



ASET

ASET e-Bulletin

February 2014

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The focus this month is on looking forward – so here’s hoping sunnier skies are coming soon! Our newest ASET Trustee, Emily Timson is taking a look at the many and varied ways of Managing Work Placements, and is seeking your input and comment, please take a couple

of minutes to add your thoughts to the debate (see article below).

Our spring workshop programme is getting underway with bookings open now and we have an update on your ASET membership in 2014.

If you have an event or some news to share with your ASET colleagues that will add to best practice for everyone, do get in touch with me at the ASET office so I can include in the next e-bulletin in March aset@asetonline.org

Debbie Siva-Jothy

Managing Work Placements the “best” way?

By Emily Timson, University of Leeds

Our involvement in work placements and employability brings us together as ASET members, and we all benefit from the guidance and support delivered through our ASET membership to achieve our aims. You only need to read the LinkedIn forum to see that the answers to so many queries deliver responses such as: “The ASET Health and Safety Guide is really useful” or “We’ll be delivering a paper on that topic at the ASET conference” etc!

However, there are questions to which ASET cannot give a definitive answer, and one such issue is;

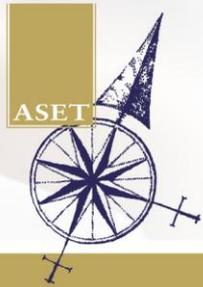
“How should our various institutions best manage work placements?”

It is highly likely that no two UK institutions manage their work placements in exactly the same way, with Placement Staff working within a Placement Team, a Work Experience Unit, an Employability Office, a Careers Centre – the permutations are seemingly endless! The difference

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in names alone provides an insight into the variation that exists across institutions with regards to how work placement activity is managed.

So, if you were in a position to set up a new office, it would make sense to look for “best practice”. However, this can be hard to identify when institutions seem to operate so differently, and with the information as to how teams are structured and on how many students they place annually not always publicly available, it can be hard to know where to start.

There are many factors to consider:

- team size and make up
- centralised vs. de-centralised
- academic or placement or employability led
- focus, purely on 12 month placements or on integrated work experience

The list can seem endless.

With so many models it can also be difficult to assess how your service compares to others. Are you under resourced (probably!) or do you have a good staff student ratio? Is there room for expanding what is on offer, or do you struggle to get even the basics done?

Whilst we are all likely to be operating differently, we are all working with the same aim, to increase our student’s employability prospects. It is with this aim in mind that ASET would like to take a closer look at practice generally by pulling together information on what happens where.

So if you’d like to help with this and are willing to share information on your team structure and how you operate you can contribute by adding feedback to this LinkedIn post via the following link:

- [Feedback](#) (You must be signed in to LinkedIn first)



Or if you’d like to share your thoughts generally on this topic, please let us know by contacting the ASET office: aset@asetonline.org



2014 ASET Spring Workshops

The ASET Staff Development Group is working on a new programme of events for 2014. If you have a workshop idea you think would be of interest to the wider ASET community, or if you would like to be involved in workshop delivery, get in touch with the ASET office. In the meantime please see details for two workshops planned for the spring. Booking forms for each can be obtained from the ASET office:

An Introduction to Work Placement Management

University College London

Friday 21st March (10am-4pm)

£155 (ASET members)/£180(non-members)

This session will provide guidance for the management and support of work placements. Participants will be furnished with a basis from which they can develop their own plans and manage the day-to-day problems likely to be faced in their jobs. This is aimed at work placement managers, officers, administrators and academic placement tutors, particularly those with little experience who are new to their role, about to be appointed, or wanting a refresher course. This session is designed to introduce all the fundamental aspects of working in the field. The workshop is intended to be flexible and responsive to participants' needs and interests and therefore emphasis may vary between topics.

Please note the last day for booking on this workshop is Friday 14th March

“Facing Facebook, Tackling Twitter and Living with Linked In”

ASET Offices, Sheffield

Wednesday 14th May (10am-4pm)

£155 (ASET members)/£180(non-members)

A workshop exploring ways in which HE staff can use social media to engage with their students and ideas on how to coach students on the positive and professional use of social media. We will also provide a receptive forum for discussing doubts about using social media and how to manage these.

- Strategies for engaging effectively with students using social media and those not using social media (for example, On Twitter and Off Twitter strategies)



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- Dos and don'ts of using social media – how to show students to use social media to positive effect
- Brand Professional Me - how students can develop a successful personal brand for job seeking and networking.
- Platforms discussed: Predominantly Twitter, LinkedIn, Facebook, but also Instagram, Pinterest and emerging platforms such as <https://about.me/>
- A basic appreciation (not expert use) of some of the platforms – Facebook, Twitter and LinkedIn would be useful although not essential

Facilitated by colleagues from the University of Salford and Loughborough University.

Please note the last day for booking on this workshop is Wednesday 7th May
Contact the ASET office for further info 0114 234 5197/aset@asetonline.org

2014 ASET Annual Conference

The 2014 ASET Annual Conference will be held at:

Northumbria University 2nd – 4th September 2014
SAVE THE DATE!!



University of Northumbria, Business School

More details to follow and bookings to open in March.



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ASET Membership 2014

After many years the ASET membership policy has been reviewed for 2014, with a range of membership categories including Corporate, Individual, and University/College Membership. Under the new policy, fees for institutional (University/College) members are based on student numbers (FTE student numbers as declared by HESA) as follows:

0-2000 FTE Students	No fee
2001 – 10,000 FTE Students	£195
10,001 – 25,000 FTE Students	£275
25,001 – 100,000 FTE Students	£350
100,001+ FTE Students	£1,250

NB ASET services remain VAT exempt

Renewal invoices have now been issued. Membership for your institution continues to cover ALL members of staff and brings access ASET benefits including, discount on Workshops and Annual Conference, access to the LinkedIn ASET Placement and Employability Professionals network (apply to join here : www.linkedin.com/groups?gid=1929302) and the new subgroups (Equality, Practice and Research, International Placements and Post-graduate Placements) as well as these regular e-bulletins. Membership also entitles your students to enter the Annual ASET Student Competition with a chance to win £500 by reflecting on their placement experiences and offers you a chance to apply for either of the two ASET bursaries each providing funding to employ a Placement student. **If you have a colleague who would like to be added to the ASET email listing please ask them to get in touch aset@asetonline.org .**

2014 ASET Bursaries

Submissions for this years' bursaries are now with the ASET review teams. The successful proposals will be announced shortly and will be available for view on the ASET website. We appreciate your support promoting this opportunity for funding in your institution.

And don't forget.... If you would like to see your news here next month – get in touch via the ASET Office aset@asetonline.org