

Project Name: Scoping transition to HE and/or employment in Creative Sector

Amendment History:

Version No.	Date	Reason for Amendment
1	13 Jan 09	Revised proposal from initial Big Project: Transition into Employment in the Creative Sector

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Document Distribution

Name	Location	Responsibility	Action/Information
Helen Vine	HCA	Progression Manager	Project Managers
James Clarke	HCA	Course Leader: Film & Video	
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Debbie Lambert	LLN	Manager of the LLN	For information
Geoffrey Elliott	UW	Members of the Steering Group	To approve the proposal
Chris Morecroft	WCT		
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Mike Rookes	OU		
Gail Rothnie	UoB		
Donna Obrey	LLN	Project Officer for the LLN	To track and monitor project

Background

Creative Industries are growing faster than other areas of the economy and increasing their contribution to UK GVA. (Source: Department of Culture, Media and Sport Oct 2007). Against this background Hereford College of Art (HCA) want to plan the recruitment of students to meet these increasing needs for appropriately skilled and qualified employees. In order to do this there is a need to map the existing provision for HCA by considering the Higher Education (HE), Further Education (FE) and the new Creative and Media Diploma in relation to the skills and attributes necessary for students to be successful in progressing to and through HE and into the workplace (often described as 'transferable skills and attributes'). Growth of student numbers can be achieved by reviewing the variety of vocationally orientated opportunities and clarifying progression opportunities and support needs.

In addition, the views of employers are increasingly important for both the HE provision (movement towards more Foundation Degrees requiring direct employer involvement) and the product of HE – the qualified student/employee.

Objectives of the Project

- Undertake a mapping exercise of current HE and FE provision in Media Arts at HCA and with the Creative and Media Diploma in relation to the potential transferable and practical skills that can be acquired through study at the various levels above.
- Survey employers in Creative Industries to determine their expectations of the transferable and practical skills that they expect from qualified students moving into employment and identify any needs that are currently not being met in this area.
- Identify areas for curriculum development (particularly in relation to the new diploma qualification) as a result of the objectives above.
- Make recommendations in respect of the need for additional tools and resources to help the transition into and through FE/HE and subsequently employment.
- Provide useful material for Information Advice and Guidance (IAG) about potential progression into and through FE/HE.

Project Approach

1. Research will be undertaken of the current FE and HE provision available through HCA to determine the 'transferable skills' that can be gained through study in these areas. This would include both 'hard' skills such as time or project management to 'soft' skills such as negotiating or influencing. Carried out through desk research, student focus groups and 1:1 interviews.
2. HCA currently has Employer Liaison Groups (FE group meet in January and HE group meet in March) and these will be used to find out expectations of the students they employ or expect to employ in the future and any unmet needs the employers have that could be met through study at HCA.
3. Engage the HCA Alumni to find out about the student experiences of moving into and through FE/HE and subsequent employment.
4. Create a report of the above activities to inform and recommend further developments and to share widely across the LLN network.

Scope:

A Key Products from the project

The key product will be a report of the findings of the project and will include:

- Information about the availability of opportunities to develop progression skills for HE and employment
- Identify gaps in provision and any issues preventing successful uptake of current opportunities
- Identification of areas of the curriculum that require development to feed into Diploma framework and general FE and HE provision.
- Identify any staff development needs associated with this progression/transition process
- Providing information to Diploma Consortia about the higher level learning opportunities
- Suggestions about solutions to issues or gaps identified, which will require further project activity
- Production of information, which of itself would be useful to careers staff (Connexions etc) or as the basis of further development in the wider IAG arena

B Out of Scope

- Any subsequent development of the solutions to meet gaps or issues identified
- Provision for staff development needs identified
- Development of curriculum needs identified
- Additional work related to the development of IAG materials

Constraints

Time availability of staff involved with research, employers availability and access to Alumni will be the major constraints. The rural nature of the area may make face to face discussions difficult.

Initial Project Case

The project proposal is to provide funding for a member of staff to undertake and coordinate the collection of research data and prepare the final report.

Benefits of the Project

For HCA

- Give clear information about the needs for students progressing into and through FE/HE and employment
- Provide guidance for future curriculum development
- Further encourage links with employers
- Potentially improving student recruitment

For LLN

- Adds to data and information being reviewed in the progression and learner support area
- Clear focus on vocationally orientated pathways with the possibility of identifying progression agreements

For potential student/careers advisors

- Clarification of progression opportunities and support available into and through FE/HE and into subsequent employment

For Employers

- Involvement in the development of curriculum and hence students/potential employees

Key Assumptions

That staff and others are available over the projected timeframe.

Timescale

Start the process of research at beginning of February 2009, utilise the existing liaison groups for employers and set out a time line for project completion in April 2009.

Costs

The costs associated with this project will be the time spent by HCA staff undertaking the research, coordination and the subsequent production of a project report. This is anticipated to be no more than £5000 (approximately 25 days) and no less than £3000 (approximately 15 days); actual times worked will be identified on the project closure form.

Additional support costs for travel, subsistence and administrative support will be met by HCA.

How will the project be evaluated?

The project team will review the value of the information produced about progression skills and their current availability. In addition, have clear indications of any gaps or issues in the current provision.

Whether or not there needs to be curriculum development, if there is a need: information that can be acted upon (outside this project).

Overall recommendations that form the basis of further project activity to develop solutions or to overcome gaps identified.

Feedback from employer liaison groups will be sought.

How will the project be sustained?

As this is a scoping and mapping project the sustainability will result from the robustness of the recommendations and the willingness of the college to pursue them. The further development of the HE provision and the student experience are key strategic aims of the college, this project will inform HCA in regard to actions necessary.

Initial Risk Log

The following table summarises the risks that have been identified that may prevent the project being completed to the required quality, budget and timescale. The probability and impact of each risk has been graded as low, medium or high to indicate the relative importance attached to each element of risk.

Risks	Probability	Impact	Containment Plan
Staff availability	L	H	LLN contribution to release staff time through this project
Employer engagement	L	H	Use of existing employer liaison group will not require additional employer time
Student Alumni	M	H	Although face to face will be the preference for interaction with former students, email or telephone will be used to ensure a reasonable sample of views

Project Team

James Clarke – HCA
Helen Vine – HCA
Bob Parker - LLN