The Returned: Alumni as a key resource in developing an Employability strategy
You are The Returned!

- You are all alumni
- Discuss how you interact with your alma mater
- Give three reasons why you might want to maintain a relationship with your alma mater
- Have you had any interaction involving current students?
Gallo (2013): a gown to grave assessment of lifelong relationship between Universities and their graduates (see full details in further reading)

- Gallo identifies four stages:
  - Affiliation
  - Affinity
  - Engagement
  - Support
Film, Radio and Television Studies (FRTV)
School of Media, Art and Design

Single Hons & Combined Hons

With pathways in
- Film,
- Radio,
- Television,
- Broadcasting
- Animation
Film, Radio & Television Studies

- 50% theory, 50% practice
- 300 CH & SH
- Powell Building
- Industry Advisory Panel
FRTV Employability Initiatives: Pragmatic optimism

- FRTV has set up an Industry Advisory Panel to help guide the Programme in responding to the needs of the industry made up of many alumni.
- Year 1 input from Careers and Kent Film Office
- Year 2 specific modules mapped against employability skills development
Employability embedded in the curriculum through Personal Academic Tutoring (PAT)

Each tutor has responsibility for 7-10 CH and SH students each year.

Termly meetings triggered by assessment, option choices

Use of checklist form to raise questions about employability

Create a number of films to focus as a survivor’s guide to working in the creative industries
• Year 3 specific modules using work related learning and live briefs
• Professional Perspectives in the Creative Industries Year 3 module helps students prepare for the challenges of entering into the Creative Industries ranging from specialist CVs and Showreels to developing the requisite skills to pitch to creative industry companies.
• Real Time Visual Performance, Media Production and Mixed-Media Dissertation modules offer opportunities for work related learning
Professional Perspectives Assignment 1 (40%)
Sector analysis portfolio
Assessment 2 (60%)
Group Pitch

- Respond in groups to a brief from Industry Advisory Panel (6 briefs from radio, tv, film, social media companies)
- Training in group activities
- SWOT, NABC, De Bono’s 6 Hat
- Mock pitch
- 5 minute pitch to IAP
- Group portfolio
- Peer/Self-Evaluation Form
- Feedback from IAP
Alumni strategy as part of Employability initiatives

- **Affiliation Stage**
- Working with University alumni office
- Facebook and Linkedin group for graduates
- 12 month plan for content
- Social Media does not have magic alumni dust BUT it can help jump over the **Affinity Stage**
- **Engagement Stage**
  - Using Facebook (500 members) and LinkedIn to make contact but also:
  - find out about their career, through brief questionnaire
  - request for volunteers to help with Open and Applicant Days
- **Support Stage**
  - work on the Industry Advisory Panel to provide curriculum advice
  - give guest lectures or workshops
  - act as mentors for current graduates
  - Providing testimonials and case studies
  - Take part in alumni events (Screenings of work by current students)
• Support Stage
• Alumni activity interactive
• Alumni Annual dinner
• Alumni prize
Creative Industries

- Advertising and marketing
- Architecture
- Crafts
- Design: product, graphic and fashion design
- Film, TV, video, radio and photography
- IT, software and computer services
- Publishing, Museums, galleries and libraries
- Music, performing and visual arts
Types of employment

- Freelance
- Self-employed
- Small Enterprise (SME)
- Part time
- Zero hours contract
- Paid internship
- Full time
Department of Culture, Media and Sport (June 30, 2015)

- DCMS figures reveal employment within the UK’s creative industries is increasing at more than twice the rate of the wider UK economy.

- Key findings include:
  - Jobs within the creative industries increased by 5.5 per cent compared to the national 2.1 per cent rise in employment between 2013 and 2014.
  - Number of jobs in the sector is now 1.8 million. This represents an increase of 15.8 per cent (247,000 jobs) since 2011.
Value of services exported by the UK’s creative industries in 2013 is £17.9bn, a rise of 3.5 per cent (£598 million) on the previous year.

Exports from the creative industries have increased by 34.2 per cent (around £4.5 billion) - between 2009 and 2013, outperforming the rest of the UK economy by almost 15 per cent.

The Creative Industries accounted for 1 in 17 (5.8%) of all jobs in the UK in 2014. It ranged from 1 in 30 jobs (3.3%) in Northern Ireland to 1 in 8 jobs (11.8%) in London. Almost a third (31.8%) of Creative Industries jobs were based in London.

One in every six jobs in the UK held by graduates in 2014 was in the Creative Economy.

Between 2013 and 2014, there was an increase of 110,000 (7.3%) in the number of jobs in the Creative Economy held by individuals with at least a degree or equivalent.

Across all industries in 2014, 62.2% of jobs in Creative Occupations were filled by someone who had at least a degree or equivalent.
The Films

- Graduate stories
- The Runner’s Story (Laura, Sacha, Rob)
- Jack’s Story
- Molly’s Story

- Egg Marketing (all alumni, Laith Soudani, Aaron Shefras, Valentin Valinkov)
- Modest budget
- Work in progress

- Audience --- Undergraduates and graduates
- What is needed for a broader audience?
Graduate stories 2013-14

- Sacha --- freelancing and building up her TV credits
- Jack --- junior editor at editing house
- Laura --- freelancing and has moved from Runner to Researcher (Editorial)
- Rob --- production secretary
- Molly --- from full time to freelance now set up her own company Molly Moodle Media
Feedback on Films

• What was the most informative thing you picked up from the films?

• What did you like or dislike about the films?

• How effectively did the graduate survival story come across?

• What suggestions would you make for development?
Summing up

- How can we build a reciprocal relationship with alumni?
- The importance of social media and maintaining a sense of community
- How to temper the pessimism of the graduate jobs market with some pragmatic optimism
- How do we work our alumni strategy in to our employability strategy?
- How do we spread the sense of community with alumni to reach the support stage?
Further Reading

- To link to this article: http://dx.doi.org/10.1080/03075079.2013.833029
Enhancing Mentoring between Alumni and Students via Smart Alumni System

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Assessing alumni success: income is NOT the only outcome!

Amber D. Dumford & Angie L. Miller

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