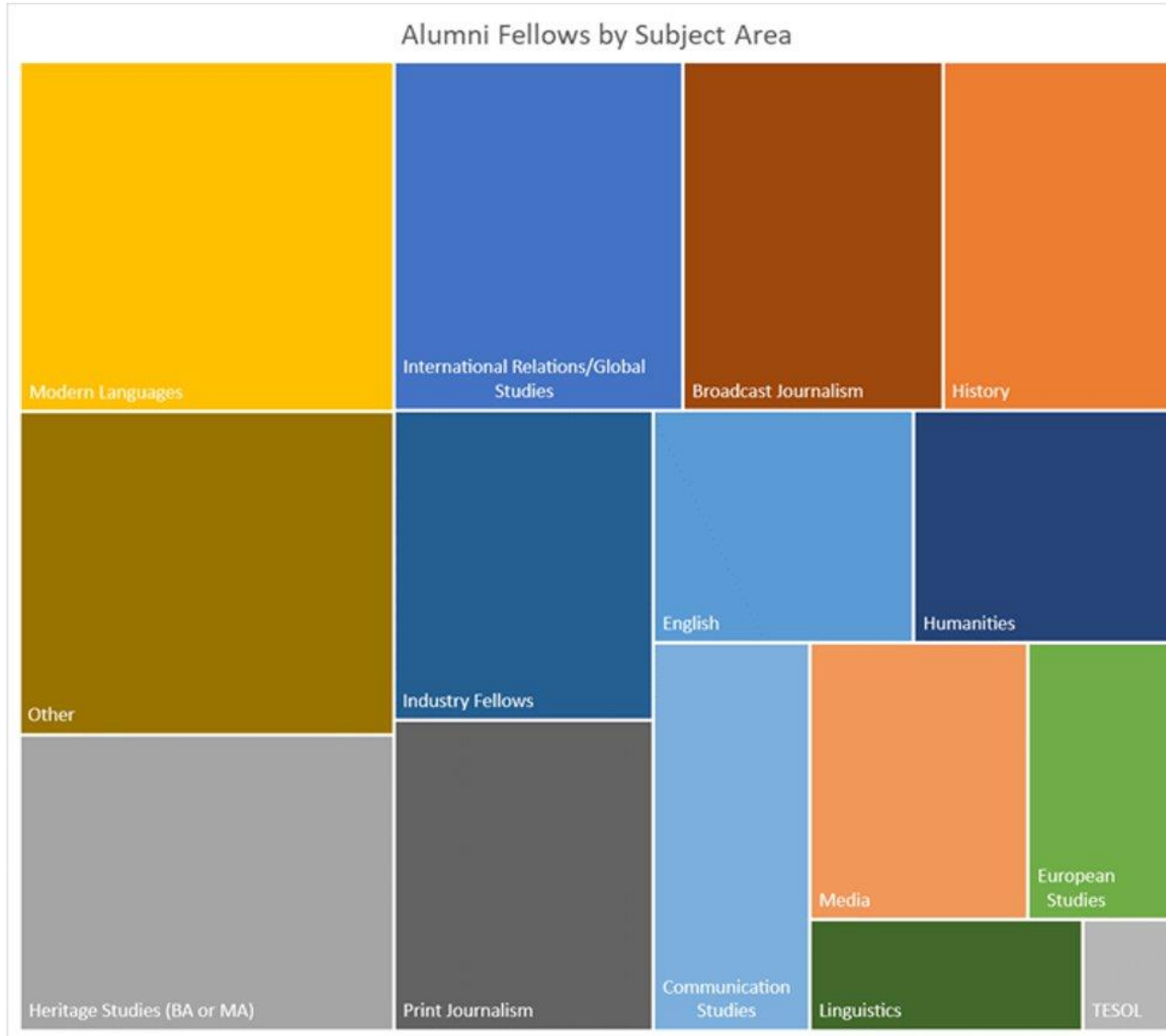
Introduction

The School of Arts and Humanities

Team	Course
Journalism & Media (JAM)	BA Broadcast Journalism
	BA Journalism
	BA Media (with pathways)
	MA News Journalism
	MA Broadcast Journalism
	MA Documentary Journalism
	MA Magazine Journalism
	MA Media & Globalization
English, Communication and Philosophy (ECP)	Course
	BA English
	MA (by research) Philosophy
	MA (by research) Linguistics
	MA Creative Writing
	MRes English Literary Research
History Languages and Global Cultures (HLG)	Course
	BA History
	BA Joint Honours Modern Languages (all MODL course codes)
	MA Museum and Heritage Devt
	MA History
	MA (by research) Holocaust & Genocide
	MA International Development

Nottingham Language Centre (NLC)	Course
	MA English Language Teaching (ELT)
	MA Teaching English to Speakers of Other Languages (TESOL)
	CELTA
	University Language Programme
	In-sessional English for Academic Purposes
AAH - Cross teams	PEAP (Pre-sessional English for Academic Purposes)
	Course
	BA Joint Honours Humanities (all HUMA course codes) – Year 1
AAH - Cross teams	BA Joint Honours Humanities (all HUMA course codes) – Years 2 and 3

An Overview of the Alumni Fellowship Programme



THEMES

- Career ideas and journeys
- Skills and attributes: required for life after graduation and the skills that their course helps them to develop
- Placement opportunities and requirements
- Job search skills: interviews, CVs, applications
- Professional insights

Curriculum Delivery and Input

- Lectures and Seminars
- Mock interviews
- In person, via Skype

Contributing to curriculum content

Wider University Events

- Presence at Open Days
- Marketing: NTU website, LinkedIn and other social media platforms

School Events and Activities

- Fairs: options, course- based, placements
- Personal Tutor Groups
- Video Interviews
- Mentoring
- Marketing

Media students interview alumni fellows to produce videos about life after university

The students filmed and edited the videos with six alumni fellows including Elizabeth McKenna, former contestant on BBC's The Apprentice



Media students interview alumni fellows to produce videos about life after uni

Students studying **BA (Hons) Media** courses in the School of Arts and Humanities have received their media production skills with the help of Nottingham Trent University's Alumni Fellows. Six years of our BA (Hons) Media degree delivered the project as part of 'Project Week', which is a week of practical skills and experience that will complement the learning on their

The students got the chance to improve and extend their video production and editing skills, media technicians, and gained experience with interview techniques. Filming was carried out on-site at two of the alumni's places of work. Six Alumni Fellows took part who had studied Broadcast Journalism, English and Film & TV and Media and Communication and Society. Elizabeth McKenna, a former contestant on the BBC's The Apprentice, took part in the filming, discussing her career since

Each student produced a three-minute video focusing on a different theme. Themes included: 'From student to professional', 'The Importance of work experience' and 'Skills employers look for' among others. The videos they have produced were screened to an audience of Arts and Humanities academics, and will be available for use by lecturers in order to support the University's employability goals. All students received a certificate for their participation, as well as a personal testimonial recommendation that will be used on their professional social media pages.

BA (Hons) Broadcast Journalism alumni Topher Batchelor was one of the fellows interviewed by the students. He told us: "The students all seemed very competent about their roles. They communicated well to make sure things got done. Luke who interviewed me did a really good job of maintaining support throughout the interview. The team of students seemed focused on their roles and job, and took responsibility for that. The questions that were asked were good and clearly set them".

Charlotte Drewett, **BA (Hons) English and Film & TV** alumni, added: "They were amazing and wished them the best of luck with their project and can't wait to see the end result!"

Media lecturer Georgia Stone, who organised the project, commented: "The students gained skills, professional practice skills and an insight into what our Alumni Fellows have to say about which will develop their employability in the future".



Student produced video interviews on employability with 6 Alumni Fellows

Filmed and edited 6 x 3 minute videos to be available for use in teaching

Work experience student (Megan Biggs) edited 10 minute videos of the interviews with each of the AF's

Series called *Career Insights*

- From Student to Professional
- The Importance of Work Experience
- Reflections on University
- Current Job and Future Aspirations
- Skills Employers Look For
- How to Find Work

Example 1: Video Interviews with Alumni Fellows

Example 2: Hosting Placements

Tom Walters, The Dairy Creative Agency



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The Dairy is a full-service marketing and design agency, delivering fresh ideas in marketing communications.

The company was set up in 2002 in a disused Derbyshire milking parlour - providing the inspiration for a meaningful and memorable name!

Since that time, we've called Old Basford home, before our move to previous and current offices in the trendy Nottingham suburb of West Bridgford. After 17 years in business, we have become one of the most successful and highly-regarded marketing and design consultancies in the East Midlands.

Always open and honest, our clients tell us they like who we are, what we do and how we do it - and for us there's no greater compliment. A lengthy list of glowing client testimonials tell their own story - so don't just take our word for it!

Our team utilises its creativity and years of marketing communications expertise to help clients be seen and heard in the way they wish, by the people they most want to reach.

We make it our job to get to know every nook and cranny of a business, gaining a full understanding of the company, its goals, objectives and ultimately, what it's trying to achieve. This enables us to specialise in marketing strategy and planning - building the foundations around which the tactical 'bricks and mortar', can be laid. Yes, we could go straight to designing a pretty logo, but how can we be sure it has the right marketing thinking behind it?

Example 3: Alumni Fellow input to the curriculum

Communication and Society students learn more about careers in the PR industry in guest lecture

Martin Stone, associate director of Tank PR, visited the students to explain what it takes to work in the industry.



Martin Stone talking to the students about Tank PR's branding

Undergraduate students studying our joint honours course **BA (Hons) Communication and Society** recently attended a guest lecture from **Tank PR**'s Martin Stone as part of their 'Advertising, Public Relations and Journalism' module.

Martin is an alumnus of Nottingham Trent University, studying his BA in English Literature and then progressing to our **MA in Broadcast Journalism**, graduating in 2005. He began his career in the journalism industry, working for BBC Radio Nottingham and East Midlands Today. He mentioned how closely linked the two industries are, as he eventually made a natural progression into public relations. He set up Tank PR alongside Director Trevor Palmer eight years ago and has been successful in building the company since then. Tank is based in the Lace Market in Nottingham and boasts high profile clients including Experian, Vision Express, Carphone Warehouse, Intu Victoria Centre and Cornerhouse.

Martin discussed his own career path, giving an overview of the ethos of Tank, going on to explain the skills needed for the role. His insights were incredibly useful for the group, many of whom have aspirations to go onto careers in the sector. Martin described the various degrees his employees at Tank hold, and expressed that transferable skills and motivation are the most necessary skills for success in the industry.

Storytelling is the ethos of the company, so the importance of being a good writer was explained to the students, even if writing isn't necessarily part of a person's day-to-day role. The company actually offers several digital packages, including social media management, search engine optimisation and pay per click services. Martin revealed the vital skills for a graduate to have before applying, including being flexible, motivated, quick to react and calm in a crisis. He additionally stressed that no day in PR is the same, as it's a very varied and fast paced industry.

The students asked perceptive questions and found Martin's story of self-made success particularly inspiring. Lecturer Catherine Adams, who organised the talk, commented: "It was brilliant for the students to get an insider's view from the cutting edge of the PR industry. It's exciting to know that we have such a dynamic company on our doorstep. We were very lucky to have persuaded Martin back to Clifton!"

Martin Stone said: "As an agency, we're not only focused on the training and development of our own team, but also on helping to grow future talent. It was great to return to Clifton Campus to meet the students and I love the fact they weren't afraid to ask some tough questions - a skill that bodes well for a future career in PR."

- Ben Taylor, Understanding Media and Culture module curriculum input
- Catherine Adams, PR/branding information input to the curriculum
- Tao Zhang (PR/marketing/media in East Asia)
- Heather Watkins (European Studies – working in Spain)
- Amy Wang, (Language Centre – MA TESOL mentoring)

The student perspective

Indi Johnson, BA Media

- Understanding Media and Culture module – Year 1
- Video interviews with alumni fellows – Arts and Humanities project week
- Working with the Media module – Year 2: alumni fellow talks and career skills workshops, e.g. LinkedIn



Benefits to the University

Marketing Perspective

"...My experience at Nottingham Trent shaped my career as it made me realise there is no set path in your career or life. Interacting with people outside my normal social bubble made me further understand the power of networking and how beneficial this is both when in a career, and when job hunting".

Student Perspective

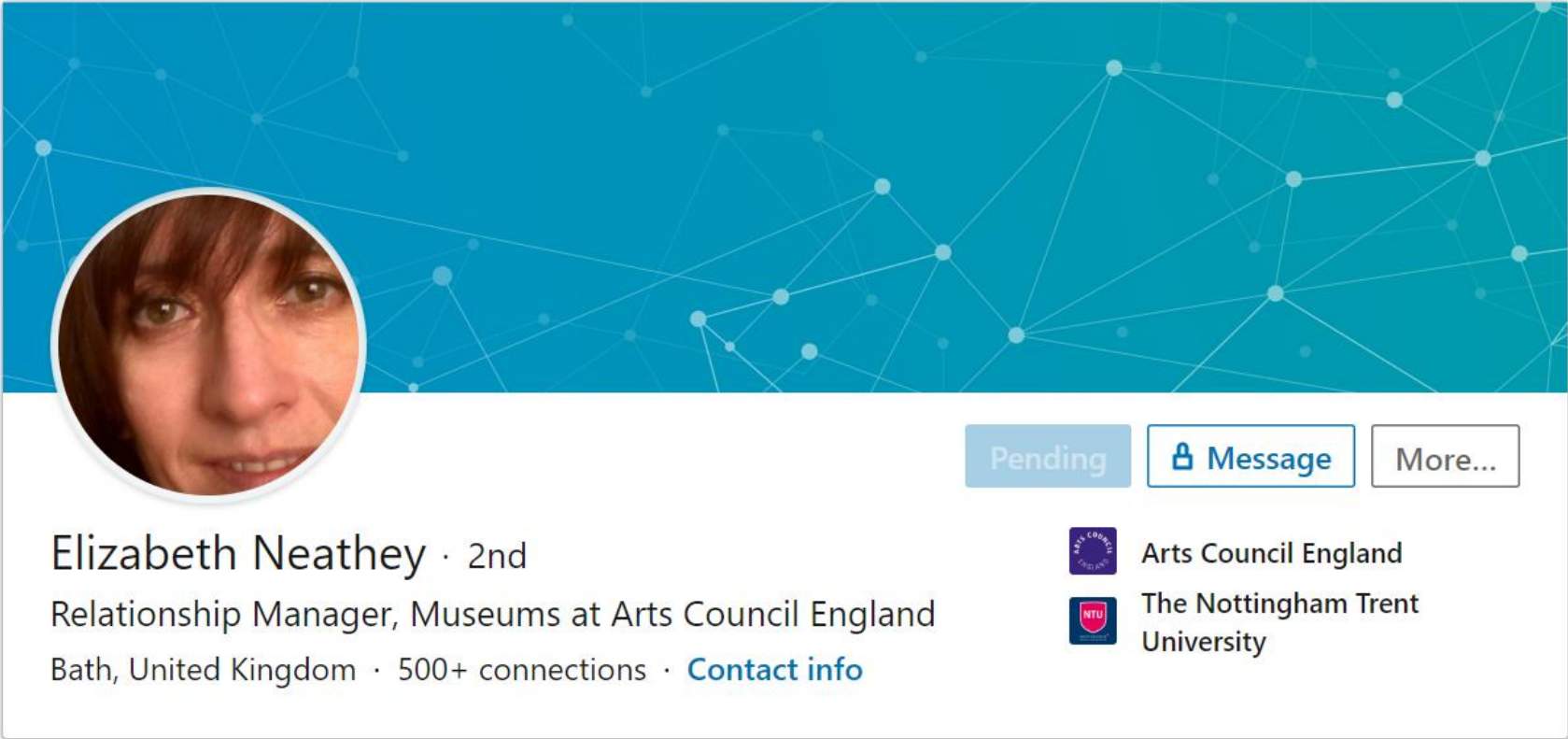
"..... I really had a fantastic day meeting people and hearing everyone's stories. I valued the event and feel I have come away having learned so much. I really feel that having the daunting prospect of the future after uni broken down into bitesize chunks makes it a lot less intimidating to think about...."

Lecturer Perspective

"..... one of the best employability sessions I have seen and all the presentations given by the alumni were and will be really useful to this particular cohort of students in sorting out how to make the best use of the resources we offer in working out, and hopefully getting where they want to be, however tangential that journey...."

Benefits for the Alumni Fellows



Elizabeth Neathey, Alumni Fellow



A screenshot of a LinkedIn profile for Elizabeth Neathey. The profile features a circular profile picture of a woman with brown hair. The background of the header is blue with a white network diagram. Below the picture, the name 'Elizabeth Neathey' is followed by '· 2nd'. The current position is 'Relationship Manager, Museums at Arts Council England' in Bath, United Kingdom, with '500+ connections' and a 'Contact info' link. To the right of the profile picture are three buttons: 'Pending', 'Message' (with a lock icon), and 'More...'. Below the profile information, two organizational affiliations are listed: 'Arts Council England' and 'The Nottingham Trent University', each with its respective logo.

Elizabeth Neathey · 2nd
Relationship Manager, Museums at Arts Council England
Bath, United Kingdom · 500+ connections · [Contact info](#)

Pending Message More...

 Arts Council England
 The Nottingham Trent University



Where do we go from here?.....



Activity

Please work with others to offer your own examples and ideas for involving Alumni Fellows

Use the flipcharts (we've gone old school for this!) to record examples of how you have involved Alumni Fellows, and also ideas for further development

We will record all of these examples and ideas and circulate the results along with a copy of this presentation

Many thanks!

