



Coventry University London Campus
www.coventry.ac.uk/londoncampus





Sharing Best Practice

26 June 2014

Workshop Outcomes

The aim of the session is to:

- Appreciate the background for the need to develop a postgraduate High Flyers programme at CULC to enhance the student experience;
- Explore how the programme was developed and delivered in partnership between academic and employability teams;
- Examine the feedback and evaluation from students, teaching fellows and employers as well as future developments for the programme.

High Flyers – What is our message?

- Delivering a new ‘top talent’ initiative to enhance the ***student experience*** by integrating academic, employability & employer perspectives.
- Developed and implemented by a team drawn from teaching, careers and employer engagement supported by external experts and the ***real business experience*** in the City of London.

High Flyers – Some Background

Delivering our Promise

- Developing students ready to take up 'blue chip' internships

Tailoring the Student Experience

- Developing our approach to greater differentiation in the student experience

Delivering our KPIs

- Achieving our Balanced Scorecard KPI 'Tailor student experience to individual talents and ambitions'

High Flyers – The Project Team



John Watkins
Head of HRM & Fashion



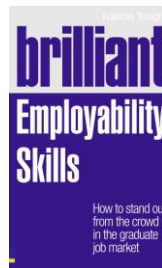
Jo Blissett
Careers Advancement Manager



Gareth Lewis
Employer Engagement
Manager



Caroline Miller
Careers & Employability
Administrator



High Flyers – Working in Partnership

**Student Feedback from Course
Consultative Committees**

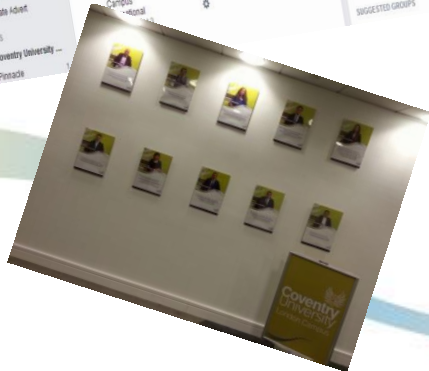


**Employability Skills &
Employer Feedback**

**Programme
Leader Feedback**

High Flyers – Launch and Promotion

- On campus marketing activity and events – drop in sessions
- Online promotion and communication on Facebook and Twitter
- Online promotion and communication via Moodle
- Competitive application process - ‘creative and innovative’



Warning: You are accessing to Window 8 Tablet of a 'creative, innovative, interesting and informative' candidate.
Would you want to continue?

YES

YES

Please choose one!

Start

Alvin

Sign out



BACKGROUND

EDUCATION

MOTIVATION

INTERESTS

WORKING
EXPERIENCE

amazon

skype



SOCIAL
ACTIVITIES

ACHIEVEMENTS

Bloomberg

LANGUAGES

BBC
ONE



YAHOO!

facebook

SHUT DOWN

SHUT DOWN

Before you shut down, remember to choose this candidate as a member of CULC High Flyers Program! This is a huge chance for him to discover his potentials and draw his successful future career and FLY HIGH.

Thank you!

High Flyers – Who are our High Flyers?

Nationalities:
11

Age Range: 22-35

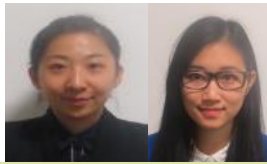
Work Experience:
38%

PG Programme:
50%

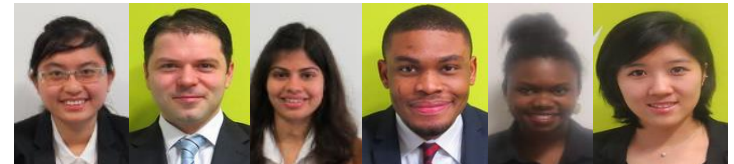
Dropout:
7%



MBA Global Financial Services



MSc Fashion Marketing



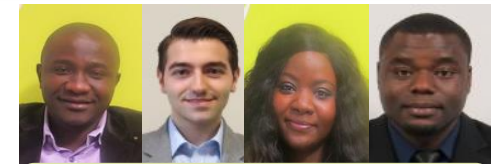
MBA International Human Resource Management



MBA International Marketing



MBA Hospitality & Tourism Mgmt



MBA Oil & Gas Management



MBA Global Business

High Flyers – The Programme



When	What
Over the term break	Undertake the Identity Compass Questionnaire
Week 1 of term	Individual feedback & coaching from Identity Compass profile
Week 2 of term	Developing your impact in teams
Week 3 of term	Personal values & beliefs
Week 4 of term	Achieving your international career in business
Week 5 of term	Effective networking skills
Week 6 of term	Business networking in action!
Week 7 of term	Using social media to promote yourself effectively
Week 8 of term	Executive Presence & Impact
Week 9 of term	Personal Development Planning
Week 10 of term	Celebration and Networking



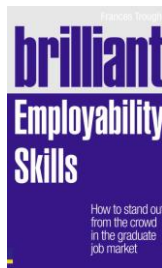
Impact – Feedback from Industry Experts



“It was an exciting journey to watch as their awareness increased.” Darren Stevens



“Their willingness to step out of their comfort zone was impressive.” Genevieve Boast



“They demonstrated all the qualities needed to become game changers of tomorrow.” Frances Trought



“They demonstrated a positive desire to learn, explore and try out new ideas and skills.” Sarae Pratt

Smarter Networking
The business relationship experts



“The way in which they acted on the feedback was impressive increasing their own clarity, confidence and competence.” Olivier Herold

THE **O**xford Group

Impact – Student Feedback

Student Video

Impact – CULC Feedback

- Positive impact on campus – high profile, visual
- Increased applications for the second High Flyers programme via student recommendations
- ‘Repeat business’ – request from UG programmes to run a similar programme
- Increased student engagement in Mentoring/Establishing Student Societies/Volunteering/Buddying
- Students undertaking UK and international internships (next term 18 out of 22 High Flyers working with employers)
- Positive feedback from Teaching Fellows regarding increased student engagement and confidence
- Positive feedback from High Flyer participants regarding increased self-awareness, growing self-confidence and clarity on career goals

Impact – Teaching Fellows Views

Teaching Fellow Feedback:

- Increased student engagement in class...encouraging others
- Increased confidence in own ability...presentations, debates
- Increased involvement with other initiatives and enhanced academic progress



“This term she was successfully elected as the CULC HR Society President.”

**High Flyer
Student Activity
on Campus**



“This term she successfully ran a cultural awareness workshop for students and staff and has helped establish the CULC Chinese Society.”



“He was successfully elected as the CULC Mentoring Cloud President and helped run a successful in-class seminar.”



“This student’s self-awareness and self-confidence has grown and his average grade has moved from a merit to a distinction.”

Impact – Student & Teaching Fellow Views



THE RITZ LONDON



“Her confidence has grown, showing strong interpersonal and communication skills. Indeed, she has demonstrated entrepreneurial spirit e.g. Red Cross internship in the U.S, and there is no doubt in my mind that she'll be successful in her career in marketing.” – CULC Teaching Fellow

“The High Flyers programme helped me to develop my potential and pushed me to challenge any difficulties I was afraid to face before”

“High Flyers has helped me build skills and encouraged me to network and socialise with other students and employers”



“He has managed to get some order in his understanding of theory, showing in the way he applies concepts in class and in his coursework. To date, he is the only student to have the confidence to deliver a student-led seminar presentation.” - CULC Teaching Fellow



“The High Flyers programme is amazing. I have been able to develop myself and gain skills I could not in the classroom”



“I feel more confident because of the High Flyers programme”

“The High Flyers programme is a safe place to express yourself and improve your skills”



“He has developed his skills nicely, he is a committed and bright student with the potential to continue getting better.” – CULC Teaching Fellow



Future Developments & Challenges

For 2014/15, our focus includes:

- UG 'Top Talent'
- Cross Group collaboration ideas/events
- Staying exclusive and widening participation
- Measuring impact on student performance (outcome vs individual)
- Engaging High Flyer Alumni with CULC priorities



We would love to hear your thoughts and feedback

- Share these with us via padlet.com
- We'll send you the link below:

http://padlet.com/john_watkins/ckhd1p6jgn58

Continue the Conversation with Us!

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