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ASET

The Work Based and Placement Learning Association

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October 2015

This month sees the publication of the reports from the 2015 ASET funded Bursary projects. The full reports can be seen on our website, and below you can find out more about how inspiring these bursaries have been to students and supervisors alike. On behalf of the ASET Research and Publications Working Group, ASET Trustee, Francesca Walker invites you to think about applying for funding for a 2016 Bursary. If it is in your mind – act soon, the deadline for application will be here before you know it.

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The value of Research in the field of Employability

Francesca Walker, *ASET Trustee and Co-Lead Research and Publications Working Group, Senior Lecturer (Employability Lead) & LaunchPad Lead, University of Central Lancashire*

Each year ASET offers two bursaries – the **Research Bursary** and the **Exploration and Enhancement Bursary**. The 2015 ASET conference demonstrated the breadth and quality of the presentations made by our fledgling researchers highlighting the significant talent and potential in the student body, and the rich breadth of topics being brought to conference.

The 2015 Bursaries

ASET Research Bursary Project

This year the bursary was awarded to **Dr Hilary Jones**, Postgraduate Internships Co-ordinator, University of Sheffield, whose proposal:



The Impact of Placement Experience on returning Doctoral Students

was a clear winner with the ASET judges. The research was undertaken by **Talia Garza Garza**, MPhil Hispanic Studies 2013-2016, University of Sheffield (seen here presenting her research at the 2015 ASET Annual Conference).

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The findings of the project highlighted the fact that the key skills learned on placement are not unique to undergraduate students. We now know that greater subject knowledge, confidence, enhanced communication skills and work-readiness can be gained across the board.

The Exploration & Enhancement Student Bursary

Each year ASET also offers a bursary under this category, and in 2015 two projects were selected by the reviewers as worthy of an award:

1. **Mark Handscomb**, Programme Leader for BA Journalism and **Clare Fletcher**, Placements & Projects Officer, School of Art & Media Teesside University for the project:

Piloting student media placements in non-traditional media environments: Teesside University School of Art & Media and James Cook Hospital Communications Team.

The student undertaking the research was Josh Gallacher, BA Multimedia Journalism 2013-2016, Teesside University. This enlightening project, reflected through the medium of film, clearly showed the benefits to the students and employers, regardless of the subject area, of the benefit of projects and placement work.

2. **Dr Pat Cullum**, School Co-ordinator for Student Experience, School of Music, Humanities and Media, University of Huddersfield for the project:

Supporting Students with Mental Health Issues

The student undertaking the research was Matthew Lightfoot, BA Hons History 2013-2016, University of Huddersfield. This challenging and emotive subject highlighted the fact that our students face many challenges as they enter the working environment. The work developed by Dr Cullum and Matthew will be released on the ASET website in the very near future.

ASET Bursaries 2016

Why should you take part?

The ASET Research Bursaries are the perfect way to gain an insight into an area that requires further exploration; it may be that you have a particular project that needs evaluating or you think that you know the answer to a particular question but don't have the time or resources to develop your ideas. The ASET bursaries can help you.

What's in it for your student(s)?

Valuable research, project management, a strict deadline and the significant developmental opportunity to present their findings to a group of professionals within the field. There can be no underestimation of the value to the student, the 2014 student left the conference saying 'I know what I want to do now'. She then worked on gaining additional experience to achieve her goals, and as conference 2015 commenced was discussing her new role as an associate lecturer in the field of employability.

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Deadlines for 2016

9am, 1st February 2016.

Where to find more information and how to apply:

<http://www.asetonline.org/awards-bursaries/>

2016 NUE Awards Nominations – Reminder

The deadline for nominations for the 2016 National Undergraduate Employability Awards is fast approaching. This is a great opportunity to see your team and colleagues recognised for all the good work you do..... There are five [Categories you can nominate for](#) this year, one of which is the ASET sponsored award



Outstanding Contribution to Work Experience-

Do you know someone who shines in the world of undergraduate employability or have you played a fundamental role in supporting students in their search? This award celebrates the invaluable contributions made by a particular individual, within a university, to help students realise their potential.

Nominations close on the 6th November

ASET Executive Committee update

The ASET Executive Committee are pleased to welcome new Co-Opt to the Committee, Vianna Renaud, University of Bournemouth. Vianna has been a member of the Membership and Communications and Research and Publications Working Groups over the last couple of years and is now keen to increase her involvement. She will be joining the Trustees at Executive Committee meetings in the year ahead, with a view to standing for election to the board next year.

Welcome to Vianna



If you would like to get involved, why not think about joining a Working Group?

<http://www.asetonline.org/aset/aset-working-groups/>

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ASET Staff Development Programme

Please note that booking is open for the following ASET Workshops – places are limited, but there are currently spaces on all workshops. To book your place complete the booking form here:

[ASET Workshop Booking form.](#)

Facing Facebook, Tackling Twitter and Living with Linked In (#FFTTLL)

Tuesday 17th November (10am-4pm) Sheffield Hallam University, Sheffield
£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)
- 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 University of Kent.

Please note the last day for booking on this workshop is Monday 9th November

Developing Overseas Placements

Thursday 26th November (10am-4pm), Glasgow
£155 members/£180 non-members

Graduate employers want students with multicultural awareness, flexibility, adaptability and who are robust enough to deal with business on a global scale.

International placements enable students to develop these highly transferable skills which are proven to increase employability, but Higher Education Institutions can find the development and management of these placements daunting.

“Spending time abroad in a structured way improves student outcomes and prospects in ways that make its encouragement a valid aim for both HE providers and government”¹. Topics such as insurance, health and safety and visas have the potential to detract from the positive benefits which such placements can offer the parties in these partnerships. Issues relating to visiting students whilst overseas on placements, the costs for HEIs and students, as well as students’ expectations are prevalent too. This highly interactive one-day workshop, led by experienced placement practitioners, will guide you through these areas and many more, with robust frameworks and examples being shared and discussed. The day will also include sound networking opportunities with other delegates and course leaders, as well as the chance to share experiences and good practice in this field.

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ⁱ Riordan, C, Recommendations to Support Outward UK Student Mobility, Joint Steering Group on Outward Student Mobility (2012) [<http://www.international.ac.uk/media/1515947/Recommendations%20to%20Support%20UK%20Outward%20Student%20Mobility.pdf> – accessed April 2015]

Please note the last day for booking on this workshop is Tuesday 17th November

Supporting International Students with Placements

Tuesday 8th December (10am-4pm) Glasgow

£155 members/£180 non-members

International student participation in placements is high on the agenda at many UK Higher Education Institutions. For some international students, studying in the UK is a highly desirable means to support their future employability prospectsⁱ. International students' participation in placement remains low in some areas, with students citing obstacles – both perceived and realⁱⁱ - to successfully securing a placement. International students support requirements can differ from UK domiciled students, and can be greater. This workshop, facilitated by experienced placement professionals, will examine strategies to help prepare international students in securing placements, as well as ways to support them whilst on placements. It will also look at the advice and guidance that can be provided for employers to persuade them of the value of offering placements to international students. The day will be interactive, including networking opportunities with other delegates and workshop facilitators. You will be encouraged to share experiences and examples of good practice from your institution.

ⁱ Universities UK (2012) Futures for Higher Education, Analysing Trends

<http://www.universitiesuk.ac.uk/highereducation/Documents/2012/FuturesForHigherEducation.pdf> [accessed April 2015]

ⁱⁱ <http://www.agcas.org.uk/articles/561-International-students-where-are-all-the-placements-> [accessed April 2015]

Please note the last day for booking on this workshop is Monday 30th November

Engaging with SMEs for Placement Opportunities

Thursday 17th December (10am-4pm) Senate House, London

£155 ASET members/£180 non members

Engaging with SMEs can be an effective way of generating new and more varied placement opportunities for students. However, considering that many SMEs do not have formal summer or year-long internship/placement recruitment processes, or may not have considered taking on a student/graduate before, there can be barriers that make engagement difficult.

This training workshop aims to show:

- the sources and means by which to locate suitable SMEs
- the methods for engaging with SMEs (marketing the benefits of taking on students/graduates)
- the service level agreements or contracts to have in place
- how to make life easier for SMEs: things to do before, during and after the internships

Please note the last day for booking on this workshop is Tuesday 8th December

Please note places are limited at each venue and bookings are taken on a strictly first come first served basis.

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ASET Student Competition 2015

REMINDER – Don't forget to download the [competition flyer](#) here and forward to all your returning placement students – they could **Win £500**



2015 ASET Student Competition

This year the ever popular ASET Student Competition has two categories for entry:

- Work experience gained in the UK or Ireland
- Work experience gained overseas

And a £500 prize will be awarded to the winning entry in each category.

The **deadline for all entries is Friday 8th January 2016.**

And Finally.....

If you would like to see your news here next month – get in touch, space is free of charge to ASET Members. Copy deadline Friday 20th November.
