

Board of Management Learning & Teaching Committee

Date of Meeting	Tuesday 5 November 2019
Paper No.	LTC1-F
	10
Subject of Paper	Industry Academy Update - Faculty of Creative Industries (Media)
FOISA Status	Disclosable
Primary Contact	Jacque Shaw, Associate Dean: Media
Date of production//	28 October 2019
Action	For Discussion

1. Recommendations

It is proposed that the Learning & Teaching Committee (LTC) consider and discuss the contents of this paper upon the progress and development of the Faculty of Creative Industries, Media curriculum areas.

2. Purpose of report

This report is intended to provide an insight for the LTC into curriculum activity by exploring development and progress within the curriculum areas of broadcasting, marketing, public relations and media. The report will show through examples, how the curriculum areas are positively engaging both internally and externally to provide high quality learning and teaching, industry engagement and student work experience opportunities within City 4.0.

3. Context

The Associate Dean (AD) for Media works with a team of academic staff and technicians with up to date industry experience. Broadcasting includes TV Studios with edit suites and City Radio our in house station that broadcasts live each college day. We have a Station Manager in charge of student programming that relates directly into accredited units. The curriculum team are launching a schools initiative to communicate the opportunities within radio and audio media. Podcasts training and opportunities are to be made accessible to the commercial market following the growth trend of this medium. We have recently hosted the Audio Engineers Society Scottish conference with student ambassadors including filming of the event. Speakers included Professor Stephen Dance is the Director of the Acoustics Group at London South Bank University, Jono Heale, Director of ACS Custom (one of the world's largest hearing organisations & Chris Steel, HSE's Specialist Inspector for Noise & Vibration).

The successful Television Awards run from NQ to BA (Hons) degree levels. There is a high level of industry engagement with the BBC, STV, the Royal Television Society and various production companies. We work with a curriculum advisory committee of Lion TV, STV, Arteus & freelance reps from industry to advise on skills gaps and opportunities for graduates and developing technology requirements in production. The recent MOD offered work placement for BA TV students in live broadcast environments filming and producing on line video content.

Student films are showcased through the BBC at Pacific Quay, Glasgow Film Theatre, the Scottish Parliament and Vimeo. The team have applied for Screen Skills Accreditation. The National Film and Television Society (BBC) lease the TV Studio facilities for their training workshops.

Successful students have recently received bursary awards and internships with STV.

BA4 students pitch entertainment ideas to BBC Scotland Commissioner Gavin Smith & Matchlight Productions. Great insight into development and commissioning at BBC Scotland & independent decision makers is achieved.

Media and Journalism engages with journalists, editors, writers across traditional and digital formats. Students follow live daily briefs from GO Radio to be covered, edited and submitted on a daily basis across the city. The student magazine City News is published bi-annually and features are posted on City Live. Live briefs are pitched by students to the BBC Comedy Unit.

Students have recently gained work experience across SPL/ football clubs attending matches, press conferences and writing web content for Hamilton Accies, Kilmarnock, St Mirren and Partick Thistle. An agreement is in process with Albion Rovers and Queen's Park FC.

Students reporting on Newmains United Junior side reporting directly to Scottish Sun journalist, Gareth Law.

Marketing & PR engage directly with agencies, consultancies and clients across this curriculum. For e.g. D8 Design, The Media Shop, Equator, Frame, SSE Hydro, Nil By Mouth, SWG3... Units are designed along with the client where students follow and present current live briefs to decision makers/ employers. The curriculum areas enjoy, and are actively seeking, partnerships with industry and external training partners. The academic staff recently were awarded the Bridge 2 Business Social Enterprise Team

Award at the Festival of Youth Enterprise for their student's campaigns and work with Social Bite and Brewgooder/ Brewdog clients.

Staff and students have been invited to discuss and present the award winning Nil By Mouth campaign along with Marketing & PR Curriculum's effective industry engagement strategies to Richard Lohead, MSP, Minister for Further and Higher Education and a committee with Geoff Leask & Brian McEwan from YES/ Bridge2 Business. The anti- sectarian "It's Not in Your Blood" Campaign is across digital outdoor/bus shelters and social media. Effective PR achieved in the Scottish press (The Sun, Daily Record, The Herald)...and the lead story on Clyde 1 breakfast news.

This high level of employer engagement prepare students for interviews and employment effectively.

4. CURRENT INDUSTRY ACADEMY ACTIVITY – Session 19-20- examples

4.1 NEW DIPLOMA IN DIGITAL MARKETING STRATEGY

In partnership with JUMP DIGITAL, suppliers of content that will be managed and updated by them to ensure currency/relevancy of this new award.

This is a fully on line accredited award from City of Glasgow College. On successful completion of the 3 units candidates have the opportunity to register and submit the Chartered Institute of Marketing's (CIM) level 6 Digital Diploma.

Recruited and pilot for 9th March 2020 (block 3) following the CIM timelines/deadlines of assessment & submission.

Sell Up/ product development opportunity: There will be an option for those who wish to participate for CPD and not submit assessments and be presented for the Award. Masterclass sessions can also be offered as part of the service from tutors and guest/industry practitioners

Growth Opportunity: UK domestic business market. Majority of current target fees are paid by employers as part of staff development/CPD. Independent/ SMEs will also find attractive due to flexibility with high CIM/ CoGC standards.

CIM can also be funded through Work Force Development Fund.

In the longer term the international market offers extensive growth opportunities. The CIM share data of countries with digital demand and exam success, for e.g. Sri Lanka & Nigeria identified growth markets.

The college international partners can be successfully targeted. This will increase our global reach and income.

4.2 CHARTERED INSTITUTE OF MARKETING CONFERENCE

This new product can be launched/communicated at the Annual Scottish CIM Conference early next year (date TBC) hosted by Marketing & PR staff & students at City Campus.

Last session 80 professionals attended that showcased the CoGC with key speakers such as Martin Jordan, Director of Innovation, Equator Digital.

Alan Meldrum, Director, Percepta

Joe Pacitti - Chair CIM Scotland, Managing Director of CeeD Dave Scott, Campaign Director, Ewan Anderson, Eden Scott Recruitment

Over 120 students attended the speaker programme on rota and staff CPD was successful. The networking sessions at our invited exhibition area developed opportunities for employer engagement including the partnership with Jump Digital for the new on line digital marketing courses.

4.3 SESSION 19/20 UPDATE FOR JOHN MATHER TRUST ENTERPRISE COMPETITION

The Industry Academy Curriculum post managed the John Mather Trust (JMT) up to October 2018. The new Curriculum Area of Media in the Faculty continue to manage the programme for JMT from January 2019.

£10,000 grant available for potential entrepreneurs and winners

Growth of successful partnership with Young Enterprise Scotland (YES) & Bridge 2 Business1-2-1 support with Alan Gordon (YES) and Jacquie Shaw (Associate Dean - Creative Industries/Media)

Establish JMT base with Bridge 2 Business and Young Enterprise Scotland in City Campus – Room C6.032 available Tuesdays & Thursdays throughout session.

Business Proposal & Planning workshops from Curriculum Team and YES

Lesley Woods from LMW Consulting Ltd – Marketing Workshops/ master classes

Establish a panel of experts/ decision makers for programme

Entrepreneurial speakers/events

Gateway Executive Advisors as part of post support strategy

Partnership with CoGC Student Association to promote through Executive & members- involve key staff from Student Engagement Team in Careers Services

Programme to include opportunities such as...

4.4 DIGITAL SKILLS TRAINING BY FACEBOOK

Available to JMT candidates (this will also be rolled out to other relevant curriculum areas) to include...Target 120 students

INNOVATION - Come up with the next big idea and prototype it - app creation SOCIAL

MARKETING - Learn the four step process for success on social media

WEB PRESENCE - Learn how the web works and how to build a website

ARTIFICIAL INTELLIGENCE - Understand the foundational concepts of AI and how it works

CYBER SECURITY - Understand the vulnerabilities of the web, and how to protect online

MAKING DECISIONS WITH DATA - Get the tools to make more effective data.

Students learn from the best trainers in Scotland (Apple and Google trainers)

4.5 ERASMUS + PROJECT – HOLLAND with JMT

An Entrepreneurial Journey (AEJ) is a joint Erasmus Plus project undertaken collaboratively by the Dutch Foundation of Innovation and YES Scotland. It is designed to offer the expansion of Youth Enterprise and Employability into new European markets.

AEJ provides College Learners and recent Graduates the opportunity to learn from European partners through an interactive and challenging three-week Employability and Enterprise project in Holland, with travel & accommodation arranged. Reasonable expenses, including food, commuting and culture trips are paid, and support is provided throughout with our Dutch partners

.6 candidates to be considered/ recruited through current City Erasmus+ system with Stuart McDowall, Head of Innovation & STEM. These candidates would have to be in a position to take 3 weeks off campus in May 2020 (dates TBC) and engage in the preparatory Erasmus requirements for engaging & orientation.

Consideration given to assessments (chiefly Graded Units) and able to work remotely. Academic action plan and support to be in place for each candidate to ensure successful outcomes all round.

4.7 CONTINUED SUPPORT FOR LAST SESSION'S JMT CANDIDATES

Pawel Kmiec – COLAB

Colab is a safe and secure on-line platform made to help students to interact and collaborate with fellow students from other areas of expertise or fields of study.

Colab is the ability to connect, to reach outside one's classroom, to filter out the noise of social media and find exactly the kind of projects or collaborators students are interested in.

Pawel continues to work with CoGC and is currently receiving support for legal and technical requirements. It is intended to present his business plan to the Students Association and the Board of Management in order to pilot Colab at CoGC session 20/21. This business will offer further enterprise opportunities for students at CoGC for JMT and other work experience projects.

5. SUMMARY

The Media Curriculum Area aim to establish a

MEDIA CENTRE OF EXCELLENCE at CoGC with **Industry Academy objectives** of:

Continued increase of student work experience and active engagement with potential employers

Growth of commercial/ non SFC income

Development of stakeholder/ partnerships from media industry (innovators, influencers & mentors)

Continued newsworthy social responsibility (non- commercial) opportunities

Achieve European/ Global reach/footprint with Media for CoGC

Embracing & administering the “Realising Scotland’s Potential in a Digital World: A Digital Strategy for Scotland.” (2017)

Be responsive to Government Youth Employment Targets

Engage and communicate with schools the opportunities of our awards and potential careers in Media

Actively contribute to the success of the Strategic Plan for CoGC (2017- 25)