

From: Mark Handscomb Programme Leader for BA Journalism & Clare Fletcher Placements & Project Officer Teesside University School of Art and Media, Middlesbrough January 2015

To: ASET

2015 ASET Exploration and Enhancement Student Bursary

Proposal for pilot project between Teesside University Media students and South Tees NHS Trust: James Cook University Hospital Trust Communications Team

The purpose of this proposed project is as follows:

- To define and assess the parameters of a “successful” partnership resulting in short term placement opportunities for TU media students within a partner organisation, in this case James Cook University Hospital
- To assess the quality and effectiveness of media placements outside traditional media institutions
- To identify the students’ motivations, expectations and record their experiences whilst undertaking these placements
- To identify the employers’ motivations, expectations and record their experiences whilst hosting a placement student
- To extend the level of knowledge and increase the information available relating to short term placements for Creative Arts students
- To share findings and best practice with ASET colleagues and the wider HE community
- To develop an approach which can be utilised with many partners to extend placement provision for many Creative Arts students looking at non-traditional opportunities

Within the School of Arts and Media, Media section we are committed to enhancing and developing our students’ employability. Our curriculum includes the need for students to undertake ‘Learning in the workplace’. We have been developing our employability strategy and extending our partnerships in order to offer students interesting, engaging and relevant placement opportunities. We operate within the Creative Arts and Media sectors which can be fragmented, transient and ever evolving. Our students are finding careers within sectors and industries that did not exist 5 years ago and as a result we must adapt and develop our offer in order to equip our students with the necessary skills and experience to succeed in the media sector. This proposed project would enable us to continue to develop our placement practise using information gathered from students on placement and the employer hosting the students.

James Cook University Hospital is a 1,010 bed major tertiary referral hospital, district general hospital and major trauma centre in Middlesbrough, North Yorkshire. The Trust’s public relations team manage all media enquiries, internal and external communications and requests for filming and photography. In 2014, the public relations team were named team of the year at the 2014 Association of Healthcare

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Communications and Marketing Awards. The team also won the Jonathan Street award for excellence. They make increasing use of Facebook, Twitter and You Tube to communicate with the public and champion good practice within the hospital.

In the Spring of 2015, we propose to arrange short term 2 week placements for four media students from Teesside University who are studying Multimedia Journalism or TV & Film Production. By immersing the students in the hospital communications team for periods of 2 weeks over an 8 week period between April and July, our intention is to improve the employability prospects of the student cohort by producing journalistic content in a wide variety of clinical environments. The parameters of the journalist content will be determined by the priorities of James Cook hospital and its marketing and communications team. This might involve filming in clinical environments to observe surgery with a view to explaining what different procedures involve, interviewing staff etc. The students will be involved in managing the Twitter, Facebook and You Tube accounts and will assist in producing content for all these platforms.

By having the students work alongside the hospital communications team, we also hope that it will raise the students' awareness of transferable skills. As part of their degree coursework, students learn how to set up successful You Tube channels and use social media in a professional manner. They also learn how to produce video and audio content.

By taking part in this project, we expect to raise students' aspirations of the opportunities that exist for their skillsets in non-traditional journalistic/media environments, such as the NHS, which is the largest employer in Europe, and by recording their experiences and gathering information before, during and after their placement we hope to be able to gain a greater insight into how placements and placement practise in this sector work and can be improved.

The hospital has indicated a willingness to participate in this experiment. Students on placement will work under the direct supervision of Mark Oxley, videographer at James Cook Hospital. Mark is a graduate of Teesside University and has previously mentored students.

ASET funded student role:

The ASET student's role within the project is to investigate and gather information about media students on placement in a non-traditional media environment, which will provide valuable insights into learning in the workplace for creative and media students. This information and insight will be used to develop, refine and extend our placement practice and look to extend the network of partners we have at TU to increase the placement opportunities for our existing and future students.

Information will be gathered in a number of ways through questionnaires, interviews, focus groups, using audio and visual resources. As the student will be undertaking

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either a Multimedia Journalism or TV & Film Production course they will have the opportunity to develop their own professional practice and employability skills during this experience.

The placement students will be interviewed before, during and after their respective placements. The supporting and supervisory staff at James Cook will be interviewed before, during and after the pilot project.

Academic and support staff within the School of Arts and Media will be interviewed before, during and after the project along with a section of staff from other creative areas within the school and interested parties from across the University community including careers and Academic Enterprise.

The student will be recruited from the media school from the 2nd year of BA Hons Multimedia Journalism or TV and Film production courses both of which require a placement during the summer. Therefore, the ASET funded student would be able to use this experience towards their own learning and their experience would be assessed as part of their degree programme. The student would be required to complete a Placement logbook which will enable them to record and reflect on their experience and connect to their own learning and professional development. The student could therefore have the freedom to decide which medium and platforms they wish to use to present their findings at the ASET conference in September.

The student will also investigate potential new partners based on the information gathered making some recommendations around proposing a phase 2 project with James Cook and identifying new partners to work with in a similar way.

Timescales:

1. March 2015 recruit the ASET funded student and 4 placement students, opportunities will be advertised via our VLE Blackboard social media sites <https://www.facebook.com/groups/111097538995551/> and media blog site <http://blogs.tees.ac.uk/mediaplacementsprojects/> .
2. April devise questionnaire for placement students and employer designed to collect information and insight on placement experience. Each placement student with James Cook hospital will be interviewed before, during and after. Place 1st student with James Cook Hospital
3. May Interview key stakeholders within the project including NHS staff, the students involved, supervisor, School of Arts and Media staff across other creative disciplines, Placement and Project Officer and the wider University community eg. Careers to assess the importance and impact of these placements and identify the challenges and barriers associated with this sector. Place 2nd student with James Cook Hospital
4. June Place 3rd student with James Cook

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5. July Place 4th student with James Cook
6. August review information gathered and produce report and presentation in time for ASET conference
7. September attend ASET conference along with Mark Handscomb to present findings and outcomes.

Support

Mark Handscomb, Programme Leader for the (BA Hons) Journalism course at Teesside University, will supervise the project on behalf of the University; he will meet regularly with the student to set out aims, discuss progress and next steps. In 2014, he won a Star Award from the Teesside University Students Union for promoting employability amongst students. He will work in close collaboration with the University Placements and Projects Officer, Clare Fletcher who will also be on hand to support the ASET funded student and those on placement. Both work in the School of Arts and Media at Teesside University. Jill Morgan, Assistant Dean, Learning & Teaching Quality Enhancement, Jill is a member of the Senior Management team within the school and will be the project sponsor and have School management overview.