

## ASET e-Bulletin

June 2016

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### ASET

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**Thank you** to everyone who submitted their ideas and abstracts for this year's [ASET Conference](#). Our review teams had some tough decisions to make, and I am pleased to give you, as an ASET member, a preview of the timetable of parallel sessions below. This will be available on the ASET website, along with the full abstracts shortly. I hope you will take this opportunity to view the full programme and reserve your conference place before general release of these details next week.



And don't forget – finals days to [book for the last two ASET workshops....](#)

**Debbie Siva-Jothy** [aset@asetonline.org](mailto:aset@asetonline.org) [www.asetonline.org](http://www.asetonline.org)

### Understanding + Relevance = Engagement

**Brian Byers, ASET Trustee and *Employability Manager, Ulster University***

From the outside looking in, it must look really easy to connect students and graduates with jobs and placements and internships. The logic is fairly straightforward isn't it? Employers have opportunities and we have students .....so what is the problem?

There may be some relevance in that thought. Do we make it more complex than it needs to be? Is our focus on the right things when making the connections between students and employers? Do we actually understand our students and what makes them engage?

I know these are questions we are all asking ourselves right across the sector. They are questions we need to answer within our own contexts and teams, but the game has changed, and those who are adjusting quickly will be relevant to the most important stakeholders. In my context, when we communicate in a range of ways with a large group of students about

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opportunities, and the students don't engage, then I am immediately questioning why this is the case. I refuse to put the blame at the students' door. Are they not viewing us or the opportunities we present as relevant? Or is it how we communicate, or how we don't communicate?

Our current students and graduates are extremely important, but we should not lose sight of who will be with us in the coming years. Generation K have it tough, and research is pointing towards more mental health issues and, having been raised in a challenging economic environment, a general feeling of mistrust. To engage we need to understand that.

So, in the midst of focusing on placements, jobs, internships, work experience, health and safety and the rest, we need to inform ourselves about our service users. Our students are still individuals and they will continue to be brilliant, challenging to work with, easy to work with, confident, not confident and we need to go into their world as well as invite them into ours.

I mean this not to have a negative tone, but to accept it as the next challenge. In my experience, and I'm sure yours is similar, the students at the 'upper end', both socially and academically, are most likely to seek support, whereas those that need it most, are less likely to ask for help. As I see it, it's our job to understand, and then to engage with all our students in a relevant manner.

Supporting the individual student, and the barriers they face, is what we do day and daily, but that doesn't mean it's easy. Things change and we need to be alert to how to manage that change. The ASET Conference 2016 will focus on these issues. I hope you will be there to share your ideas and experience in this crucial area.

ASET Conference 2016 – [make sure you don't miss it](#)

### **ASET Annual Conference 2016**

#### **The Placement and Employability Professionals' Conference**

6-8 September 2016, University of York, Campus East

***"Enhancing the Experience, Supporting the Student"***

[Book Online](#)



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Conference 2016 will focus on **Enhancing the Experience, Supporting the Student**, acknowledging that timely support and guidance during the key stages of a student's Work Based and Placement Learning is vital. Conference will consider:

- What a student needs to succeed, how best to prepare students for the experience
- The needs and requirements of the differing student population
- Support and Guidance whilst on placement
- Post placement, how to best use the placement experience

Over three days of Keynotes, Plenaries, Masterclasses, CPDs and parallel presentation sessions you will have the opportunity to hear from:

**Dr Gurnam Singh**, National Teaching Fellow and Principal Lecturer in Social Work at Coventry University and Visiting Professor of Social Work at the University of Chester

**Dr Vicky Duckworth**, Helena Kennedy Foundation Trustee and Senior Lecturer and Research Fellow in the Faculty of Education at Edgehill University

**Johnny Rich**, *HEA Board of Directors and Chief Executive of Push*

There will also be plenty of opportunity to network with colleagues UK wide, in the spacious and well-appointed Ron Cooke Hub conference venue.

### Conference Programme

#### Day 1 - Tuesday 6 September

08:00 - 09:00	Breakfast (Monday night delegates only)
10:00 - 11:00	Registration and refreshments
11:00 - 11:30	ASET Welcome
11:30 - 11:45	Welcome from the University of York
11:45 - 12:30	Keynote: <b>Dr Gurnam Singh</b> , Coventry University BME attainment and the challenges for employability
12:30 - 13:00	ASET AGM and President's Address
13:00 - 14:00	Lunch
14:00 - 15:00	Parallel Session 1
15:00 - 15:45	Parallel Session 2 – Regional Hub Meetings
15:45 - 16:15	Refreshment break
16:15 - 17:00	ASET Research Bursaries Research Bursary Project Presentation - University of Portsmouth Exploration and Enhancement Bursary Project Presentation - Loughborough University

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18:30	Drinks Reception
19:30	Gala Dinner
21: 00 -	The GlassHouse – on campus

### Day 2 – Wednesday 7 September

08:00 - 09:00	Breakfast
09:00 - 9:15	Registration for day delegates
09:00 - 10:00	Parallel Session 3
10:00 - 11:00	Parallel Session 4
11:00 - 11:30	Refreshment break
11:30 - 12:00	Keynote: <b>Dr Vicky Duckworth</b> , Helena Kennedy Foundation, Edge Hill University
12:00 - 13:00	Q&A Experts Panel
13:00 - 14:00	Lunch
14:00 - 15:00	Parallel Discussion/CPD/ASET Masterclass sessions Disability/Socio Economic/Gender-sexual orientation/International/Race
15:00 - 15:45	RMP Masterclass – It's your time to shine in the NUE Awards 2017
15:45 -	Refreshment break ASET Practice & Research Network Meeting/ Free time – explore York
18:30	Drinks Reception
19:30	BBQ
21: 00 -	The GlassHouse – on campus

### Day 3 – Thursday 8 September

08:00 – 09:00	Breakfast
09:00 – 09:30	Day registration / Time available for checking out and baggage store
09:30 - 10:30	Parallel Session 5
10:30 - 11:00	Refreshment break
11:00 - 12:00	Parallel Session 6
12:00 - 12:45	Keynote: <b>Johnny Rich, CEO Push</b> The Employability Edge
12:45 - 13:00	Conference Wrap-up & Close
13:00	Packed Lunch and depart

**Please note: The Programme and/or individual Parallel sessions may be subject to change at short notice**

The topics for each of these sessions are detailed in the timetable below. These are intended to be open discussion sessions and ones that everyone present can take part in.

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Conference will also feature Posters, covering a wide range of topics, presented by students, practitioners and academics, and will be available to view throughout conference.

Our Conference Partners and Sponsors will also be playing a key role, offering delegates the opportunity to take time to consider how their products and services might be of value at their own institution.

We are pleased to welcome:

Conference Partner



Conference Sponsors



The timetable of parallel sessions for each day of conference can be seen below, and will shortly be available on the ASET website along with the abstracts for each session.

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### Parallel Session Timetable

Day 1 Tuesday 6 <sup>th</sup> September		Practitioner Workshop	Something to Share	Research Paper
Location	Room No 248 Lakehouse 2 <sup>nd</sup> Floor	Room No 250 Lakehouse 2 <sup>nd</sup> Floor	Room No 103 1 <sup>st</sup> Floor	Room No 017 Ground Floor
Parallel Sessions	1 Staying connected – supporting students during their year out on placement Ing. René Moolenaar and Kate Thorpe, <i>University of Sussex</i>	2 “Supporting Student Success – Going beyond “Embedded Employability”” Peter Coates, <i>Leeds Beckett University</i> Supported by ASET Conference Sponsors Quantum IT	3 Vicki O’Brien, <i>University of Central Lancashire</i> Fran Walker, <i>University of Central Lancashire</i>	4 International Work Placements at Sheffield Business School: Transforming our Students into Global Graduates Cristina Lopez-Moreno, <i>Sheffield Hallam University</i>
Stream 1				5 Reconciling work placements Carol-joy Patrick, <i>Griffith University, Logan Campus, Queensland, Australia</i>
14:00-15:00 Tuesday 6 <sup>th</sup>				
Parallel Sessions	Scotland and Northern England Regional Hub	Midlands Regional Hub	Northern Ireland and EIRE Regional Hub	South West Regional Hub
Stream 2				South East Regional Hub
Regional Hub Group Meetings				
15:00-15:45 Tuesday 6 <sup>th</sup>				

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### Parallel Session Timetable

Day 2	Wednesday 7 <sup>th</sup> September				Practitioner Workshop Something to Share	Research Paper
	Room No 248 Lakehouse 2 <sup>nd</sup> Floor	Room No 250 Lakehouse 2 <sup>nd</sup> Floor	Room No 103 1 <sup>st</sup> Floor	Room No 017 Ground Floor		
Session						
Parallel Sessions	<b>6</b> Service Blueprinting for High Impact, Innovative Placement Preparation	<b>7</b> Best practice when working with third party providers for overseas placements	<b>8</b> Swansea University Student's Placement Journey - from 'Bootcamp' to 'Outduction'	<b>9</b> The real life benefits of work experience to our company and our interns	<b>10</b> "A stepping stone to getting this job": The role of work placements on students' perceptions of the transition to work	
Stream 3	Claire Colburn, University of Sussex	Jamie Bettles, ASET Conference Sponsors InternChina	Lucy Williams, <i>Swansea University</i>	Claire Kennedy, Qamar Hashmi, <i>IMI Precision Engineering</i>	Julie Udell, Holly Tricker and Mark Turner, <i>Portsmouth University</i>	
09:15 – 10:15 Wednesday 7 <sup>th</sup>						
Parallel Sessions	<b>11</b> A case study approach: Do students understand the benefits and correlation of engaging in assessed/ credit bearing pre- Placement activity to support them in the search and securing of an opportunity beyond just being an assessment activity	<b>12</b> 'The Placement App' – An improved way of reviewing and approving work placements.	<b>13</b> What a student needs to succeed, how best to prepare students for the experience	<b>14</b> The Challenges and Opportunities of International Student Employability and Mobility	<b>15</b> The direction of reflection: helping students make sense of work placements	
Stream 4	Amanda Monteiro, Canterbury Christ Church University	Louise Helps and Liz George, Southampton Solent University	Lisa Trencher, Manchester Metropolitan University	Alison Austin, <i>Plymouth University</i>	Heather Fulford, <i>Robert Gordon University</i>	
Parallel Sessions						
10:15 – 11:15 Wednesday 7 <sup>th</sup>						

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### Parallel Session Timetable

Day 3		Thursday 8 <sup>th</sup> September			Practitioner Workshop Something to Share		Research Paper	
Session	Room No 248 Lakehouse 2 <sup>nd</sup> Floor	Room No 250 Lakehouse 2 <sup>nd</sup> Floor	Room No 103 1 <sup>st</sup> Floor	Room No 017 Ground Floor	Room No 017 Ground Floor	Room No 017 Ground Floor	Room No 017 Ground Floor	Room No 017 Ground Floor
<b>Parallel Sessions</b>	<b>16</b> Placement Pal – Tried, tested and proved to work – Final year students as PAL leaders supporting second year students looking for placement	<b>17</b> Supporting and Enhancing the Student Experience of placements; managing engagement through the use of IT to increase attainment	<b>18</b> Professional Placement and the Use of Student Digital Storytelling	<b>19</b> The complexity of University-wide implementation of compulsory, accredited work-related learning in vocational degree programmes	<b>19</b> The complexity of University-wide implementation of compulsory, accredited work-related learning in vocational degree programmes	<b>19</b> The complexity of University-wide implementation of compulsory, accredited work-related learning in vocational degree programmes	<b>20</b> Student perspectives towards mandatory work related learning modules during their undergraduate degree studies: a case study.	<b>20</b> Student perspectives towards mandatory work related learning modules during their undergraduate degree studies: a case study.
<b>Stream 5</b>	<b>Vianna Renaud</b> <i>Bournemouth University</i>	<b>Stacey Johnson,</b> <i>Sheffield Hallam University and James Waring, Nicholas Associates, ASET Conference Sponsors</i>	<b>Robert Stott,</b> <i>Glasgow Caledonian University</i>	<b>Vanessa Airth,</b> <i>London Metropolitan University</i>	<b>Vanessa Airth,</b> <i>London Metropolitan University</i>	<b>Vanessa Airth,</b> <i>London Metropolitan University</i>	<b>Simon Bicknell and Melissa Clarke,</b> <i>Newman University</i>	<b>Simon Bicknell and Melissa Clarke,</b> <i>Newman University</i>
<b>09:30-10:30</b> Thursday 8 <sup>th</sup>								
<b>Parallel Sessions</b>	<b>21</b> Under Starter's Orders: Cross Curriculum Employer Projects at LJMU	<b>22</b> Pre-Placement Preparation - Equipping Students with the Skills to Succeed?	<b>23</b> Articulate - a Toolkit to help us support students in the game of understanding and articulating their competencies	<b>24</b> International Healthcare Elective Placements in Low Resource Settings: How can they be optimised to maximise student learning and professional development? (Work-in-Progress)	<b>24</b> International Healthcare Elective Placements in Low Resource Settings: How can they be optimised to maximise student learning and professional development? (Work-in-Progress)	<b>24</b> International Healthcare Elective Placements in Low Resource Settings: How can they be optimised to maximise student learning and professional development? (Work-in-Progress)	<b>25</b> A study of the impact of Work based Learning (WBL) placement on academic performance of students	<b>25</b> A study of the impact of Work based Learning (WBL) placement on academic performance of students
<b>Stream 6</b>	<b>Deborah Pownall,</b> <i>Liverpool John Moores University</i>	<b>Tara Cavanagh and Mark Wilkinson,</b> <i>Sheffield Hallam University</i>	<b>Lorna Warnock,</b> <i>University of York</i>	<b>James Ackers-Johnson and Natalie Tate,</b> <i>Salford University</i>	<b>James Ackers-Johnson and Natalie Tate,</b> <i>Salford University</i>	<b>James Ackers-Johnson and Natalie Tate,</b> <i>Salford University</i>	<b>Abdool Mohabuth,</b> <i>University of Mauritius</i>	<b>Abdool Mohabuth,</b> <i>University of Mauritius</i>
<b>11:00 – 12:00</b> Thursday 8 <sup>th</sup>								

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### Spring Staff Development Workshop Programme

Just two more ASET workshops remaining in the Spring programme. There are still a few places remaining for each of these. Details are below, so don't miss out. [Book your place online](#) today.

Date	Location	W'shop No.	Title
05-Jul	London - Senate House	10	Facing Facebook, Tackling Twitter and Living with LinkedIn
14-Jul	Manchester Metropolitan University	11	Innovation in Placement Assessment

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

**Tuesday 5<sup>th</sup> July (10am-4pm) Senate House, London**

**£165 ASET members/£195 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

**Last day for booking: Monday 27<sup>th</sup> June**

And the final workshop before we pause for the summer, and focus on preparation for the ASET conference in York, will be a new addition to the ASET portfolio.....

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### **11. Innovation in Placement Assessment (IPA) NEW**

**Thursday 14<sup>th</sup> July (10am-4pm) Manchester Metropolitan University**  
**£165 ASET members/£195 non-members**

There's more than one way to....assess a placement. From vlogs and blogs, to PDP and journals, essays and reports, posters and presentations, self-reflective practice and peer-assisted assessment, our facilitators will introduce contemporary, relevant and authentic methods of assessment for placements and work based learning models. In this participative workshop, delegates will be invited to engage in discussion and dialogue on the topic including exploring issues such as:

- What are you assessing?
- Who is involved in the assessment?
- Is it fit for purpose?
- How to encourage your students to engage in reflective practice

**Last day for booking: Monday 4<sup>th</sup> July**

### **WACE : International Research Group Grant 2016-2017**

WACE and the WACE International Research Group (IRG) are pleased to announce the \$15,000 CWIE Research Grant competition for 2016-2017. WACE established the research grant, now in its second year, to promote research activity that will advance and strengthen the understanding of cooperative and work-integrated education (CWIE) in post-secondary/tertiary education across the globe. One grant of \$15,000 will be awarded to the successful application. The application period ends on July 31, 2016.

The grant will focus within one of the identified WACE research themes. The five (5) research themes are:

1. Mapping and Reconciling Goals and Expectations Across Multiple Stakeholders
2. Social and Political Trends - including gender, race, socio-economic status, and accessibility
3. Assessment and Evaluation
4. Graduate Attributes
5. Transfer of Learning

An awarded study may sample from a variety of disciplines, but the study findings must address one of the themes listed above.

For more information about the grant, to review the grant criteria and to access the application please go to [www.waceinc.org/researchgroup/researchgrant.html](http://www.waceinc.org/researchgroup/researchgrant.html)

Please note that only fully completed electronic applications will be considered.

For specific questions about the grant, please contact:

Dr. Maureen Drysdale, Executive Chair, WACE IRG, [mdrysdal@uwaterloo.ca](mailto:mdrysdal@uwaterloo.ca)

Dr. Tracey Bowen, Chair, Grants and Awards Committee, WACE IRG, [tracey.bowen@utoronto.ca](mailto:tracey.bowen@utoronto.ca)

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### National Internship Week

In case you aren't aware – please see information below regarding a new initiative around Internships from [www.step.org.uk](http://www.step.org.uk)



**National  
Internship  
Week** 27th June - 1st July

*“In the UK we have a National Apprenticeship Week and a National Student Employment Week – but as of yet no National Internship Week. We think it's time to introduce one and we would very much welcome your support in helping to get this initiative off the ground.*

*National Internship Week (27th June – 1st July) will be a week-long celebration of all things internships. In this first year, Step along with some of our key partners (universities, businesses and Step delivery partners) will be implementing a week long programme of communication activities to inform and promote internships. We will also be working to end the idea of the unpaid internship. By raising the profile of internships through social media interaction and activities, we ultimately hope to encourage more businesses to consider offering internships and more graduates to consider interning as a valuable first step onto a career ladder.*

*The campaign already has the support of several universities across the UK, along with organisations such as InternAware, TargetJobs and Santander. We would welcome your involvement in any way possible:*

- You can provide us with details/ links to any relevant blogs worth sharing, and we encourage you to follow and interact with us on Facebook and Twitter to get the conversation going.*
- You could also tell us about any relevant graduate fairs or other events you have taking place that week, or something about your students who are out on an internship.*

*There will be several ways for your students to get involved. On Tuesday, we will host an hour-long, Q&A-style ‘#InternChat’ on Twitter from 12:30-13:30. This will be a good opportunity for students of all years to ask any questions they might have about internships and the application process, and it would be great to have the support of your social media teams in encouraging students to participate via Facebook and Twitter.*

*Similarly, we will hold a photo competition under the hashtag #firststep, with the aim of encouraging students and prospective interns to consider how they would describe the perfect internship. Entrants are encouraged to take a selfie with #firststep on a piece of paper, and describe their perfect internship underneath. The selfies can then be tweeted to @NatInternWeek as entries.*

*This competition will last from Monday to Friday and it would be great to have your students involved. There are Amazon vouchers to give away and the winner will be contacted by email. Any promotion of this through social media or e-mail mailing lists would be greatly appreciated.*

*To stay up-to-date with National Internship Week and to direct your students to more information, follow us @NatInternWeek on Twitter and National Internship Week on Facebook.”*

### And Finally

Please send your contributions for next month's e-Bulletin by Friday 15<sup>th</sup> July.